

**Best Internal Email Campaign
Gold
Lockton Associates – Destination: Wellness**

Brand/Client Side Team:
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Vendors/Agencies:
ER Marketing

MarketingSherpa Summary – Why They Won:

Too often forgotten is the power of email to communicate effectively with your internal audiences. For ten weeks Lockton Associates used emails to engage employees in its 25 offices into thinking about their wellness and living healthier lifestyles. We can't say how much healthier they are today, but with its 69% open rates and close to 40% participation in some offices, you know that email did its part.

From Their Nomination Form:

This campaign is special because of the sustained, high-level participation throughout the ten-week promotion, as well as the extremely high open rates.

Lockton Associates were given a different "challenge" each week, which required them to complete some offline actions. They then completed the challenge by filling out a form embedded in the email. They were also given different wellness-related information each week, with links to more online resources included in the emails.

From the first week, Associates were engaged in the promotion and kept up that participation throughout the ten weeks, resulting in a great campaign that surpassed expectations.

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WELLNESS makes the DIFFERENCE

DESTINATION: WELLNESS

Week 4 of 10: Step to It!

- We're nearing the halfway point!
- Keep Walking!

You are nearing the halfway point of our ten week program! How are you doing? It is time to broaden your efforts. In addition to exercise, a healthy diet is imperative. To help increase weight loss, it's important to reduce the number of calories in your diet. Try to eat less fat and control your portion sizes, but don't starve yourself.

A healthy diet includes low amounts of fat - no more than 30% of your daily calories should come from fat. Eat plenty of fruits, vegetables, whole-grain products, and lean meats and fish - this is where most of your calories should come from. Your goal is a diet that is high in fiber, low in cholesterol and low-to-moderate in sugar and sodium.

Did you know your Mom was right? Don't forget to eat breakfast! This important meal helps prep your body for the day, balancing blood sugars and powering your mind. The right diet in addition to your exercise is an express ticket to wellness.

For more on *Healthy Weight Loss* from United Healthcare click [here](#).

(You must have Adobe Reader installed to view)

Don't forget to keep tracking your pedometer steps. Jot them on your calendar at the end of each day. The total can be submitted at the end of Destination: Wellness for a chance to receive a \$1,000 gift certificate for SpaFinder.com or \$1,000 for a personal trainer.

Always consult your physician before starting this or any exercise program.

THIS WEEK'S CHALLENGE

Keep walking with your pedometer this week. You've got until **12 PM CST on Friday, May 2** to submit your answer and be eligible for this week's prize - a \$50 American Express Gift Card.

1. How many steps did you record on your Lockton Pedometer this week?

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DESTINATION

WELLNESS

april - june 2008

Weekly Prizes

Week 3 Winners

We're pleased to announce the following Lockton Associates as the recipients of a \$100 Nike.com gift card:

- John Doe, Phoenix
- Jane Doe, Los Angeles
- Bob Jones, New York
- Debby Johnson, Kansas City
- Michael O'Brien, Hartford

Week 4 Prize: \$50 American Express gift card



You've worked hard so far. You deserve to treat yourself. So think about your new healthy lifestyle and what you'd like to have to help achieve it. Maybe it's new headphones or workout clothes. You decide what your reward is. Five different Associates will receive a \$50 AMEX gift card...might as well be you!

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Week 6 of 10: A Step in the Right Direction

Take The Stairs!

- Encourage Associates to take the stairs with you
- No elevator...no waiting!
- Statistics show you can burn up to 3,500 calories per week by taking the stairs

You're still on the right track to wellness, so put your new water bottle to use. How much water you need is variable, it is necessary to drink it. Use your Lockton water bottle as a guide to getting the proper amount of water. For a woman, on average it is recommended to drink at least two liters of water a day. To make it easy, drink 2 ½ bottles of water/other fluids a day to stay hydrated. For men, three liters are recommended, making that a little over 3½ bottles of water/other fluids a day. The amount of water you need to be hydrated can depend on a number of factors such as body mass, climate, how often and how strenuously you work out, as well as other factors. Drink a glass of water with each meal and between each meal and before you exercise. If you start to feel hungry, try drinking water. After your glass of water, if you are still hungry, then grab something healthy! Make drinking water a routine and you'll stay hydrated - another great step in the right direction.

For some great hydration information, visit [this site](#) from the Mayo Clinic.

Don't forget to keep tracking your pedometer steps. Jot them on your calendar at the end of each day. The total can be submitted at the end of Destination: Wellness for a chance to receive a \$1,000 gift certificate for SpaFinder.com or \$1,000 for a personal trainer.

Always consult your physician before starting this or any exercise program.

THIS WEEK'S CHALLENGE

Everybody gets rewarded this week with a Lockton water bottle for all. Encourage your fellow Associates that aren't signed up yet to join you in Destination: Wellness. There's still four more weeks of chances to receive great prizes, including the grand prize of \$1,000 to SpaFinder.com or for a personal trainer. Visit www.locktonwellness.com to sign up and see all the prizes!

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april - june 2008

Weekly Prizes

Week 5 Winners

We're pleased to announce the following Lockton Associates as the recipients of a \$75 Dick's Sporting Goods gift card:

- John Doe, Phoenix
- Jane Doe, Los Angeles
- Bob Jones, New York
- Debby Johnson, Kansas City
- Michael O'Brien, Hartford

Week 6 Prize: a Lockton water bottle for everyone

Destination: Wellness is a little more than half over...so we decided to reward everyone this week with a Lockton water bottle. Keep thinking about how you can start living better.



