

Email Campaign regarding Changes to Corporate Culture

The goal of this campaign was to build excitement about the launch of cultural changes taking place at a corporation's headquarters that would empower employees with choices. We delivered the news in bite-sized chunks, kicking the campaign off with a teaser eCard. The following week, we sent three memos a day apart. The memos (particularly memo #2 and #3) had a lighthearted tone with a touch of humor that reflected the company's new, friendlier tone of voice.

Kickoff eCard

Corporate HQ,
We're getting ready to
shake things up.

Something **new** is coming to HQ next week. Watch your email to learn more.



Memo #1

Subject line: Something New is Here!



On Friday, we told you to get ready for **some cool changes**. Well, today is the day we start spilling the beans! We've got three great updates for HQ to tell you about. Every change we've made is due to your feedback and all relate to giving you choices—choices in what to wear, when and where to work, and what you want your work environment to look like.

We don't want to bombard you with all the details at once, so we'll share them with you over the next few days.

So...let's begin!

Change #1: Express Yourself

Many of you voiced a desire to make the corporate office environment warmer, more inviting and more energetic. We're giving you the chance to help make that happen! Per your request, we've already re-designed and updated our wellness and new mom's rooms to make them more appealing. [Check them out.](#) Now, we'd like to give *you* an opportunity to get involved in some of the redecorating plans we have for the rest of the building.

In the coming weeks, we'll be offering every department the opportunity to help refresh the commonly used areas such as break rooms, printer areas and elevator hallways and to help create lounge areas where groups can meet in comfort. While there will be guidelines to ensure we're all aligning with our new brand, purpose and values, everyone will be encouraged to get creative!

Watch for more information to come on how you can participate, and stay tuned for tomorrow's news!

Hint: Your chance to express yourself isn't just confined to the walls.

Want another hint? Check out [this very brief video.](#)

Memo #2

Subject line: Change #2: Just Be You, HQ!



It's time to reveal our next change. Many of you said you'd enjoy a more relaxed dress code. Well, how about a **dress code where you make the call**? Yes, you read that right!

Remember all those Fridays you woke up and breathed a sigh of relief because you only had to throw on some jeans, a shirt and some comfy shoes? Remember how you wished every day could be Friday? Well, that day is here, my friend! No more rushing to a meeting in heels that clack along the marble floor telegraphing your arrival 300 yards away. No more pulling at your tie so you can breathe.

From now on, you can wear whatever you want to work. Every. Single. Day. Well, within reason, of course. We trust that you'll still be professional and dress appropriately for whatever your day holds (e.g., presentations, meetings with clients or vendors, or others times where you need to put your best self forward). And if you still want to dress up every day, great! We promise you won't be sent home for it.

The point is that we want you to choose the style of dress that makes you feel most comfortable. We want you to "**Just Be You, HQ.**"

It's all part of our cultural transformation. For more details, click [here](#). And check out [this fun video](#)!

Still have questions? Feel free to ask your manager.

Also, get ready for tomorrow's news! **Hint:** A little flexibility goes a long way.

Memo #3

Subject line: Change #3: Let's Get Flexible!



It's time to share our third and final change. It's all about getting more flexible – in our schedules, that is. (Were you worried we were going to ask you to work out?) We know that great work doesn't only happen in a cubicle or office between 8:00 a.m. and 5:00 p.m., so from now on you'll have more choice in when and where you work!

Of course, as a global company that has both internal and external clients, there are times when our roles call for being available during certain hours or to show up to meetings or events in person. This won't change. But, as long as your work schedule and location meet the needs of your department and the limits set by your manager, you can work the schedule that most closely fits *your* needs.

Have questions? We've asked all people managers to hold meetings over the next two weeks to discuss this topic with their teams. Bring any questions you have to your manager at this time or on an individual basis.

Now, about that working out...