

The Gratitude Effect

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Background

Gratitude changes the giver.

Expressing gratitude changes the giver. We know all about it at Workhuman® because it's who we are and what we do. We've helped some of the world's leading brands transform their cultures with a global platform for peer-to-peer recognition. Twenty years of customer data proves when employees are empowered to recognize each other for the work they do every day, it forges deeper human bonds, connects them to meaning and purpose, and motivates them to do the best work of our lives.

That's why for World Gratitude Day on Sept. 21, we're doing something big to let the world experience the positivity and lift that comes with giving and receiving gratitude. As experts on its impact on workplace culture and industry thought leaders, we want to harness the power of our own employees and customer partners to share these benefits with the public in an umbrella campaign across multiple departments, leveraging multiple channels.

Telling the story

Changing the world with gratitude.

Gratitude changes us for the better. And a lot of the time, it seems solely introspective – keeping a daily journal, practicing daily mantras, having a gratitude jar. What happens when we turn our gratitude outward on those for whom we're most grateful and let them know?

The thing about gratitude is that it spreads; it's two-fold. It starts within us as we reflect on moments that matter. When we recognize someone for the value they bring to our life, it makes us even more appreciative – and it inspires the person we've thanked to give that feeling to another.

This is the gratitude effect: a ripple of acknowledgment and appreciation that surges forward, transforming and inspiring us, and illuminating our paths to each other. When people lift one another with acknowledgment and recognition – when giving and receiving gratitude is the foundation of a culture – we're all elevated, we're all able to blossom into the best versions of ourselves, and one person's success becomes everyone's. Imagine what could happen if the whole world was in on this.

