



Employee Engagement Campaign

Launch of corporate intranet and employee engagement campaign

Tribe first began working with LexisNexis Risk to develop materials, tools, branding and communications for the launch of a new corporate intranet. The site was designed to serve not only as an information hub for employees, but also a communications platform that could help employees gain visibility within the company.

After surveying and interviewing employees during the Discovery Phase, we began crafting content for the site that would address the needs of employees. This included a communications campaign for pre-launch and sustaining communications. We enlisted the help of employees across the business, from leadership to front-line employees, ghostwriting blogs and gathering relevant business information that employees needed to do their jobs. That included completely revamped search capabilities that would allow employees to actually find the information they needed, on the first try. In addition, we released a number of teaser materials to generate buzz before the site's official launch.

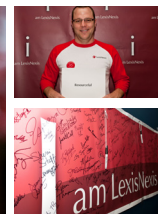
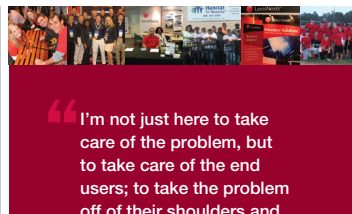
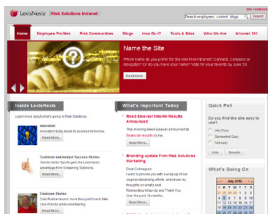
The site launched to rave reviews, but more importantly, people were actually using it. We held an online scavenger hunt contest on launch day to drive participation. Employees created their profiles and browsed the site's countless new features. One grand prize winner even took home an Apple iPad.

Two weeks after the site launched, Tribe coordinated a companywide event across 40 offices celebrating the LexisNexis Risk Solutions brand. As employees arrived in the morning, they walked down a red carpet and were greeted by members of the management team offering a hot cup of coffee and the opportunity to choose a button describing their personalities. Branded signage filled the offices, serving as a reminder that the day was meant to celebrate employees and their many contributions. During the event itself, employees stopped in for a complimentary lunch, LexisNexis trivia, an online video contest and other fun activities. Throughout the day, employees were driven to the new intranet.

Between the launch of the new intranet and the weeks following the companywide event, the site saw record traffic from the company's 4,500 employees:

- iamlexisnexis.com - a microsite Tribe created specifically for the event that linked to the new intranet - was visited by more than one third of employees on the day of the event
- In the week following the launch of Risk Insider, the site had over 500,000 page views
- More than 100 employees uploaded videos to the site on the day of the event, with over 5,000 views.

Currently, Tribe is working with LexisNexis to support the site through sustaining communications.



TRIBE

www.tribeinc.com

Tribe is a corporate culture company working with national and global clients to build internal brands and employee engagement. We develop strategies, messaging, programs and communications to create better business outcomes.

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