

IDEAS

Insight
Development
Execution
Art
Satisfaction

*“Ideas take shape as
insight becomes art.”*

CASE STUDY: *“Time to celebrate.”*

Insight:

Like many corporations, Microsoft® wanted to develop a “Years-of-Service” recognition program for its employees. And, like the Microsoft brand experience for customers, the company wanted the years-of-service recognition experience to be consistent for each employee honoree throughout the organization. The challenge presented was that each award needed to be drop-shipped to various locations and the company wanted each recipient to be presented their award by their supervisor, with a type of “celebration” ceremony.

Also, each employee who received a years-of-service award was to receive matching shares of stock in Microsoft®. For example, if an employee reached “5 years of service,” then he or she received 5 shares of Microsoft® stock. They wanted this award and associated stock shares in 5, 10, 15, 20, 25 and 30 years and shares increments.



Development:

Working with the Microsoft HR department, who further delineated the needs and constraints, we developed several custom and standard options from which to select. The Nevada, a silver brushed award was selected as the plaque component to be presented.

The award was designed and developed to look like a company stock share with the number of years of service and the name of the recipient in the center.

Execution:

During execution, our focus was on incorporating the “celebration” theme. The decision was to create a kit, designed to include the award, a card, the stock certificate, balloons, confetti, and a banner. This “celebration kit” was delivered to the supervisor of each recipient. Upon opening the kit, the supervisor would find instructions directing them to an online award area that would provide details on the award itself, how to announce to the department the upcoming celebration, and how to use the celebratory contents inside.

Art:

By creating materials and designing an award that complemented the outgoing image of Microsoft, our creative department was able to capture and bring the brand experience inside for internal marketing and recognition sharing purposes.



Satisfaction:

Partially as a result of this effort, Microsoft® reduced employee turnover by 7% in the year following the initial years-of-service award launch, and 9% in the year to follow. This has been an ongoing recognition program for over 8 years, and Microsoft® has also implemented other similar programs to recognize employees due to its success.