



Accelerating Adoption

Change Marketing™
at work



The Challenge

How do you get busy employees to quickly adopt Workday when the platform requires them to dedicate time to self-service tasks?



Our Audience

60,000 Coca-Cola employees across 175 countries



Key Insight

The faster users take key actions in an app, the quicker they see the value and adopt it.



Our Story

By applying winning principles from consumer apps and game theory, we drive 80% Workday adoption within two weeks.



Creative Craft

A multi-platform creative campaign highlighting Workday's time-saving features, including "Workday Week"—a high-impact blitz designed to drive rapid actions and adoption.

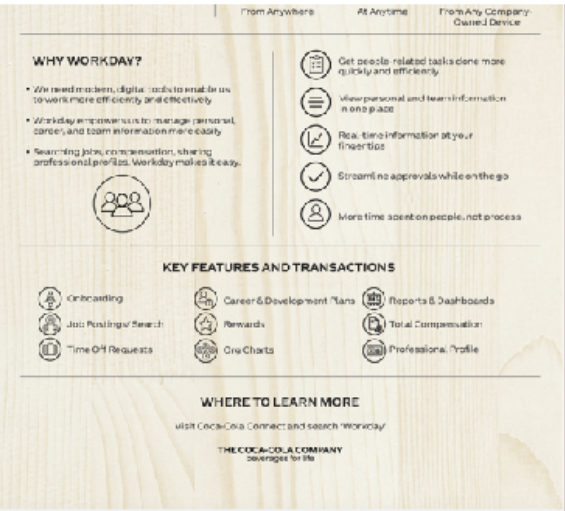
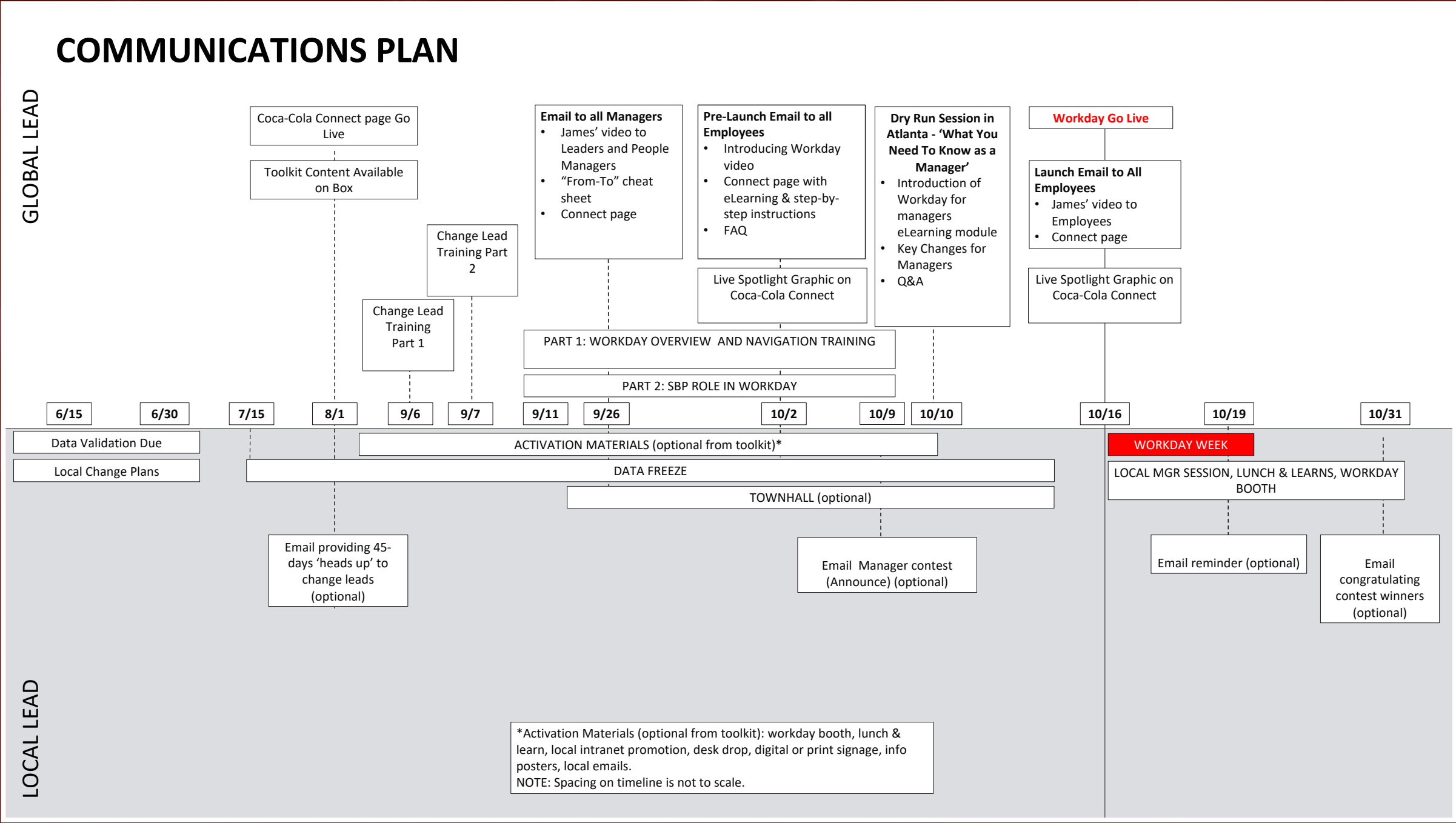


Let's
dive in



Accelerating Adoption

Change Marketing™
at work



Workday Week

A comprehensive communications plan culminating in Workday Week including daily emails prompting specific actions in the app, “hypercare” technical support, and incentives to create a major spike in engagement and adoption.

Launch Videos, Posters & Infographics

Building anticipation and driving adoption with messages highlighting the speed and simplicity of Coca-Cola Workday for a better employee experience.