

MARKETING CASE STUDY:

Increasing Everything Electronics' Overall Participation
and Use of the [REDACTED] Program and Resources

Presented To

[REDACTED]
[REDACTED]

Submitted by:

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CLIENT BACKGROUND

██████████ client Everything Electronics is a Fortune 500 company with headquarters in the Northeastern United States. Featuring a relatively traditional organizational structure at headquarters level, their workforce skews slightly young and is ethnically diverse.

Production facilities for Everything Electronics include four locations in the Midwest United States. In contrast to the demographics found at headquarters, the workforce at these locations identifies more closely with being blue collar and is less ethnically diverse.

OBJECTIVE

The overall objective of this initiative is to increase participation and immersion in the ██████████ ██████████ program already contracted for by Everything Electronics. Previous studies have indicated the more “touches” that program participants have with the ██████████ offerings, the more likely they are to make actual lasting changes in their own financial lives.

As a result, elements of this marketing initiative must center around communicating and reinforcing the importance and value of the ██████████ program and its efficacy in creating a better retirement future, so that participants consider learning and acting on its key concepts a priority.

PARAMETERS OF EFFICACY

Upon the conclusion of this marketing initiative, results will be measured based on:

- the incremental increase in the number of program participants taking the Financial Wellness Assessment
- the incremental increase in the number of program participants attending webcasts and live in-person seminars
- the incremental increase in the overall immersion/interaction with the ██████████ platform (i.e. multiple touches)
- a reduction in 401k plans that are loaned against
- an increased percentage of deferred income

CHALLENGES

Particularly at the corporate level, emails, workload and other communication traffic all compete for the attention of program participants. At the production facilities as well, the challenge centers around making active participation in and the assimilation of ██████████ offerings “front of mind”.

In order to cut through this traffic, emphasis will be put on creating elements that feature customization and differentiation from content available elsewhere. Further, the elements outlined in this initiative will also be reinforced by reminders and reinforcements via the Everything Electronics interoffice email system at appropriate intervals.

TIME FRAME

A one year time frame has been assigned for this initiative.

BUDGET

The budget for this initiative is minimal. Based on this information, an assumption will be made that no media will be used to support the initiative, and any resultant costs will be limited to relatively minor, production-related expenditures required for its implementation.

ELEMENTS OF THE INITIATIVE

IN HOUSE PRODUCTION OF AN EVERYTHING ELECTRONICS INTER-OFFICE MOVIE

. . . . "A RETIREMENT CAROL"

Many studies have shown that the use of stories, particularly familiar ones, facilitates learning and increases both the assimilation and recall of information.

Patterned along the lines of Dickens' "A Christmas Carol", "A Retirement Carol" would center on the eventual retirement epiphany of a key central and recognized figure in the Everything Electronics hierarchy.

This short film would feature a preferably well-known and respected Everything Electronics figure whose predicament and journey will closely mirror that of Scrooge. (A very important distinction would be made that, as opposed to embarking on a journey of self-discovery that outlines how he/she had mistreated OTHERS – not conducive to morale – this character's journey would be composed of individual vignettes centered around the consequences of financial actions on *his/her own welfare*).

The initial journey, featuring the same ghostly apparition as in the story, would show the negative consequences of not adhering to a financially prudent retirement plan. Accompanied by this "ghost" (preferably played by a [REDACTED] planner), the main character will first be shown the negative consequences of his/her not having planned properly – living in relative squalor, perhaps even living out of the country, by necessity.

The second journey would retrace the footsteps, but this time showing the benefits of properly educating oneself and acting on the information contained in the [REDACTED] program. During this portion, a good amount of detail pertaining to the [REDACTED] program could be incorporated. The title character could be shown logging onto a computer, sitting in on a webcast, etc.

The film would conclude with the title character now on a strong path to a healthy retirement, thanks to the [REDACTED] program.

The overall sensibility would be comedic, but poignant. Cost would be minimal, as any Iphone or similar smart phone would be sufficient for this purpose. [REDACTED] has on its staff an eminently qualified individual ([REDACTED]) who could conceivably even help remotely with the direction and overall production of the short film.

Once completed, the movie file could be either distributed via company email or, perhaps more advantageously, uploaded to YouTube, but marked private. This would have the benefit of incorporating a medium (YouTube) that most everyone associates with fun. In giving the film a “private” delineation, you could control who ultimately would have access to it (although positioning Everything Electronics as a company who cares about the financial future of its workers would not likely be considered a bad thing).

As well, the concept of exclusivity (members only) bestows additional perceived value on the finished product.

Impact and viewership would be enhanced overall (at corporate and at the production locations) by providing several advance reinforcements/reminders that the film will be shown, and then creating a time slot whereby as many people as possible would be watching simultaneously from their own computers or at a central location to create a more communal experience.

Because the time frame for this initiative is one year in duration, and employee motivation could conceivably ebb over time, subsequent periodic appearances by the title character via the company email communication system could be used to keep everyone invested in the process.

EVERYTHING ELECTRONICS YOUTUBE INTEROFFICE COMPETITION

Building off of and reinforcing the lessons featured in the corporate-produced film, employees would be asked to create their own before and after epiphanies and commit them to short videos. As it would not be feasible to view one such film for each employee, the employees instead would be grouped into teams for this purpose. Much like a scavenger hunt is a team-building cornerstone for meeting planners, this experience could provide a similar team-building benefit while immersing individual employees in the [REDACTED] program and allowing them to be interactive in articulating its benefits.

Because demographics between Everything Electronics corporate and production facilities differ to the extent that there may not be sufficient commonality to create universally resonant before and after experiences, this element would be composed of two separate competitions – one for corporate employees, and a second where employees at the production facilities would compete against each other.

Results would be judged by individuals at both the corporate and production facility levels, using criteria such as “most informative” and “most entertaining”.

EVERYTHING ELECTRONICS REWARDS CARD

In order to recognize and reward employees for accomplishing various milestones associated with immersion in the [REDACTED] program – undergoing the Financial Wellness Assessment, completing webcasts, etc. – [REDACTED] could partner with Everything Electronics to create a co-branded rewards card that allows program participants to log on, complete the various elements of the

program, and have both their participation and activity logged properly through an intranet system. Elements of existing gamification used in the [REDACTED] curriculum could likely be incorporated.

Participant progress would be monitored much in the manner of a Lynda.com/Udemy style system, where the last portion of instruction completed is notated, but access to the next offering would be contingent on completing a short quiz that underscores the knowledge has been assimilated, in order to discourage jumping ahead, or merely dabbling in the contents.

At pre-determined intervals, the points amassed could be redeemed for company-sponsored benefits (actual prizes dependent on company culture) once certain levels are reached.

Periodic email reminders and reinforcements would help prompt employees to continue to participate, as well as add an element of competition by sharing a regularly updated tally of where each employee stands as far as total points in the program.

This would likely also be an area where it would make sense to run two rewards-based offerings – one for corporate and one for the production facilities.

CONCLUSION

Once the elements of the initiative have been implemented, periodic assessments of their efficacy would be required at pre-determined intervals – likely monthly. Also, because even in the most stable of companies there will always be a certain amount of employee turnover, these programs can be both continued and replicated as needed.