

The impact of Corporate Communications on a Company's Brand Image: The Case of “La Banque Populaire” in Morocco

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Abstract: Corporate Communication is a process centered on the company, institution or organization and its values. It is the set of communication actions aimed at enhancing the image and reputation of a company or institution with different audiences. It's the process of listening and sending messages and signs to target groups, aimed at improving image, strengthening working relationships and promoting services. In today's hyper-communicative world, saturated by the multiplicity and diversity of messages, the simultaneous, coordinated and coherent use of all communications expertise and techniques is not an optional or accessory extra, it's a categorical imperative. It's a categorical imperative. And no company should shy away from it. That is why we chose to focus on the theme of corporate communications and the impact it has on a company's image. The methodological approach adopted for this research consisted firstly of a documentary analysis of the different institutional communication strategies adopted by a Moroccan corporate bank named “La Banque Populaire (BP)”. This was followed by a field survey involving data collection, processing and analysis. The sample selected consisted of 100 customers of the bank, varying in age and socio-professional category. The results revealed that the bank communicates sufficiently with all internal and external audiences to inform them of its activities, projects and difficulties, and to encourage cultural, educational, social and environmental activities. However, the bank under study needs to step up its communication efforts, especially with regard to sponsorship and patronage, in order to maintain its long-term viability and competitiveness. The potential implications of this study are that companies, including the Moroccan corporate bank BP, must invest in their corporate communication initiatives to sustain their long-term viability and competitiveness. This entails enhancing communication with internal and external audiences and increasing efforts in sponsorship and patronage. Failure to do so may result in a negative impact on the company's image and reputation, ultimately affecting its success.

Keywords: competitiveness, corporate communication, image, sustainability, values.

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1. Introduction

Today, the question of identity has become a crucial issue for modern institutions and organizations. On the one hand, this is due to the development of the liberal economy and the expansion of markets; on the other hand, it is because of the imaginable dimensions reached by competition.

Every day, companies evolve in a more competitive and complex economic environment that challenges them even more. It is not always enough to make good products and put them on the market in a highly competitive environment. However, there are many dangers that can weaken a company, including rumors from competitors, strike action, disapproval from consumer associations, and environmental concerns, all of which can jeopardize a company's activity and prosperity.

In light of this, many institutions tend to build their own identity in order to distinguish themselves from others through a communications device that underpins the way they communicate about the company itself and its values.

In the current era of hyper-communication, saturated by the multiplicity and diversity of messages, the simultaneous, coordinated, and coherent use of all communications expertise and techniques is not an optional or accessory extra; it is a categorical imperative (Giuly, 2013). This requirement is all the more true in that no company should shy away from it. Corporate communication is generally referred to as 'corporate communication.' Its purpose and interest are not well known by many business leaders (Ntumba, 2008). This lack of awareness is compounded by the problem of the discipline's target audience. It is both internal and external to the company. 'Everything begins internally and extends externally' (Westphalen, 2012). In other words, the company's self-expression must be in line with reality if it is to be recognized and approved by its staff, the company's first 'ambassadors.' It is not possible to advocate dynamic external communication and neglect internal communication. 'Internal and external communications are not just the icing on the cake of a company's management. It is a strategic tool that is not separate from the rest of the tools but comes into play as part of a mix' (Auvinet, 1991). 'Internal communication creates links: it enables the development of a 'common culture' in an organization and ensures the 'proper appropriation of human resources processes.

For this reason, the study has chosen to examine the concept of institutional communication and its influence on corporate image through an analysis of the institutional communication strategy of a highly competitive institution, which is BP. The aim is to show the extent to which this communication can have either a positive or negative impact on corporate image and to help managers and administrators take account of the aspects of this communication in their daily work, both internally and externally, in order to achieve the desired results. On the other hand, the example shows how a company has become a leader in the banking market thanks to its strategic efforts and also thanks to a well-developed and coherent corporate communication strategy.

Corporate communication plays a vital role in shaping a company's image and reputation. Effective communication can help a company to convey its values, mission, and vision to its stakeholders, including customers, employees, investors, and the general public. In today's fast-paced and highly competitive business environment, it is essential for companies to communicate effectively in order to stand out from the crowd and build a strong brand image. The question then arises: to what extent do corporate communications enable the company's image to circulate effectively? This is an important question that deserves further exploration and analysis.