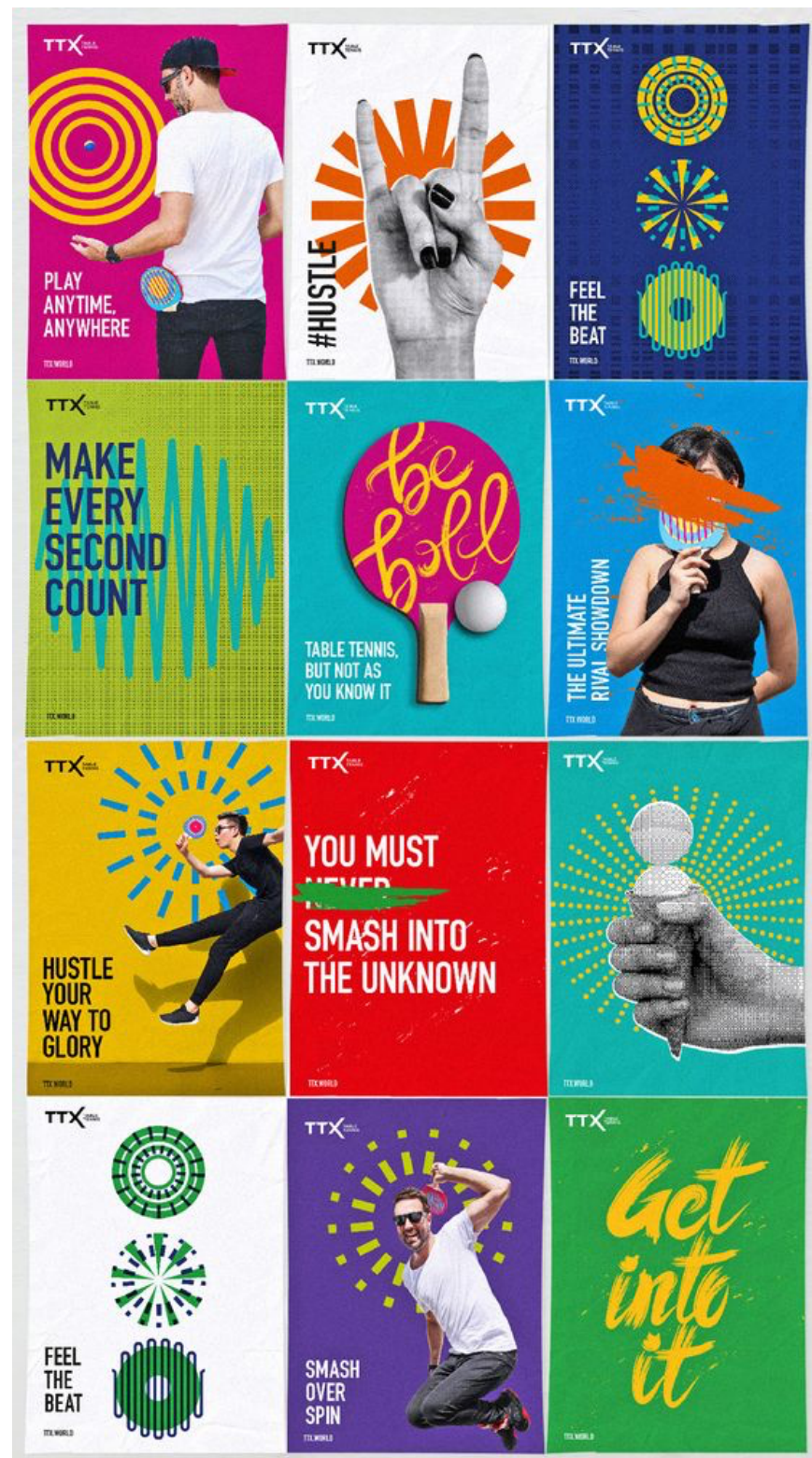
Messaging Themes

We've centered our messaging on encouraging the world to experience for itself the wonderful duality of gratitude that comes with both giving and receiving, and also the fact that Workhuman is a thought leader behind this push for awareness with the intent to educate, inspire, and make positive change in the world.

Celebrate gratitude: In the first phase, we're putting it out there to Workhuman customers and employees that we want to share the benefits of giving and receiving gratitude with the world – and since they know firsthand all the positives that come with a culture rooted in appreciation, they are our trusted partners in this.

Tag – you're it! Put the "it" in gratitude social campaign: With "Putting the 'it' in gratitude," we're showing the potential of the gratitude effect to the public through daily themes, data, and thought leadership, and inviting them to experience it themselves by writing a post or recording a video of someone or something they're grateful for and then tagging one or more friends to do the same, using the hashtags #workhuman and #gratitag.

Every day is Gratitude Day – Giving through gratitude: In the final phase, we're leading with the message that gratitude is too important and too good for us to just be celebrated one day a year. Here we're encouraging people to keep the gratitude going and, for the holiday season, we're incorporating a philanthropic component of giving.

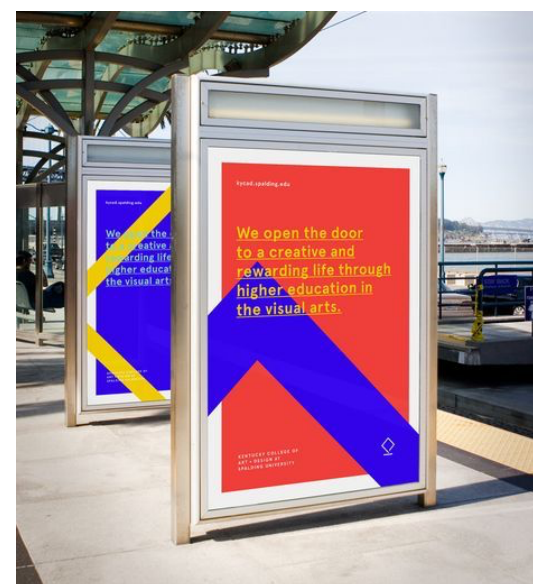


Bold color combinations



Big icons/image

Big headlines



Simple Layouts

Since this campaign is intended to increase brand awareness, we are focused on leveraging a couple of the key the brand assets as much as possible.

Chevron
This mark is used to emphasize a particular word or phrase.

Gratitude type lockup
This is intended to be layered with photography on our organic social media posts that coincide with the “tag you’re it” idea.

Graphic boxes & linework are used to create visual separation or emphasis on particular areas of a composition.





PMS 228 (#890C58)

PMS 130 (#F2A900)

PMS (#71C5E8)

Visual Standards: **Color Palette**

Our brand is colorful, and this campaign should be too. Use full color imagery where possible, and with graphics, we're encouraging these specific brand colors.

