



Making change part of the mission

Change Marketing™  
at work



## The Challenge

How do you help a global organization with diverse and often antiquated ways of managing HR tasks adopt Workday as a single source of truth?



## Our Audience

20,000 mission-driven Staff, Area Directors, and Volunteers, across more than 100 countries



## Key Insight

Inconsistent and outdated ways of working are frustrating and time-consuming, but for an organization built on human connection, it's hard to trust modern technology to free up time for what matters.



## Our Story

Thank you for the time and effort you invested in frustrating, outdated systems. We know it hasn't been fun or glamorous, but now we have the chance to build a more efficient, modern future.



## Creative Craft

A detailed communications plan, creative video assets, and toolkit to promote the launch of Workday and drive ongoing engagement



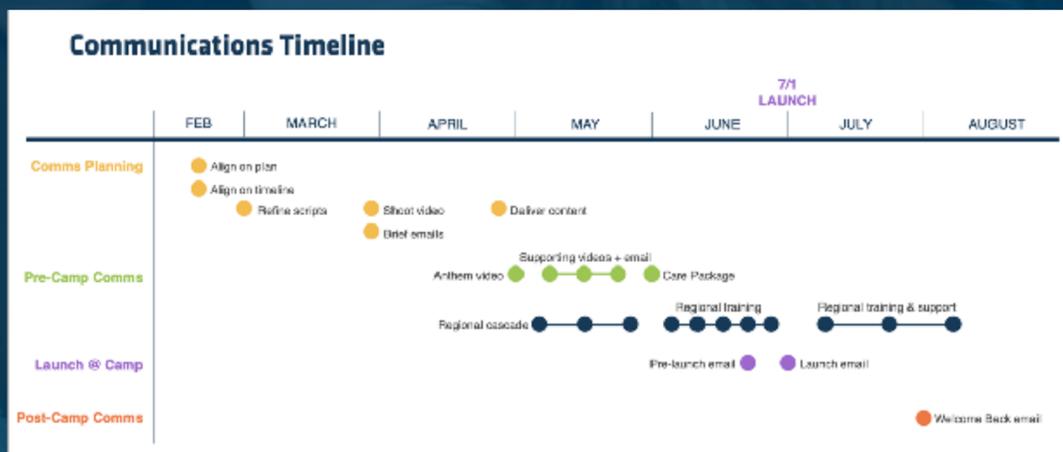
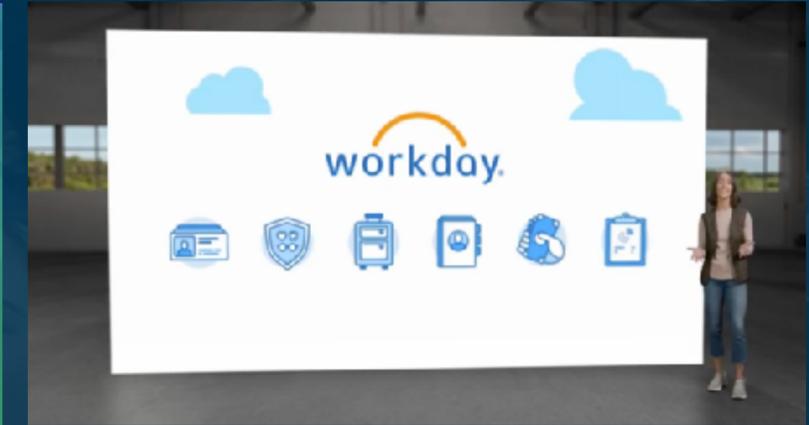
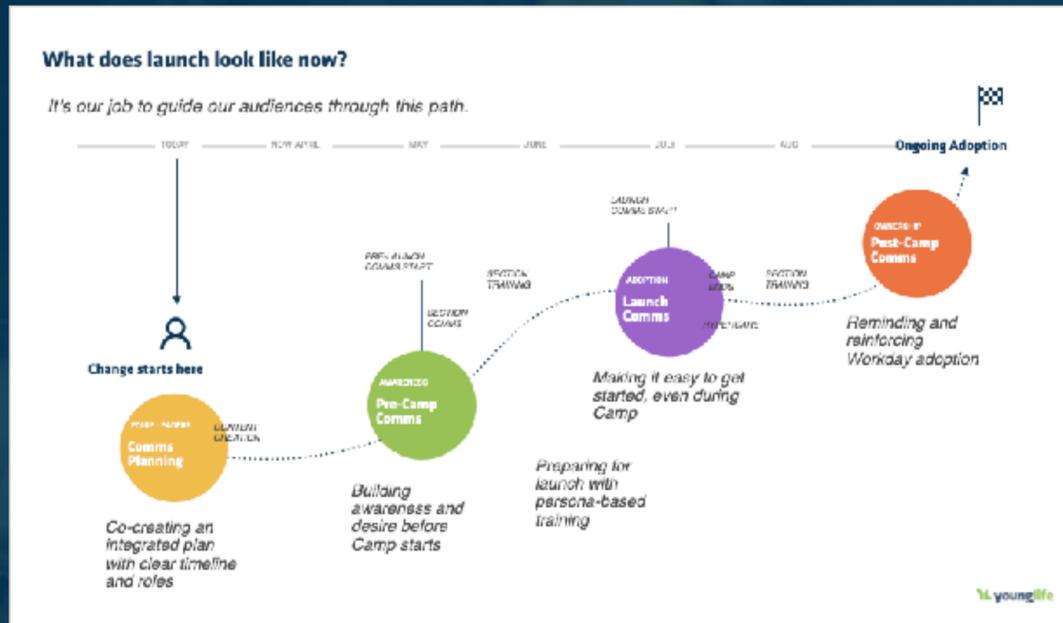
Let's  
dive in





Driving adoption by meeting people where they are

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### Integrated Comms Strategy

Weaving communications into the organization's natural rhythms, from launch to ongoing adoption

### Film, Animation & Toolkit

An Anthem Video and Acrostic Animation showcasing what Workday empowers the organization to do, and a toolkit outlining how to use the assets successfully