To do this, the study will carry out an analysis of the institutional communication issued by a leading company in the banking market, BP, known for its reputation and competitiveness. The hypothesis is that the communication of the corporate has a positive impact on its image with customers. The article will be structured as follows: first, a review of the literature on

institutional communication will be presented in order to identify the basic concepts that frame the problem. This will be followed by a descriptive analysis of the institutional communication strategy adopted by the bank, followed by the presentation of the field survey carried out to test the effectiveness of the institutional communication issued by this corporate. In the final section, the results obtained and their interpretation will be presented.

2. Review of the Literature

The literature review for this study focuses on institutional communication and its importance within an organization. This section examines the work of some of the authors who have taken an interest in the subject. An analysis of the documentary data enables the classification of the various items of information produced into seven categories: the content to be given to the concept and its aims, the main areas of corporate communication (internal and external), the images associated with the dimensions previously mentioned, the holistic nature of the image in corporate communication, financial communication, crisis communication, and the tools of corporate communication.

2.1. Overall Content and Aims

Corporate communication is a process whose main object is the company or organization itself. As Szapiro (1987) points out, communication means finding the link between organizations' function and the image it wishes to project to its target audiences. Institutional communication aims to give an institution its status, enabling it to better integrate into its environment and improve the perception of its role by its various targets. It contrasts with commercial advertising, which is designed to promote a product or sales. Here, the objective is limited to presenting the merits of a particular product or range of products, as well as their mode of consumption.

Grégory (1984) assesses the content of the latter from two angles. The first refers to all communication actions aimed at developing a company's reputation. The second is to improve and maintain the company's image. Ultimately, this author defines corporate communication as '...an act by which companies fully occupy their rightful place in post-industrial society; the production actor, tolerated but little loved, intends to assert itself as an indispensable, original, and seductive corporate entity.

Garbett (1981) shares the previous point of view, while emphasizing the main purpose of corporate communication: 'The objective of corporate communication is the construction and management of the corporate image. As an expression of its identity, it must say what it is, what it wants to do, what it knows how to do, and what it does.' Based on these ideas, we realize that through this type of communication, the organization sends out messages about itself, its identity, its values, its philosophy, and its legitimacy. In other words, corporate communication is about managing the organization's 'image capital.' Giuly (2009) is also interested in the aims of institutional communication. He postulates that the latter does not directly sell products but rather focuses on the institution and its values. He discusses the missions of institutional communication, which are to 'define the uniqueness of the corporate or institutional identity, develop its image with an uninterrupted chain of different audiences, defend its reputation when necessary, and finally, deploy its relational strategies to best effect with all its stakeholders.

2.2. Exploring Internal and External Dimensions of Corporate Communication

According to Giuly (2009), corporate communication is all-encompassing and takes place on two levels: internally, with shareholders, employees, and management, and externally, with customers, suppliers, the public, and the media. Lindon (2000) provides further clarification on this perspective, stating that internal communication is directed towards the company's staff

with the main aim of informing and motivating them and creating and maintaining a good social climate within the company. External communication, on the other hand, is aimed at national or local public bodies or at administrations with which the company wishes to maintain good relations.

2.3. The Role of Corporate Communication in Shaping Companies' Image

For Pontier (1988), the external image is intended to 'sell' the company. The idea of selling in no way carries a commercial connotation. The internal image, as experienced by staff, must aim to integrate them, orientate them, and mobilize them around the desire to contribute to producing an external image. The credibility of the external image is highly dependent, within the organization, on the day-to-day behavior of employees who, in the field, confirm or, on the contrary, deny it. Szapiro (1987) writes bluntly: 'Let's not kid ourselves. Communication must first become exported internal communication. Indeed, a company's external image is a reflection of its internal dynamism.' For him, external communication is the natural continuation of internal communication: 'as a natural extension of internal communication, external communication must be the 'amplifier' of the image developed within the firm.'

The organization's staff is in constant contact with its various audiences and serves as the best vehicle for communication. External image is shaped by customer relations and by the role played by staff in representing the company to the organization's various publics. The quality of reception in an institution is conditioned by the prevailing working climate or atmosphere. For employees to represent the company to the outside world and speak well of it, they need to feel they belong to the organization. To emphasize more, Szapiro (1987) mentions that the best way to communicate well for a company is its staff. He concludes that external communication in a company is only possible when it is perfectly developed internally. An organization's image is built in part by its staff. The external image is strongly influenced by the way employees express and evoke their company to those around them, as argued in Schwebig (1988): 'As a member of the company, the employee becomes its representative in the circles he comes into contact with; his discourse has the value of representing the company's reality.' It is therefore important for employees to be able to recognize themselves in the company's public image.