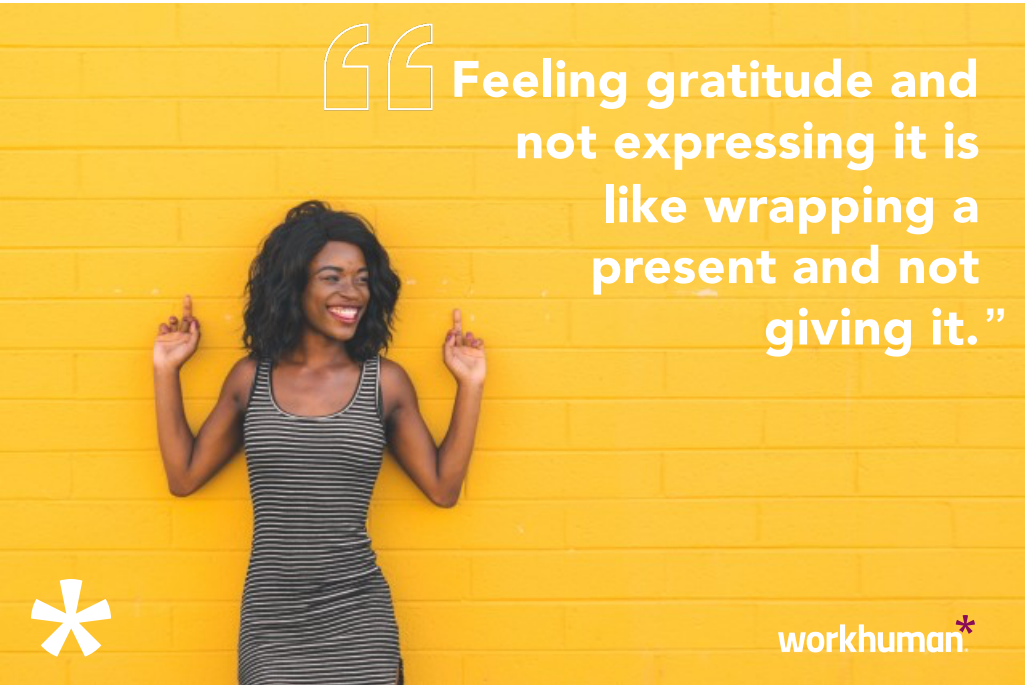
This campaign is all about building up our brand equity and tying it to gratitude. For that reason, we want to leverage our brand fonts for all creative. Because there is a blend of digital outputs, we will limit the use to Avenir Roman and Black for optimum legibility.

Big, bold, (short) headlines in Avenir Black can stand alone, or be complemented with secondary messaging in Avenir Roman if need be.

Avenir Black

Avenir Roman

Body Copy et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum- my nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat



Visual Standards: Photography

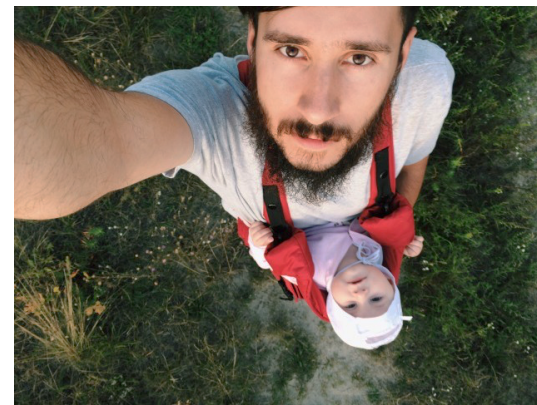


Photography can help to humanize our campaign, and we want to embrace it. These core tenets can help guide the creative process when choosing imagery. Be sure to choose images that have a strong central subject, and include a HUMAN!

Genuine: We want to share the beautiful human moments that make us who we are. Ideally, we try to have a tightly framed composition with soft warm tones that add to the nostalgia of a great moment.

Bold: Sometimes images that are more editorial or posed can help enhance the message needed. In this case, look for high quality images that embrace color, and have distinct subject.

Narrative: Images that have a distinct stories can create more engagement with our viewers, and encourage them to share their stories.



GENUINE

BOLD

NARRATIVE

Phase I:

The initial weeks of the gratitude effect campaign are intended for outreach and education. In this period, the goal is to communicate what we are doing to employees, customers, and influencer groups. This way they can get on board with our plan and help us spread a message of gratitude in their networks and companies.

Use the copy elements on this page to build your messages to these groups. This way, we are reinforcing the goals of the campaign consistently to all channels.

Key message components

Celebrate with us!

We’re so grateful for your partnership. Now let’s change the world with gratitude, together.

Imagine what could happen if the whole world was in on this.

Let’s spread the benefits of giving and receiving gratitude to the world.

Partner with us to change the world with gratitude for World Gratitude Day.

Celebrate the power of gratitude with us – and the world – on World Gratitude Day.

Description of background

You know the power of gratitude and the ripple effect of acknowledgment and positivity that happens when employees are empowered to recognize each other for the work they do every day.

Think of the benefits your recognition platform has had on your business outcomes; the benefits it’s had for each employee in your organization; the benefits it’s had for you in your daily life.

Imagine what could happen if the whole world was in on this? That’s why for World Gratitude Day on Sept. 21, we want to do something big because gratitude is too important to just be celebrated one day a year; it’s a critical component of our humanity. And we want you to be a partner in this as well.

Call to action

So, what are we doing? We’re hoping to celebrate World Gratitude Day by spreading as much gratitude as we can inside our offices and to the public. This is where you come in. Here are all the ways you can participate with us.

