



INTERNAL COMMUNICATIONS PEOPLE CHOOSE TO NOTICE

Make work worth tuning into.

The Grapevine helps growing and distributed companies communicate with enough clarity, rhythm, and personality that employees trust the message — and want to join the conversation.

POSITIONING

The Grapevine creates internal communication with enough clarity to trust, enough personality to share, and enough consistency to become familiar — built for the channels employees actually use.

WHAT YOU CAN USE

Internal campaign concepts

Turn a change, strategy, benefits update, culture moment, or leadership message into something worth noticing.

You get: a campaign idea, clear narrative, channel-ready pieces, and talking points.

Communication rhythm design

Create a recognizable pattern of leader notes, team conversations, stories, or live moments without adding noise.

You get: a useful editorial rhythm, formats, themes, and ready-to-use examples.

Cross-channel storytelling

Adapt one clear story for email, intranet, Teams or Slack, live meetings, and manager conversations.

You get: distinct versions and a release sequence that fits each channel.

Leader communication & coaching

Help leaders sound clear, confident, and human — especially when the message is difficult.

You get: remarks, honest FAQs, presentation direction, and rehearsal support.

Employee listening moments

Create a bounded way for employees to be heard, then show what leadership heard and what happens next.

You get: questions, facilitation, themes, and a follow-up story.

Technology adoption communication

Explain what a new tool means for daily work & make the launch better than a training link.

You get: an adoption story, practical examples, learning moments, and follow-up.

How we work**> Asks**

Short interviews, quick audits, clear briefs.

> Does

Story, rhythm, creative direction, channel adaptation.

> Delivers

Messages, guides, campaigns, leader language.

How we work together

You bring goals, audiences, context, existing channels, and the real people behind the message.

We bring New Horizons Launch finds the story, shapes the rhythm, and builds creative direction so every channel feels connected and human.

You receive ready-to-use messages, leader language, channel guidance, campaign ideas, and reusable editorial direction.

A strong fit when

- > Important stories exist, but **attention is fragmented**
- > Messages **feel flat, scattered**, or easy to ignore
- > Employees hear **different versions of the same story**
- > Leaders want to be **clear without sounding scripted**
- > A lean communications team wants **senior creative partnership**
- > You want a **recurring rhythm**, not more noise

Value you can see

- > A **unifying story** people can repeat
- > A **dependable editorial rhythm** employees recognize
- > **Clearer, more confident** leader communication
- > **Channel-ready content** that fits how people work
- > Communication people **trust, notice, and remember**

Built around real attention. Not every message needs more volume. The right message needs a reason to matter — The Grapevine helps create that reason.

Senior thinking. Fresh energy. No handoffs.

The consultancy brings **senior thinking** and **sharp questions** to complicated ideas. The Grapevine is **led directly by New Horizons Launch** — no layers, no rotating team.

The **scope stays modular**: one focused engagement, an ongoing partnership, or a blend shaped around what you need.

That means **faster answers, real judgment calls**, and creative direction that stays consistent — nothing diluted through account layers.

Is an important message getting lost?

Start with the story, the channels, and what needs to be heard.

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