

B2B Marketing AWARDS 2012
FINALIST

gyro:

Category number: 17

Category name: Best Internal Audience Campaign

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 can cost the average company of 1,000 employees more than $1.6 million every year. A loss that can be significantly reduced through a few simple hygiene practices. So while Kimberly-Clark Professional was in the process of creating solutions to address the threat of minor illness, they first sought to take matters into their own hands. Literally. The objective was to get KCP employees care about germs even though they can't see them, and they don't want to think about them. The Healthy Workplace Project 90-Day Challenge began as an internal campaign that divided 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. The key to victory is using the Kimberly Clark Professional products provided in their desk caddy. We stoked the flames of competition with emails and posters throughout the office. All of which drove to the 90 Day Challenge microsite—their scoreboard, rulebook and stadium for battle.

SUMMARY WORD COUNT: 195





ABOUT THE CLIENT COMPANY

Kimberly-Clark Professional is the business division of Kimberly-Clark, provider of products to over 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 like 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 KCP 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.

We created a robust program that motivated Kimberly-Clark Professional 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 stoked the flames of competition with emails and posters throughout the office. All of which drove to the 90 Day Challenge microsite — their scoreboard, rulebook and stadium for battle. As the competition heated up, stakes were raised with biweekly swab-offs for bonus points, pitting teams against each other as swab techs checked office germ count to assess progress. After 90 days, the winning team walked away with pride and prizes.



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. So while Kimberly-Clark Professional was in the process of creating solutions to address the threat of minor illness, they first sought to take matters into their own hands. Literally. The goal was to get their own internal culture to embrace a healthier approach to hand hygiene. This internal employee engagement program focused on wellness and productivity. At the center of which were the Kimberly-Clark Professional products their employees took pride in making but, at times, loss sight of the impact those products can have. By getting employees to care about germs and in turn use the products

THE TARGET AUDIENCE

Kimberly-Clark North American employees. Mostly focused on their office workers in their main corporate offices of Roswell, Atlanta and Dallas, Texas.

MEDIA CHANNELS OR TECHNIQUES USED

Kimberly-Clark employees were intercepted in the lobbies and common areas of their office with a series of updated posters over the course of 90 day, as well as regular email correspondence driving employees to an intranet microsite that was home to the competition.







TIMESCALE OF CAMPAIGN

The campaign took place starting July 2011.

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: 695

SUBMISSION END

IGNITE SOMETHING... | gyro:

The idea:

IT'S TIME FOR A LITTLE HEALTHY COMPETITION.

Kimberly-Clark PROFESSIONAL*













CATEGORY NAME: Best Internal Audience Campaign

CATEGORY NUMBER(S): 17

CONTACT: Doug Kamp – Executive Creative Director

CAMPAIGN NAME: 'The Healthy Workplace Project'

BRAND: Kimberly-Clark Professional

AGENCY: gyro

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