An organization's self-image must first be recognized by its staff and then relayed to the outside world; otherwise, it will lose support and understanding. This requires two things of the institution: a sustained internal communication effort and a coherent corporate image. Schwebig (1988) agrees with this principle, writing that 'An advertising expression, especially a very strong one if it is not carried by the inside of the company, is a recipe for disaster. An absolute rule: never communicate without permanent interactivity between the inside and outside.'

Returning to Giully (2009), he points out that corporate communication projects two images: an internal image and an external image. He thus confirms the analysis of Gray (1986) and Kotler (1982). The latter two authors also maintain that an organization does not project a single image. On the contrary, it is the object of a variety of images, depending on its target groups.

2.4. Corporate Communication and the Multifaceted Strategy of Image

Relating to image, Libaert and Westphalen (2012) in their collective work 'Communicator' write that 'A company's image is the sum of its different images. There are several images that interact with each other. Although they are inseparable, none of them is strong enough to pull the company's image together. Overall trust in a company will depend on balance.' The authors also argue that 'internal communication is as much a part of the image-building dynamic as

external communication, press relations, and visual identity.’ They go on to describe the kind of staff that makes the company loved externally: ‘A company’s image depends on the image that the people who live there convey: internally motivated staff make a company loved externally.’

In a company, everything is an image: the company itself, its products, its brands, the quality of its staff (dress, welcome, advice, answering the phone...), its products (research, innovation, quality, and safety), its financial health, its social policy. As Hervé Garrault (2008) puts it, image is a qualitative expression of perception: it is a representation that refers to notions of discourse, content, and form.

The main objective of communication is to create a favorable image of the company. Communication, whether external or internal, reveals the company’s image through its content. Image is therefore an element that is gradually built up through various actions with the public (external and internal). Image also has a material, physical character: it is captured through the company logo. It is visible both on company documents and on fixed assets in general. It is also the place to refer to the company’s graphic charter. Image is the set of representations that individuals make of the organization and what they perceive of it.

2.5.Financial Communication

Financial communication is also part of a company’s image. Financial management and reporting reflect the organization’s image. Libaert and Westphalen (2012) emphasize the importance of this communication in the institution: ‘Financial communication is essential; it constitutes a showcase for the company’s know-how.’ Today, every organization is obliged to communicate its financial results. This transparency reinforces its visibility and credibility with its financial partners: ‘Companies have realized that it’s no longer possible to be satisfied with a gray cupboard to announce their results: the corporate image is mandatory!’ (Communicator,2012).

A Giully (2009) point out that financial communication has become a ‘major component of institutional communication.’ International investment funds are increasingly solicited by various institutions. The providers of these resources are increasingly demanding transparent management of financial information. In addition to the regular publication of financial statements, the role of financial communication is now to select, assemble, format, and disseminate more general information about the company. For this is the surest way of guaranteeing our partners optimum readability of present results, their origin, and maximum visibility for the future. For him, ‘financial communication is an integral part of the company’s image and one of the essential sources of its corporate image.

2.6.Crisis Communication

If one of the aims of corporate communications is to mobilize and give the institution’s staff reasons for confidence and pride, capable of motivating and energizing them, it also deals with crisis management within the company, which is called crisis communications, and defends the company’s image. ‘A company’s credibility certainly depends on its trust capital and the image it has built up, but also, and above all, on its ability to master chaos in times of crisis, hence the imperative need to respond as quickly as possible to the slightest turbulence’ (Communicator 2012). Like all life, the company experiences difficulties along the way. These crises can be internal or external. It is up to the company to react quickly through crisis communication. The company’s duty at this time is to communicate, as Giully (2009) recommends: ‘Communication is an absolute necessity, with a dual objective: to control the situation and to make it known. Priority must therefore be given to crisis communication management.’

For the most part, these various general studies have enabled us to better define the key concepts and contours of our subject and to deepen our knowledge of institutional communication. They will serve as a benchmark for the one devoted to data analysis.