Example customer outreach message:

We’re so grateful for your partnership. Now, let’s change the world with gratitude, together.

As a valued partner in bringing more humanity to the workplace, you know better than anyone the power of gratitude and the ripple effect of acknowledgment and positivity that happens when employees are empowered to recognize each other for the work they do every day. Think of the benefits your recognition platform has had on your business outcomes; the benefits it’s had for each employee in your organization; the benefits it’s had for you in your daily life.

Imagine what could happen if the whole world was in on this? That’s why for World Gratitude Day on Sept. 21, we want to do something big because gratitude is too important to just be celebrated one day a year; it’s a critical component of our humanity. And we want you to be a partner in this as well.

So, what are we doing? We’re hoping to celebrate World Gratitude Day by spreading as much gratitude as we can inside our offices and to the public. This is where you come in. Here are all the ways you can participate with us. (See additional messaging slide.)

Phase II:

Once we’ve prepped the employees and customers, we’ve got some influencers lined up to share content. This is where our messaging goes live. What do we want to say? Basically we want to encourage any and everyone to celebrate world gratitude day with us by sharing moments of gratitude throughout the month of September. For this, we hope to activate just about every touchpoint we can. Organic and Paid social. Demand Campaigns. Internal Comms. Events. Customers. Influencers. Out of Home advertising. etc. Each business unit is responsible for helping to drive projects that feed into the overall campaign.

Key message components: The Gratitude Effect

Put the “it” in gratitude

Tag – you’re it!

Let’s see how far across the world we can make this feeling go!

Description of ask

For World Gratitude Day, write a post or post a video of what or whom you’re grateful for based on our daily themes and then tag friends to do the same with hashtags #workhuman and #gratitag. Let’s see how far across the world we can make this feeling go – tag, you’re it!

At Workhuman®, gratitude is who we are and what we do. For the last 20 years, we’ve helped leading brands transform their cultures with a platform that empowers employees to recognize each other for the work they do every day.

But this isn’t about us – it’s about what happens to each of us when we share our gratitude with others. It changes us for the better. When you recognize someone for the value they bring to your life, wonderful things happen. It makes you even more appreciative – and it inspires them to give that feeling to another person.

(Internal employee campaign)

At Workhuman®, we’re the gratitude people. And we know better than anyone that our products work. So, for World Gratitude Day, we’re doing a big thing and we need all of you to make it successful.

Call to action

Make a post or video about something or someone you’re grateful for based on our daily themes using #workhuman and #gratitag, and then tag one or more friends to do the same. Let’s see how far we can get the gratitude to spread – don’t keep it to yourself!

Example social post:

Today’s #gratitag is all about experiences.

Celebrate World Gratitude Day with us, post a note or a video about what you’re grateful for based on our daily themes and then tag friends to do the same with hashtags #workhuman and #gratitag. Let’s see how far across the world we can make this feeling go – tag, you’re it!

Phase III:

After lots of employee and customer engagement, as well as articles and influencers, on World Gratitude Day is now over. But this is where the Workhuman® brand needs to stand apart, and continue the gratitude message. Why? because we believe that gratitude - and the act of sharing it with others - should be present in our lives every day. Our message? Make Gratitude day every day.

Key message components: Every day should be Gratitude Day

Keep the gratitude going!

Gratitude is too important to be celebrated just one day of the year.
Gratitude should be practiced daily – and we can make that happen.
Gratitude spreads, it connects people, and it benefits everyone. Let’s see if we can keep it going through the holidays.

Description of ask

Gratitude is too important to be celebrated just one day of the year. It should be practiced daily – and we can make that happen.

Gratitude spreads, it connects people, and it benefits everyone. Let’s see if we can keep it going through the holidays. And this time, it will be even more meaningful because all those moments of thanks will have another kind of global impact.


Call to action

Join us in this and see how gratitude can change the world.

Example social post:


Make every day World Gratitude Day!


Gratitude is too important to be celebrated just one day of the year. It should be practiced daily – and we can make that happen. In just the XX days since Workhuman started the “Put the “it” in gratitude,” there have been XXXXXXXX posts shared. Gratitude spreads, it connects people, and it benefits everyone. Let’s see if we can keep it going through the holidays. And this time, it will be even more meaningful because all those moments of thanks will have another kind of global impact. Along with our customers – [CUSTOMER NAME], [CUSTOMER NAME], and [CUSTOMER NAME] – Workhuman is pledging \$XX to Action Against Hunger for every gratitude moment that uses #Workhuman and #gratitag. Join us in this and see how gratitude can change the world.




Workhuman
29,647 followers
Promoted

Day 22: What are some of the most fun and rewarding experiences that you're grateful for having?






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Yes! Find out how

workhuman*

