The Challenge

How do you inspire employees to take ownership of a new shift management tool after years of frustration with legacy systems?

Our Audience

100k shift workers and their people leaders at Delta hubs across the United States

Key Insight

Employees are looking for an efficient way to manage their time and balance the demands of work and home.

Our Story

Meet every Delta employee where they are with customized messaging that promotes MyTIME as a new and better way to manage their career, time, and lives.

Creative Craft

A comprehensive Go-to-People plan with key messaging, promotional videos, digital content, technical support, and in-stride signage to reach and empower every employee

Let's dive in

Go-To-People Plan

A comprehensive menu of tactics to support launch and drive adoption that caters to the diverse communication needs of distributed, often deskless teams
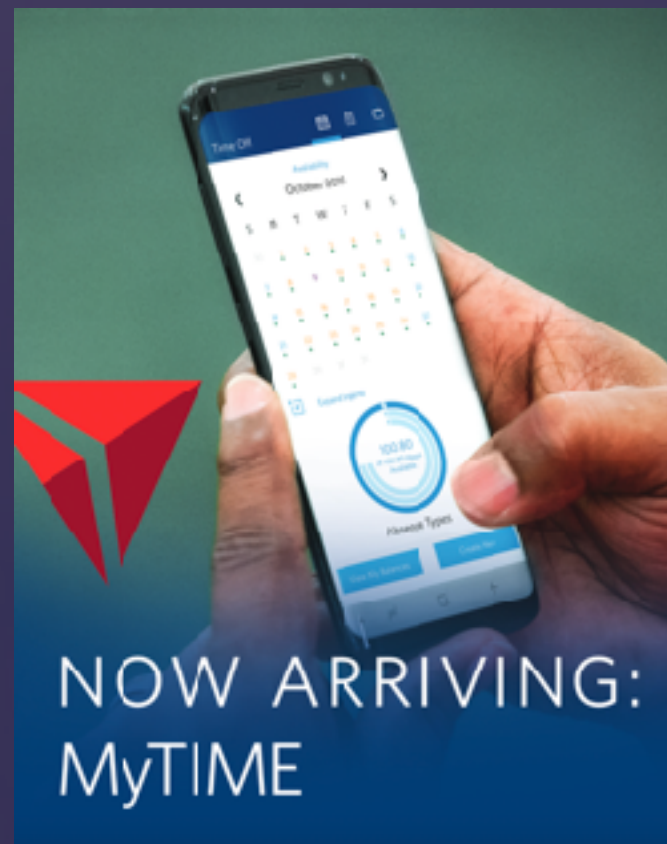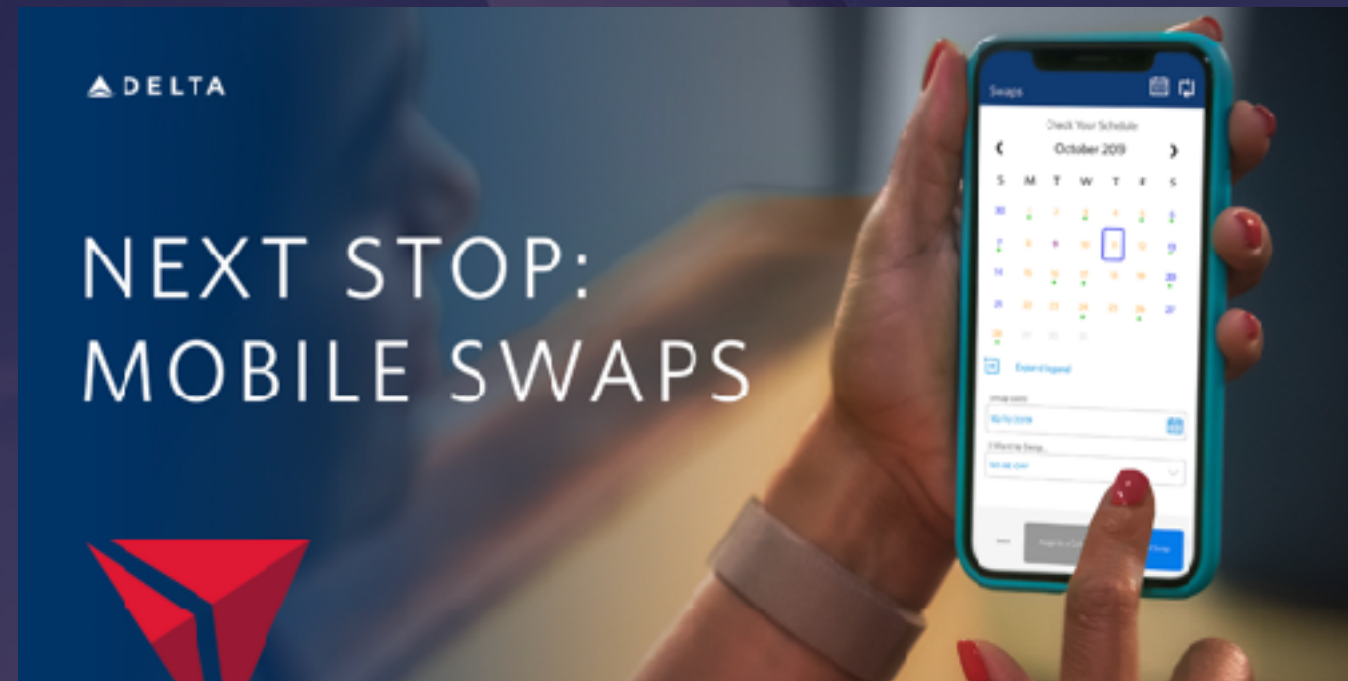
Talking Points & Email Drafts

Pre-crafted talking points for leaders at all levels and email templates, enabling comms teams to execute rollouts efficiently.

Physical & Digital Signage

Consumer-grade, on-brand digital and print assets placed in-stride on mobile and IRL to build anticipation and awareness

Promotional Video

Showcasing how the platform empowers employees to quickly swap shifts, giving them more time to enjoy what they love

Sizzle Video

Highlighting MyTIME's key features and the improvements it will bring to employee experience