2.7. Corporate Communication Tools

Corporate communication uses specific tools. These range from traditional means (letters/circulars, bulletin boards, and various types of meetings) and audio-visuals to the resources offered by innovative techniques such as the Internet. From one author to another, the means evoked are different or recurrent.

Some have highlighted written means of communication (welcome booklet, notice boards, company newspaper, memo, letter, minutes, suggestion box, and leaflets), oral (meeting, interview, conference, working group inside the company, seminar outside the company), audiovisual (telephone diary, audiovisual editing, audio and video-conferencing), intranet, internet and extranet (Libaert and Westphalen, 2012).

The second type of tool relates to manuals for the instruction of new members of the organization, the analysis and the overall study of the organization. In the same vein, reference is made to training as one means among others of communicating to members of the organization the premises that should inspire their decisions. Conventional means were also mentioned: telephone, circulars, letters, notes, reports and manuals (Herbert, 1985).

The following authors (Giuly, 2009; Szapiro, 1987) have taken up the elements mentioned, even if their positioning or the importance attributed to them is not the same: annual activity report, corporate advertising, financial advertising, newsletter (paper or online), visual identity/corporate design, website, press relations (interviews, opinions), events (cocktails and lunches), sponsorship and patronage. Giuly (2009) also listed the internal newspaper, newsletter, press review, conference, meeting, interview, integration or training seminar, intranet, internal blog, magazine on the company's history, gifts and posters.

The final list of corporate communication tools would be the media-journal, the press, the mailing list. The internal brochure data sheet advertising staff scorecard audit daily press review corporate audiovisual directory posters cinema radio television public relations annual report external newspaper (Szapiro, 1987). Szapiro like other authors insisted on the priority to be given to internal communication tools: 'In a company external communication is only possible when it is perfectly developed internally.'

3. Definitions of key concepts

After conducting an extensive review of the relevant literature, the article transitioned into a dedicated elucidation phase. This phase aimed to expound upon the main key concepts that form the foundational framework of the research. These key concepts encompassed the nuanced realm of corporate communication, delving into its multifaceted aspects. Among the central pillars explored were the pivotal roles that corporate communications play within organizational contexts. Furthermore, the discussion ventured into the diverse array of techniques employed in corporate communication practices. By clarifying these fundamental components, the article aimed to establish a solid groundwork for comprehending the subsequent discussions and analyses.

3.1. Communication

It's the process of transmitting information (Rogers, 1976). The term comes from the Latin 'communicare', meaning 'to put in common'. Communication can therefore be seen as a process governed by logic of resource sharing. It refers to a set of phenomena concerning the ability of one subject to transmit information or knowledge to another, using articulated

language or other codes. It involves entering into a relationship with another person. During this process, exchanges take place, with verbal or non-verbal feedback.

Communication strategy, on the other hand, is more a question of the most appropriate approach to achieving an objective. The latter has a plural character: it refers to interrelations or exchanges between individuals, between an individual and a group (team, company, and society), between the members of a group, between a group and its immediate or distant human environment.

3.2. Corporate communication

Institutional or corporate communication is communication in which the subject of discourse is the company or organization itself. The aim of corporate communication is to build and manage the company's image in the eyes of its various target audiences. As an expression of its identity, it must say who it is, what it wants to do, what it knows how to do, and what it does. In other words, the company talks about itself, its values, its philosophy, its legitimacy, its culture, and its ambitions. For example, "Camif", a cooperative founded in 1947 by teachers and specialized in mail-order sales of clothing, leisure, and home equipment, expresses its militant values in favor of sustainable development and solidarity in its communications. This is reflected in the "Camif Solidarité" association, which has equipped schoolchildren in Haiti and is regularly featured in Camif advertising.

Some authors make a distinction between corporate communication and institutional communication. Some consider corporate communication to be a global entity that includes corporate communication as the commercial expression of the company, corporate communication as the expression of the organization as an institution in society, and brand communication.

3.2.1. Key roles of corporate communications

According to Sfez (1992), the main roles of corporate communications are to name and identify the institution, to situate its identity and establish its positioning, to demonstrate its legitimacy and authorship of operations, to improve its readability and amplify its actions, to mobilize its employees, and to put people in touch with each other. These different roles lead to the implementation of various corporate communication techniques. In other words, corporate communication is responsible for making the institution's name known and valued, expressing it in a symbol or word, determining its identity and positioning based on its reality and image, demonstrating its legitimacy, making it easier to understand, giving its actions external and internal resonance, motivating and energizing its employees, and creating opportunities for people to use the institution and its services.

