

## THE ASK

Becoming a wellness champion for your own health takes time, patience, and building upon healthy habits. We partnered with the leading Spanish-language media and content company in the world to help employees prioritize their whole health with education and access to the tools and support they needed to do so. The result was a "feel-good" culture where employees can now feel valued, supported, and motivated to advance their wellbeing both at work and at home.

## THE TASK

The whole is greater than the sum of its parts. This idea supported a branded health and wellness program for employees. Whether they were looking to improve their physical fitness, manage stress, or simply improve their overall health, they found support through a number of company-branded initiatives that helped prioritize their overall wellbeing. A robust internal communications plan with a steady cadence of regular comms, including "Wellness Wednesdays" complemented by a full spectrum of content, events, webinars, and testimonials, was developed to keep the program top of mind.

## THE WIN

Through this comprehensive approach, the company witnessed a positive transformation in its workplace culture. In an all-employee survey, employees reported increased satisfaction in the workplace, noting they felt valued and supported. The implementation of engaging initiatives resulted in higher awareness and use of the company's benefits and wellbeing resources. The success of the program was reflected in improved employee morale, fostering a healthier, more motivated, and resilient workforce.

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