



# WIRED

*Issue 12 - JULY 2*

***WIRED FEEDBACK EDITION***

# Feedback

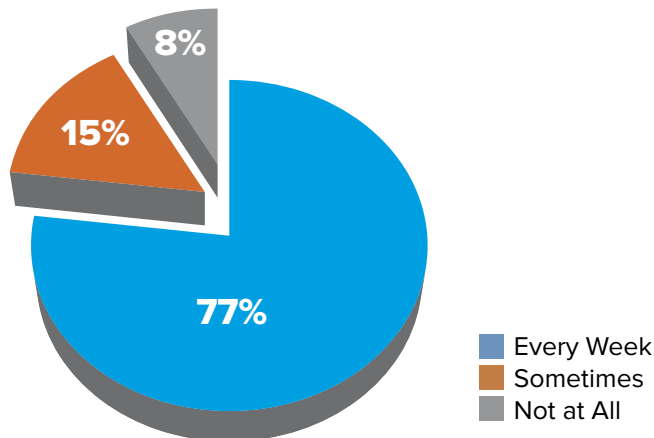
**A**t the start of this year Wired made a long awaited comeback, it's the go to internal magazine for up to date ECP product news straight from our Product Managers. A couple of weeks ago we asked for your feedback. This special edition of Wired we will explain our future plans, as well as how your comments and feedback have changed the shape of the Magazine.

*Regards, Krishan - Product Marketing Executive*

## CURRENT STATS

Wired Readership is very good, with 77% of Euro Car Parts reading the magazine! On average we have a readership

of 1,500 members of our team. There is some work to do, 8% of respondents said that they did not read the magazine at all...



## CAN WE HAVE A HARD COPY SENT TO THE BRANCH EVERY WEEK?

it's simply uneconomical to do this, unfortunately we do not have the budget to print Wired. You can print 'wired' straight from flipping book – The logistics involved getting hard copies to branches every week would prove to be challenging to say the least

## THE SIZE OF THE TEXT IS TOO SMALL!

Over the last couple of issues we have limited articles to 200 – 300 words, meaning we are able to space words out and add a bit of leading! Also, we have limited the use of darker backgrounds on the text area making the article easier to read.

## THE FREQUENCY OF WIRED IS TOO LITTLE/TOO MUCH

Wired in its new incarnation has only been running for 6 months, in this time we have tried and



tested different frequencies of issuing Wired. We started on a month by month basis, we felt that the gap between issues were too big to engage a regular readership. We switched to a bi-weekly and then a weekly frequency. We noticed with a weekly issue there was a gradual decline in readership and came to the conclusion that a weekly Wired was too much, relegating it to “just another email.” From the

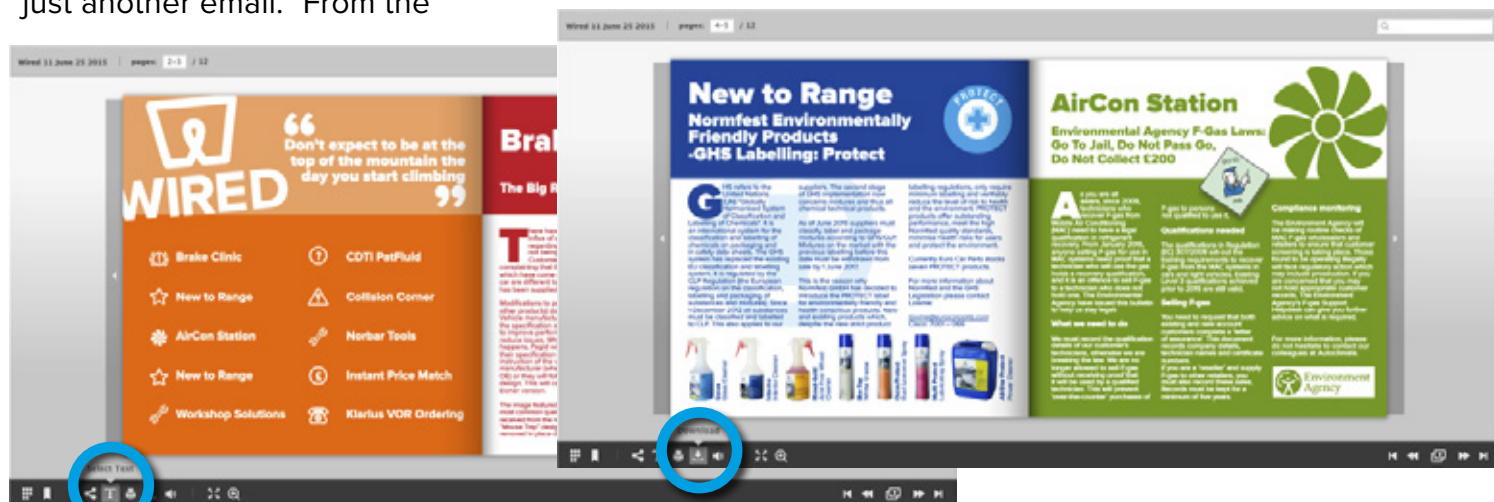
next issue onwards we will be rolling with a bi-weekly format.

### LAYOUT AND USING FLIPPINGBOOK

Flippingbook is a great tool, being online means we are able to track its effectiveness and it is easily accessible for all members of staff, especially the guys who are on the road. We have had a few comments stating that they don't like

reading it in the Flippingbook format however, it provides you with a sleek and easy to use medium for reading Wired, with the added theatrical flipping pages!

It is in fact possible for you to copy and paste information from Flippingbook, all you need to do is use the “Select Text” tool and copy & paste it into a document/email.



***“A bit of light hearted company/branch banter (laughter is the best medicine) all work and no play makes Jack a dull boy!”***

Yes, we agree, laughter is the best medicine! Introducing the new style of back page.

Every edition of Wired will now include a little game or puzzle based on the content of the issue. The first three readers to solve the game or puzzle will win a prize!

Next week we will be giving away an Air Cannon to three lucky winners!

Make sure that you keep your eyes peeled and brains engaged for every issue!