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Week 8 of 10: Stepping Up the Food Pyramid

- *Walking is one of the most important ways you can stay healthy but so is eating right*
- *Drink diet soda instead of regular*
- *Order grilled chicken instead of fried*
- *Order your sandwich on wheat bread instead of white*

Are you still tracking your steps? The *Destination: Wellness* promotion is nearing the end so keep walking and submit your final count of steps in two weeks. Be intentional about what you eat - try cooking more meals at home. Whole Foods Market offers a free customizable e-newsletter that includes healthy recipes, information about food and will also tell you what events your local Whole Foods Market will have. You can find that newsletter [here](#). Sometimes it's hard to even find the time to cook. If you do plan to eat out, consider getting grilled chicken instead of fried. If you eat a lot of white bread or white pasta, opt for the whole grain alternative. Restaurants often serve large portions, so set a goal to eat half and save half. Not only are you saving on calories for that meal, you are saving money - two meals for the price of one! Simple things like this will help you reach your goal of wellness.

Don't forget to keep tracking your pedometer steps. Jot them on your calendar at the end of each day. The total can be submitted at the end of *Destination: Wellness* for a chance to receive a \$1,000 gift certificate for SpaFinder.com or \$1,000 for a personal trainer.

Always consult your physician before starting this or any exercise program.

THIS WEEK'S CHALLENGE

This week is all about making healthier eating choices. It's not easy to make healthy diet choices, especially with the fast-paced, busy lifestyle so many of us have, but it's important to do. Eat a salad instead of a sandwich. Eat an apple instead of a candy bar. Have a cup of tea instead of a soda. Tell us what healthy food or drink choice you made this week by 12 PM CST on Friday, May 30 to be eligible to receive a \$50 Whole Foods gift card.

1. What healthy food or drink choice did you make this week?

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april - June 2008

Weekly Prizes

Week 7 Winners

We're pleased to announce the following Lockton Associates as the recipients of a membership to an organic fruit of the month club:

- John Doe, Phoenix
- Jane Doe, Los Angeles
- Bob Jones, New York
- Debby Johnson, Kansas City
- Michael O'Brien, Hartford

Week 8 Prize:
\$50 Whole
Food Market
gift card

There aren't many places to get healthier eating choices than at Whole Foods Market. Five Associates will receive a gift card this week for telling us what healthy eating choice they made this week. It's easy so enter today!



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Week 10 of 10: The Final Step to Victory

- You've done it - ten weeks of wellness!
- Want to feel even better? Stay with it!

You've got the information to help you exercise, diet and stay motivated. And one dedicated participant will benefit from their dedication with a SpaFinder.com gift card. But you can continue your own personal wellness path and should treat yourself to your own massage as a reward for all your progress. A few of the common techniques:

- **Swedish Massage** is the most popular technique and works at loosening your muscles and improving circulation. For the uninitiated, Swedish is a good entry-level massage, focusing on relaxation.
- **Deep Tissue Massage** uses more pressure than Swedish massage to really penetrate the muscles, working out "knots" and breaking up toxins. Communicate to your therapist how firm is most comfortable for you.
- **Hot Stone Massage** includes heated stones placed on key points in the body and uses many of the same strokes as the Swedish massage. It is a particularly soothing style that's become popular more recently.

Obviously, wellness is not something you can completely achieve through 10 weeks of walking, but it's certainly a step in the right direction. Now you have the information to continue your journey - stay motivated and build on your results. Remember that wellness is more than the physical, it's also a state of mind. Take pride in what you've accomplished and keep going! Wellness makes the difference. Exercise, eat healthy, drink plenty of water and have fun. You - and others - will notice the difference.

Check out [SpaFinder.com](#) and plan your relaxing victory celebration!

Always consult your physician before starting this or any exercise program.

THIS WEEK'S CHALLENGE

This is it...the big reward. You've worked hard for ten weeks and now, only one Associate will receive the grand prize. Truly, anyone that thought about their lifestyle and how they could make it healthier is a winner. Keep the tips we've shared over the past ten weeks in mind as you enjoy the summer. Enter your total number of steps throughout the ten weeks by 12 PM C&T on Friday, June 13 to be eligible to win.

1. How many steps did you take throughout Destination: Wellness?

Page 1 of 2

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WELLNESS

april - june 2008

Weekly Prizes

Week 9 Winners:

We're pleased to announce the following Lockton Associates as the recipients of X prize:

- John Doe, Phoenix
- Jane Doe, Los Angeles
- Bob Jones, New York
- Debby Johnson, Kansas City
- Michael O'Brien, Hartford

Week 10 Prize: \$1,000 for SpaFinder.com or towards a personal trainer

Celebrate your new, wellness-focused lifestyle with a \$1,000 gift certificate for SpaFinder.com or \$1,000 towards the use of a personal trainer of your choice. Thanks for your participation in Destination: Wellness!

<http://view.jtd.premierix.net/?j=fe8c10737463027b76&mf=ec17787c0c03&w=4f41670746403797c10777c>

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