3.2.2. Corporate communication techniques

The choice of appropriate communication techniques depends on the objectives set for the campaign. The multiplicity of targets increases the complexity of defining the campaign's objectives, which must be differentiated target by target. It also makes the choice of appropriate techniques more complex: lobbying, financial communication, sponsorship, website, TV sponsorship, media advertising, public relations... Some of these techniques seem highly appropriate for corporate communication objectives, such as press relations, sponsorship or patronage.

In fact, a corporate campaign is rarely a single, standardized campaign for all targets. Most of the time, it's a mosaic of actions, all coherent with each other but each adapted to a specific target: a financial campaign for the stock market, financial circles and shareholders; internal communication for staff; lobbying for political and institutional decision-makers; press relations for the media... Creation is a decisive step that goes beyond the simple marketing

stage to take on a strategic nature. The main corporate communication techniques include public relations, sponsorship, patronage, event communication, crisis communication, and press communication.

To start with, public relations is the set of methods and techniques used by groups (companies, unions, political parties, states) and interest groups to inform the public of their achievements, promote their brand image, arouse sympathy for them externally and foster good relations internally (Petit Robert). Public relations is a communications function that enables an organization (company or individual), whether public or private, to establish, promote and maintain relationships of trust with its various publics, whether internal or external. In other words, public relations is about shaping and maintaining the positive image of an institution or individual.

Second, sponsorship is a form of financial support provided by the biggest brands to certain activities or events, in order to benefit from the image and notoriety it can bring them. Big names such as “Nike”, “Adidas” and “Danone” often snatch up contracts with soccer players and teams because of the sport’s popularity with the general public and the benefits it can bring to the brand’s values. Sponsorship, which is the English contraction of the concept of sponsorship, also aims to promote the image of the “sponsor” by placing the latter’s image, logo and name prominently to highlight its brand. This commercial operation is based on an exchange of goodwill in return for financial support and advertising. This operation is deducted from the sponsor’s operating expenses. It is, however, subject to commercial taxes, in particular VAT, even though it may benefit from exemptions in certain cases.

Third, patronage, which is the major difference between philanthropy and sponsorship, is the absence of any direct counterpart on the part of the beneficiary. The brand’s name is generally placed at the service of an artistic or cultural cause, and the support provided can take the form, for example, of the purchase of original works by artists or donations to organizations. Corporate philanthropy is the choice of companies that support the values of art and contemporary creation and want their employees to make a contribution. The expenses incurred are recorded in your operating expenses and are deductible from taxable income without entitling you to sponsorship reductions. For further information on the differences and subtleties between sponsorship on the one hand and patronage on the other hand you should know that each department has a correspondent from the tax authorities. He or she will be able to tell you more and advise you on the re-script procedure to adopt.

The fourth technique is event communication. There is still no definitive, universally accepted definition of event-driven communication (Walliser,2003). It corresponds to a generic term given to sponsoring, patronage, sponsorship and any technique based on the use of an event of any kind (existing or specifically created) (Décaudin,1995). Sometimes, it is presented as “a composite system of communication implemented by an organization around the association of its name or brand with socio-cultural events in the domains of sports, art, and science (Baux,1991). Crisis communication, the fifth technique in corporate communication, is important for any company that can be confronted at some point in its existence with a crisis that directly affects it or a rumor that concerns it. This situation leads it to develop a special form of communication: crisis communication. This is a very special form of corporate communication.

In the same sense, the sixth element on techniques of corporate communication is graphic communication. This technique determines the graphic charter and designs the company logo. Its role is to be both an internal joint, in the sense of solving internal problems, and an external flag, in the sense of representing the company.

Finally, press relations is a technique that refers to all actions and activities aimed at creating and maintaining relations with various journalists whose media appear potentially

favorable in terms of audience (volume and/or quality). In general, they are managed inside or outside the company by a press attaché who is responsible for drafting press releases and press kits, compiling a press-book, organizing press breakfasts and conferences and monitoring the press impact of these various actions.

