

B2B Marketing AWARDS 2012
FINALIST

gyro:

Category number: 5

Category name: Best Use Of Creative

Programme/initiative name: 'The Healthy Workplace Project'

Agency: gyro

Brand or client: Kimberly-Clark Professional

URL or microsite: http://ignite-something.com/kcp/

SUMMARY PAGE

People would rather go to work sick and stay home when they're healthy. So it's no wonder that the office is a haven for germs. In fact, employee absenteeism and employees coming to work sick can cost the average company of 1,000 employees more than $1.6 million every year. This is a loss that can be significantly reduced, if not eradicated, through a few simple hygiene practices. Our objective was to make office workers care about germs even though they can't see them, and they don't want to think about them. So we created a robust program that motivates employers and employees to take hygiene into their own soon-to-be-clean hands. The Healthy Workplace Project 90-Day Challenge divides offices into teams. By completing their daily tasks of Wash, Wipe and Sanitize, teams can earn points — giving them bragging rights and the chance to win prizes. Of course, the key to victory is using the Kimberly Clark Professional products provided in their desk caddies. We also stoked the flames of competition with emails and posters throughout their offices. All of which drove participants to the 90-Day Challenge microsite, which acted as their scoreboard, rulebook and stadium for battle.

SUMMARY WORD COUNT: 197





ABOUT THE CLIENT COMPANY

Kimberly-Clark Professional is the business division of Kimberly-Clark, provider of products to more than one quarter of the world's population every day. With 57,000 employees working in 36 countries, Kimberly-Clark has leading brands sold in more than 175 countries and first or second brand share in more than 80 countries with brands featuring Kleenex, Scott, Huggies, Pull-Ups, Kotex, Poise and Depend. Kimberly-Clark has been previously ranked first in the personal care category in Dow Jones' Sustainability World Index five years in a row (2005–2009) and contributed $32.1 million in cash and products to charitable causes in 2011.

STRATEGY

We needed a catalyst for people to take action. Our strategy — tap into employees' natural competitiveness in the workplace. By creating some healthy competition in the office, Kimberly Clark Professional can help stop the spread of germs while increasing productivity and employee engagement. Because when the germ count falls, everyone wins.

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CAMPAIGN OBJECTIVES

People get sick. It's as unavoidable as the workweek itself. Unfortunately, people would rather go to work sick and stay home when they're healthy. So it's no wonder that the office is a haven for germs. In fact, employee absenteeism and employees coming to work sick can cost the average company of 1,000 employees more than $1.6 million every year. This is a loss that can be significantly reduced, if not eradicated, through a few simple hygiene practices. Enter Kimberly Clark Professional. Traditionally, KCP would sell individual products to a procurement person. Now, we could reach out to a HR managers and COOs directly with an employee engagement program focused on health and productivity — of which products were only just a part. The objective was to make office workers care about germs even though they can't see them, and they don't want to think about them.

THE TARGET AUDIENCE

There were two target audiences. First, the HR managers of 1,000+ employee companies who would purchase the program. The other equally important target was the employees themselves, whose participation in the program had a direct impact on both engagement and productivity through reducing minor illness.

MEDIA CHANNELS OR TECHNIQUES USED

A very focused target, HR managers were reached through both direct mail as well as the established relationships within the Kimberly-Clark Professional sales force. The employees themselves were intercepted in the lobbies and common areas of their office with a series of updated posters over the course of 90 days, as well as regular email correspondence that drove employees to an intranet microsite that was home to the competition.







TIMESCALE OF CAMPAIGN

The campaign took place from August 2011 to present.

BUDGETS

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

RESULTS

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

CLIENT TESTIMONIAL

"Kudos to the team, this work is fantastic!"
—Doug Sutton, Director, Global Marketing, Kimberly-Clark Professional North America

"Wow—seeing it all in one place really shows how unbelievably fantastic this is. It all hangs together so well. You guys should feel proud. The team has really upped the game with this program approach."
—Mitch Faigan, Senior Strategic Consultant, Kimberly-Clark Corporation



"By advocating for and providing education on healthy workplace hygiene habits, businesses can significantly reduce the frequency with which germs are spread throughout the office, creating a positive impact on employee productivity and absenteeism-related expenses. Importantly, a healthier workplace also promotes employee morale and inspires a higher level of engagement between the company and its employee."
—Richard Thorne, vice president of Kimberly-Clark Professional North America

MAIN SUBMISSION WORD COUNT: 754

SUBMISSION END

IGNITE SOMETHING... | gyro:

The idea:

IT'S TIME FOR A LITTLE HEALTHY COMPETITION.

Kimberly-Clark PROFESSIONAL*













CATEGORY NAME: Best Use of Creative

CATEGORY NUMBER(S): 5

CONTACT: Doug Kamp – Executive Creative Director

CAMPAIGN NAME: 'The Healthy Workplace Project'

BRAND: Kimberly-Clark Professional

AGENCY: gyro

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