

Mahindra

Rise.



MAHINDRA

The brief was to create and implement a communication strategy for launching the Mission Rise App – A platform to disseminate the attributes aligned with the organization’s vision. The communication included online as well as offline strategies to engage as well as create awareness regarding the app in the form of weekly communication. Every week one attribute would be disseminated. From Monday-Friday, the same attribute would be communicated in multiple ways.

Monday: Bollywood Mailer

Movie dialogues or movie characters that resonated the attribute were captured in a poster format, explaining the behaviours related to the attribute.



Tuesday: Sherpa's Blog

Sherpa was the mascot for the app. Every Tuesday would be a short blog or message from Sherpa that would explain the attribute by relating it to his mountaineering experiences.



Wednesday: Nanhi Kali

A CSR initiative supported by the organization, the employees would have to scale a particular mountain to sponsor the overall welfare of a girl child (including education). After 8 to 10 months of App launch, this Wednesday activity changed to Wednesday App download steps, wherein screenshots would be used to teach the employees how to download the app in steps.



Thursday: Moment of the Week

A screenshot of top performing employees and a brief gist of their journey/accomplishment (personal/professional).



Friday: Friday Coffee

A thought leadership video of the senior management would be shared along with a one-liner excerpt from the video.



Offline campaign

Flag intervention was an offline campaign started to celebrate employees who upheld company values. Mission Rise Flag (a symbol of pride) would be handed over to employees who displayed company values. This flag would be held for one week and then passed on to the next achiever. Both the people would have to put up a picture of them with the flag to build traction on the App.

Online creatives designed for this campaign:





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