4. Impact of Communications Strategies on the Image of Corporates

4.1. Communication Strategies of BP Corporate

Renowned for its vibrant and innovative communication approaches, BP group stands out as a true exemplar in this regard. Its proactive stance as a leader within the Moroccan banking sector propels the organization to continually push its boundaries and explore new horizons. Harnessing the power of strategic communication, BP group adeptly navigates the ever-evolving landscape of the financial industry. Its dynamic outreach efforts not only foster a deeper connection with its clientele but also reinforce its prominent position as a trendsetter in the sector. Embracing a pioneering spirit, the group's commitment to progress extends beyond its financial services, permeating its entire corporate ethos. This resolute dedication to advancement not only ensures the group's sustained success but also fuels the broader growth and development of the Moroccan banking landscape. In essence, BP's communication prowess serves as a driving force, steering its momentum forward in the pursuit of excellence. Its strategic leadership and unwavering dedication illuminate a path for others to follow, making it a true trailblazer in the dynamic realm of banking communications.

4.1.1. Internally

Human capital is an essential asset for BP, which is committed on a daily basis to retaining and motivating its staff. It has become acutely aware of the strategic role played by human resources management in the performance of its activities and its long-term survival. Therefore, it has adopted rational and motivating resource management policies, which have resulted in a qualified, mobilized, and committed workforce.

Social Benefits and Internal Communications at BP are capital to the banks communication strategy. At BP corporate, employees are highly valued and the bank is committed to sharing the fruits of their involvement with them. This is achieved through various social benefits and guarantees falling within the scope of social legislation. These benefits include an own mutual, supplementary health insurance, death insurance, compulsory membership of the "Caisse Nationale de Sécurité Sociale" (CNSS), membership of the "Caisse Interprofessionnelle Marocaine de Retrait" (CIMR) and the "Régime Complémentaire de Prévoyance du Crédit Populaire du Maroc". Employees also benefit from a range of provident and insurance benefits covering the payment of expenses and providing compensation in the event of illness, maternity, death, disability, industrial accident and civil liability.

In addition to these benefits, BP is committed to supporting its employees on a day-to-day basis through various forms of employee social benefits. These include schooling assistance through an annual allowance, higher education assistance for employees whose children have passed the baccalaureate and are pursuing higher education, vacation centers and holiday camps for the children of agents aged 8 to 13 and those of "Marocains du Monde" customers in the cities of Agadir, Marrakech, M'dieq, Ifrane and Saadia. The pilgrimage to Mecca is offered each year by the Group to a certain number of employees aged 50 and over. A central purchasing office or "cooperative" is open to all agents for the purchase of everyday consumer goods at very competitive prices. Sports and cultural associations at BCP and regional affiliations are subsidized by the bank.

Of great importance to corporate communication impact is training. This strategy plays a vital role in human resources management, helping to increase employees' skills and adaptability to changes in the financial and economic environment. BP corporate invests heavily in training at all levels, so that every employee can benefit from training at least every two years.

Furthermore, BP recognizes that employees at all levels are key players in the company. As such, internal communication is an essential vector for instilling meaning, motivation and a strong sense of belonging to the institution. The bank has fully grasped the need for good internal communication to ensure overall cohesion, which in turn benefits the customer. This corporate culture is nurtured and stimulated by an active internal communications policy that uses a wide range of means and media such as messaging, posters and meetings.

4.1.2. Externally

Logo, slogans, and institutional actions are important to forging a strong external banking identity of BP. At the heart of effective banking communication lays the synergy of three vital elements: the emblematic logo, resonant slogans, and impactful institutional actions. The logo, a visual hallmark, communicates trust and recognition, while slogans distil values into memorable phrases, leaving a lasting imprint. Through tangible institutional actions, the bank brings its values to life, demonstrating its commitment beyond words. This triad of logo, slogans, and actions converges to shape a cohesive and compelling brand identity that garners trust, loyalty, and a lasting connection with clients and the community at large

The logo of BP group, the "horse," embodies leadership (the horse at the head of the race), power, offensiveness, nobility, and Moroccan chivalric tradition (importance of the horse in Islamic religion and traditions). The colors symbolize strength and earthiness in brown, and blending, marriage, and wealth in orange. These colors embody the bank's positive, cooperative, and supportive character, which is rooted in Moroccan traditions and blends these traditions with modernity.

This signature exploits the prejudice about the distance between the bank and its customers. In fact, by using both terms simultaneously, BP breaks the exclusive disjunction that many people have in their minds: "either you're a bank or you're popular," underlining the fact that "popular" is not only the bank's name but also one of its fundamental characteristics.

