



*GLOBAL FORWARDING*





## About Passion Forwarded Campaign

The Passion Forwarded Campaign was created as a medium for the management at DHL Global Forwarding to thank their Forwarders for performing exceptionally in spite of several challenges in the past year.

Thus, the objective was to rekindle a sense of pride and boost the morale amongst these Forwarders.

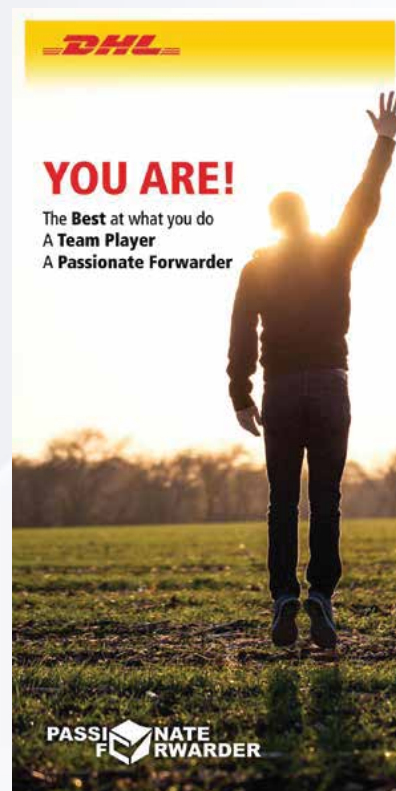
The Campaign was divided into three phases. Every phase lasted for a week. Creative collaterals were designed and sent across accordingly. A description of these is as follows:

Phase 1: Forwarding Trust

Phase 2: Forwarding Prosperity

Phase 3: Forwarding Joy

The culmination of trust, prosperity and joy results in passion at work.



# Phase 1: Forwarding Trust

WillNeverGrowUp.com



The Campaign began with DHL Global Forwarding celebrating the DGF India Appreciation Week.

The medium of thanking one another was introduced through a range of Thank You cards. These cards were placed in dispensers across office. Based on the occasion and the person who the card was supposed to be given to, the respective card could be

**APPRECIATING A FELLOW PASSIONATE FORWARDER AT WORK IS JUST THREE STEPS AWAY!**

- 01** WALK UP TO THE NEAREST THANK YOU CARD DISPENSER IN OFFICE.
- 02** PICK UP THE APPROPRIATE CARD YOU WANT TO GIVE.
- 03** HAND IT OVER TO THE PERSON YOU WANT TO THANK.

**Passion Forwarded. Appreciation Delivered.**

**PASSIONATE FORWARDER**

# Phase 1: Forwarding Trust

WillNeverGrowUp.com

Apart from Thank You cards, managers with 5 reportees or more were given a Happiness Cheque Book. A Happiness Cheque Book is an innovative R&R tool that Never Grow Up has conceptualised.



## INSTRUCTIONS

**Dear Manager,**

In continuation with 'Active Leadership at DGF', we bring to you a tool that your team is bound to love. DGF brings to you the 'Happiness Cheque Book' that you can use to show that you care and appreciate your team members.

Here are some FAQs to help you understand how this Cheque Book can be used the right way.

**How many cheque leaves will this Book consist of?**  
Each book consists of 10 cheque leaves. When you have used all the cheque leaves, do ask for a replacement with the HR Team in your office.

**As a manager, who am I entitled to provide this to?**  
Based on how your team member has performed, you need to ensure that the cheque being provided is relevant to him/her. Remember, every team member deserves to stand a chance to get a cheque.

**How do I track the cheque being given to the employee?**  
Every cheque has a unique code number on it. This will help you track the cheque. This will be useful when team members come back to you for reimbursements.



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Happiness at Work. Forwarded!



To: \_\_\_\_\_

**Superb! Take a half day off.**

Signature: \_\_\_\_\_





# Phase 2: Forwarding Prosperity

WillNeverGrowUp.com

In Phase 2, talks on Finance Management, Health & Nutrition and Good Parenting were organized across 5 locations in India. These interactive sessions were useful and relevant to the employees at DHL Global Forwarding.

Apart from these sessions, a Bulk SMS Campaign was initiated as well. Also known as DGFTIP, employees at DHL Global Forwarding get one tip a day on topics such as Health, Career Information for their children, Lifestyle information, and so on.



**At DGF, your health and prosperity is our priority. We have several sessions lined up specially for you next week.**  
Stay tuned to know more! Passion will be Forwarded. Wellness will be Delivered.



PASSIONATE FORWARDER



**At your desk the whole day?  
Feeling tired at the end of the day?**  
Get up and be more active!  
Talk to a Nutritionist who will be hosting a session in our office!

Passion Forwarded. Fitness Delivered.



PASSIONATE FORWARDER



**Ever wondered how to manage your finances to keep your family secure?  
Look no further. Prosperity is on its way.**

Experts on Finance will be in our office this week to guide you on:

- Planning your finances for a secure life.
- Understanding Asset Allocation.
- Importance of Credit scores.
- Learning about Will & Estate Planning.

Passion Forwarded. Prosperity Delivered.



PASSIONATE FORWARDER

# Phase 3: Forwarding Joy

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Package. This was sent across to 900 employees PAN India. It consisted of several goodies such as a mug, lanyard, notepad, and so on. Each of these were customised to suit the theme of the campaign. Along with these goodies, a letter from the CEO's desk was sent as well.



Teaser



Teaser



Mailer



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