



NPK's rebranding journey with LinkedIn's AI-Assisted Content Creation tool

Challenge: Navigating a complex rebranding process

- NPK faced significant challenges in rebranding after splitting from its legacy brand.
- There was a primary focus on corporate communications, including developing a new brand identity, logo, and digital presence.
- In addition to building a revamped foundation, the team had to balance limited time and resources.

Solution: Leveraging AI for strategic transformation

- LinkedIn's **AI-Assisted Content Creation** tool played a crucial role in overcoming the challenges mentioned above.
- The tool's user-friendly setup, which utilized information from NPK's updated website, enabled Crystal Alvarces, Corporate Communications Manager, to efficiently manage content on their Life Tab on their LinkedIn Career Page.
- The tool generated high-quality output, while also streamlining content creation. The tool allowed Crystal to create an output in minutes, enabling major time savings on a task that otherwise would demand hours or even days.

"Getting to beta test the new [LinkedIn] AI feature was a game-changer! I loved it! It's different from ChatGPT or other AI software in that you don't enter prompts in a field to generate the outcome; it uses your website to produce content. For NPK, having just launched a brand-new website, all our content was up to date, and it set the tone and language for the input. Therefore, the output was near perfect!"

Crystal Alvarces Corporate Communications Manager, NPK



NAMER Reach

Construction | 201-500 employees

Goal 1: Strengthen Employer Brand



"LinkedIn AI helped me move faster. **It was able to generate near-perfect content in a matter of seconds.** I can get stuck on where to start and overanalyze. LinkedIn's [AI-Assisted Content Creation] tool pushed me past that 'starting from a blank page' point. I finished the whole process in minutes, where I had blocked out a couple of hours to work on it."

Crystal Alvarces Corporate Communications Manager, NPK