The slogan "*la banque populaire faite pour vous: the Popular Bank made for you*" underlines the idea that this is a bank for everyone, without distinction. The term "popular" can also be understood in the sense of being known, loved, and appreciated by the greatest number of people.

For the bank, the slogan illustrates the special relationship that BP maintains with its customers, who have a distinctive character. With its dual vocation of supporting and encouraging its customers, BP aims to be the bank for those who take the initiative in their lives, whatever their personal or professional situation.

This brand vision is encapsulated in a signature that is all the more powerful for clarifying and justifying the brand's title: "*Banque et populaire à la fois: Bank and popular at the same time*"

As for the institutional actions of BP, the corporation has been a socially responsible bank, working nationwide to promote the socio-cultural environment for more than twenty years. Through its Education Culture Foundation, recognized as a public utility by decree on January 09, 1996, it is involved in a wide range of fields, including education, culture, social issues, the environment and heritage.

In the field of education, BP is true to its commitment to the Moroccan community living abroad. The bank has gone beyond the expectations of our compatriots wishing to reintegrate their children into the Moroccan socio-cultural environment. To this end, the Education and Culture Foundation has set up two school units in Agadir (1984) and Tangiers

(1997), respectively, to provide teaching adapted to the specific needs of these pupils within the framework of a nationally applied educational program. These two schools currently have a total of 1,450 students, some of whom are from Morocco. Opening up the schools to this latter target group helps to integrate Moroccan students from abroad into Moroccan society. The Foundation has also been involved in other fields of education in our country (donations of books to reward pupils from all the Kingdom's academies). The academic world has also benefited from the Foundation's support through contributions and participation in the organization of cultural and/or scientific symposia initiated by colleges and other universities.

In terms of culture, since its inception, the Foundation has diversified its activities, working on a regional basis in partnership with local players. Its involvement in large-scale national initiatives has enabled it to establish its reputation in the promotion of arts and culture in our country. A major player and partner of Moroccan creators in various disciplines, the Foundation has associated its name with more than forty festivals covering different regions of the kingdom.

The foundation's commitment to environmental protection illustrates the People's Group's involvement as a socially responsible company in efforts to preserve the factors of sustainable development in our country. The current commitment of the Fondation éducation culture to the Moroccan coastline - two beaches on the Mediterranean (Ras Lmas and Arekmane), and two beaches on the Atlantic (Haouzia and Sidi Rahal) - arises from its vocation as an institution committed to the values of citizenship and actions of national interest. Since the launch of the national "*clean beaches*" program, the Education and Culture Foundation has been mobilized as part of an exemplary partnership with the Mohammed VI Foundation for the Protection of the Environment and the communes concerned for the well-being of holidaymakers and Moroccans from all over the world. The challenge of bringing Moroccan beaches up to international standards was met by Haouzia beach being awarded the "*Blue Flag*" in 2006, 2007 and 2008. The Foundation has also been involved in major heritage preservation projects, including the rehabilitation of Oudayas gallery and restoration of fountains in imperial cities.

In terms of social issues, in 2005, BP launched a nationwide literacy campaign for microcredit customers of BP and employees of BPR's SME/SMI customers. The literacy operation illustrates convergence between missions and synergy between actions undertaken by three group foundations.

4.2. Methodology

4.2.1. Survey Framework

The aim of this study is to examine the impact of corporate communications on the corporate image of BP group. In this context, we carried out a survey of the bank's clients to verify the effectiveness of its corporate communication and the image that this banking institution has among its clientele. The data was collected from a sample of 100 customers of this bank, from different ages and socio-professional categories. The methodological approach adopted for this purpose consisted of data collection, processing, and analysis using Sphinx data processing software.

4.2.2. Survey Objective

The overall objective of this research is to analyze the effectiveness of the corporate communication strategy adopted by BP. Specifically, it aims to analyze the impact of the corporate communication strategy on the image perceived by customers, survey customers on their level of awareness of the bank's values, and check whether BP's customers have a good image of their bank.

4.2.3. Description of the Questionnaire

The questionnaire has two main components:

- The first axis was designed to identify the typology of BP's clients, the history of the relationship between the customers surveyed and their bank. This axis also contains questions aimed at identifying the means by which these people became acquainted with BP and the level of customer satisfaction with the services offered by the bank.
- The second axis aims to reach the core of the study, which is why most questions are asked in order to raise the image of BP among its customers. This axis also includes questions on the level of knowledge of customers regarding the values of the group and the level of satisfaction of respondents with regard to the communication issued by the bank.

