

## Benefits Canada Communications Awards 2006



**Category:** Overall Integrated Strategy  
**Submitted by** Krieger + Associates  
for Amex Canada



Your life. Your benefits.

*Your choice.*

### Need / Opportunity

In early 2005, the Amex Canada benefits team approached Krieger + Associates (K+A) for help communicating the launch of their new flexible benefits plan, possibly in conjunction with a change of carrier depending on the results of a proposed insurer marketing. We wanted to highlight that Amex, with the help of their benefits consultant, Morneau Sobeco, had designed a new benefits package to give employees more of what they wanted: diversity and choice. In so doing, Amex had the opportunity to generate good news for its employees.

### Overall success of the strategy

K+A's strategy was to fashion communication materials that engaged their audience, taking them through a series of potentially difficult transitions as smoothly as possible, in a manner consistent with Amex's values and benefits philosophy. Beginning with a number of print pieces (posters, announcement card, teaser card) meant to create awareness, followed by more practical materials and tools (Enrolment guide, Benefits at a Glance, and online employee profiler), employees were involved and informed.

When Amex decided to change insurers, revisions to the budget, including the addition of a second online tool, were submitted and approved. While this development was a significant challenge, increasing the range and complexity of the materials within fixed time-lines, the work was completed to cost.

The unifying element to all parts of the campaign was the theme. Together with Amex we developed a creative theme combining a logo and slogan that represented the idea of employee empowerment and the values behind the new plan — diversity and the freedom to choose. This theme, using the image of multi-colored handprints and the line "**Your Life. Your Benefits. Your Choice**" complemented Amex's current marketing ("My Life. My Card.").

To motivate employee interest and encourage participation in the benefits redesign process, we launched a contest to name the four new benefit options. In addition, two online tools — the Benefits Profiler and Life Insurance Calculator — were developed to give employees an interactive look at their benefits options and help them make informed choices. More than 75% of employees\* found both of these tools to be helpful in choosing their benefits coverage. Overall, 80% of employees\* said the launch material was clear, informative, and helped them make their choices.

### Why is this strategy unique?

This integrated communications campaign is unique because it focused on employee involvement and ownership of the plan. The campaign also strove to forge an identity in sync with Amex's consumer marketing, to create the employee perception of a seamless blend between their corporate and public faces.

### How does this strategy demonstrate excellence?

By employing a variety of engaging and useful components in different media, this strategy generated considerable interest and participation. It made understanding and enrolling in the new Flex Express plan a straightforward, positive, and personal experience while making the substance of a new benefit plan appealing. The results are clear: over 78% of employees\* who were eligible to enrol did so.

This solution is worthy of nomination because it successfully achieved its goal, resulting in a campaign that made enrolling in the new Flex Express plan an inviting and meaningful experience for Amex employees.

\*All data from a survey conducted as part of the online enrolment.