

Building Employee Morale

Great companies recognize that regular internal communications can build employee morale and trust, which, in turn, improves job satisfaction and productivity. Acknowledging a need to keep their retail store employees connected to the home office, teen retailer

American Eagle Outfitters turned to Brady Communications for help developing a quarterly employee magazine.

The resulting publication – AE Life – reinforces the company's branding and values. For each issue, the Brady team works closely with AE to create the content that brings the company to life. We develop story ideas, conduct

interviews, write articles, design each spread, and art direct photo shoots. By paying strict attention to the details, we ensure that every issue conveys AE's unique voice and style to employees across the United States and Canada.



Giving It Style

Each spread conforms to a set of magazine standards and brand guidelines while allowing creative freedom to support each story with a variety of visual styles.



Start the Presses

In addition to the content development and design, Brady Communications manages the printing and delivery of each issue. Multiple proofs and press checks ensure consistent quality standards are met from issue to issue.



Face to Face with Susan McGalla • AE Community News
 Associates on the Move • Marcie Eberhart's Mission
 BTS Conference • AE Sightings

Manager of the Year Renee
 Getting Personal with
 • Live Your Life Eve
 Katrina Relief

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