

CASE STUDY HEALTH & WELLNESS

Keas Health Challenge

Designing for change

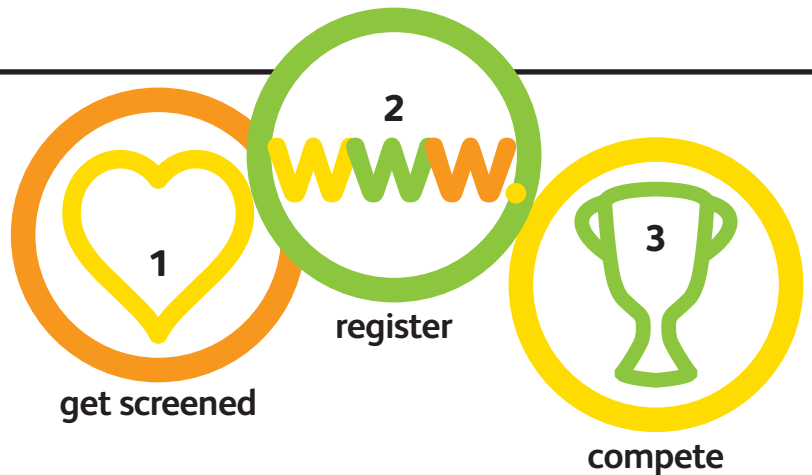
Wellness initiatives are about motivating employees to change behaviors. It takes time, repeat messaging and ongoing support to turn good intentions into actions, and actions into habits. Graphic design elements are useful in encouraging the awareness of wellness initiatives through repeat messaging online, in print and on site.

Over 6,000 employees participated in successful pilot programs at four Pfizer locations, leading to a national launch. Healthy Pfizer is recognized as the #1 internal brand with employee focus groups reporting "100% brand awareness."

"It's not about programs, it's about engagement."

JENNIFER ARCURE
CREATOR OF HEALTHY PFIZER

Campaign Plan
Theme Graphic
Print/Online Communication System
Plasma Screen Designs



it adds up!

Keas is an interactive tool with an app and website that connects all Pfizer employees to healthcare data, and offers education, support and services through online gaming and real-time fitness and nutrition challenges.

Health Teams Training		Health Team Roles
1 Introduction Wave	Introduction Wave	1. Health Team Leader 2. Health Team Member 3. Health Team Member
Screening Event	Screening Event	1. Health Team Leader 2. Health Team Member 3. Health Team Member
2 Register Wave	Register Wave	1. Health Team Leader 2. Health Team Member 3. Health Team Member
3 Encouragement Wave	Encouragement Wave	1. Health Team Leader 2. Health Team Member 3. Health Team Member
4 Results Wave	Results Wave	1. Health Team Leader 2. Health Team Member 3. Health Team Member

A grid of media campaign components includes email marketing, web banners, onsite plasma screen ads, tent cards, flyers and posters.

December	January	February	March	April	May
1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30
31					

The media calendar connects the components with the tasks.

Customized communications lead to higher engagement.

We created site-specific posters and e-signs featuring the local teams and reporting results that are relevant to the employees competing at Pfizer locations throughout the country. Engagement is much higher when the information is tailored to the interest of the participants.