

Designing Internal Content Systems to Align Cross-Functional Teams

HBO Latin America | Caribbean Markets 2015 | Internal Content Strategy

Context

HBO Latin America operated across multiple regions and departments with limited shared understanding of Caribbean markets. Communications silos already existed within the corporate infrastructure. Monthly programming calendars were distributed via routinely overlooked, informational emails intended solely to signal availability within the system. As a result, the Caribbean remained peripheral in internal perception, despite growing strategic importance.

Problem

One-line internal updates were the standard, missing the opportunity to build confidence, relevance, or shared understanding. Information traveled, but meaning did not. Caribbean markets remained abstract and difficult to advocate.

Decision

I intentionally repurposed that low-engagement, internal communication channel into a content strategy platform. Rather than just announcing calendar availability, the emails were used to communicate cultural context, signal market value, and shape internal perception of the Caribbean as a distinct, investable audience. The objective was attention and advocacy. Internal communication became a mechanism for influencing how teams researched, positioned, promoted, and invested in the market.

System

Emails were built with a consistent cadence to establish expectations. The recognizable structure reduced cognitive load, cultural framing, optional depth via links, and a clear functional signal with promotional highlights. Tone, storytelling, and cultural relevance were used intentionally to increase engagement and retention, not just for entertainment, but to build shared understanding and market value.

Outcome

As internal fluency increased, downstream behaviors shifted. Audience research initiatives were commissioned. Local content development was greenlit. PR strategies became more culturally specific. Marketing approaches evolved toward organic, in-market resonance. Parallel relationship-building with local influencers and thought leaders further deepened understanding beyond traditional media frameworks.

Evidence

Redacted internal email excerpts and qualitative stakeholder feedback. As the format diverged from standard channel communications, it was eventually discontinued to preserve cross-market consistency. Continued feedback following its removal reinforced the value of culturally contextual internal content for organizational alignment.