In general, the aim of this questionnaire is to study the performance of BP's communication and the extent to which this communication impacts the image of the bank in the eyes of its customers.

4.2.4. Sampling

The composition of the sample showcases a balanced distribution, with 53% women and 47% men falling within the age range of 18 to 55. In general, the aim of this questionnaire is to study the performance of the BP's communication, examining the extent to which this communication influences the bank's image in the eyes of its diverse customer base.

4.3. Interpretation of Results

According to the first axis of the survey, the majority of customers surveyed (67%) have a current account with BP and have been with the bank for more than two years. Of these, 48% found out about the bank through advertising, 33% through word of mouth, and 14% through posters. A question was asked to determine the level of customer satisfaction with the various products and services offered by the corporate. It turned out that 66% of the customers questioned were satisfied with the services offered by the bank, 29% were very satisfied, and only 5% of customers were not satisfied with the services offered by BP.

From the answers to the questions put to the customers surveyed, we can see that the communication issued by the BP group is very effective, and most customers are satisfied with this communication. On the other hand, BP customers are aware of the bank's values and culture, which proves that the group attaches importance to corporate communications. Nevertheless, BP must maintain this image and develop its reputation with its customers through corporate communications, which enable companies to acquire a different image and remain competitive in a competitive market.

In terms of the second axis of the survey, which aimed to find out how much customers know about the identity and values of BP, 88% of respondents have already heard of the group's values. 39% chose to be a customer of this bank because of its reputation, 33% because of the prices it offers, and 27% because of the geographical proximity of its branch network.

On the other hand, 30% of customers surveyed consider BP group to be a responsible bank, 21% of respondents consider it to be a bank for the future, 15% think that BP is a different kind of bank, and only 5% have a negative opinion of the bank. Similarly, 64% of customers surveyed consider BP corporate to be an efficient bank compared to other banks, 28% consider it to be very efficient, and only 8% consider it to be less efficient.

These responses show that BP has a good image among its customers. This survey enabled us to validate the research hypothesis that the institutional communication issued by BP has a positive impact on its image among its customers. From the answers to the questions put to the customers surveyed, we can see that the communication issued by the group is very effective, and most customers are satisfied with this communication. On the other hand, the customers of BP are aware of the bank's values and culture, which proves that the bank attaches importance to corporate communications. Nevertheless, the corporate must maintain this image and develop its reputation with its customers through corporate communications. This communication is a vector for long-term business performance and competitiveness.

5. Conclusion

The subject of this article is the impact of corporate communications on the corporate image of "La Banque Populaire." In conducting this study, our objective was to determine how the bank utilizes its corporate communications to enhance its image and thus remain competitive. The aim of the study is to analyze the influence of corporate communication on a company's image, using "La Banque Populaire," a Moroccan corporate bank, as a case study. The study seeks to evaluate the efficacy of the bank's communication strategies with its internal and external audiences and to identify areas for improvement in order to sustain its long-term viability and competitiveness. Additionally, the study aims to provide insights into the significance of corporate communication for companies in today's highly communicative world.

Internally, BP group considers human capital to be essential to its development, which is why it is committed on a daily basis to retaining and motivating its staff. The bank recognized very early on the strategic role of human resources management in the performance of its business and its long-term viability. It has therefore adopted rational and motivating resource management policies, which have resulted in a qualified, mobilized, and committed workforce. This policy can be summed up in three essential points: training, career management, and highly effective internal communication.

Externally, the corporate has been a socially responsible bank for over twenty years, working nationwide to promote the socio-cultural environment through its Education Culture Foundation, which was recognized as a public utility by decree on January 09, 1996. It operates in a variety of fields, including education, culture, the environment, and social affairs.

In the same vein, and in order to verify the relevance of the communication issued by BP, we carried out a field study based on the descriptive and analytical method and supported by documentary analysis and qualitative survey techniques. To this end, only customers of the bank were interviewed in order to assess the effectiveness of the bank's corporate communications.

We realized that this institution communicates enough with the whole internal and external public to let them know about its activities, projects, and difficulties, as well as to encourage cultural, educational, social, and environmental activities. Nonetheless, the corporate needs to step up its communication efforts, especially in terms of sponsorship and patronage.

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