

**Aim / Background**

P&G aims to revitalize their workplace health promotion program, Fitness Idol Program. The new Fitness Idol Program includes fitness improvement program, backcare program and weight management program.

**Methods**

The program was publicized through various channel to reach out to the employees.

**Pre Launch**

One month before the launch of the Program, a series of 3 teaser posters were put on standees in the lobby at all levels of the company. The Fitness Idol logo used in all communications to promote the Program, had helped to build the Program's Identity.



Example of teaser poster

**Launch**

Roadshows were conducted over 4 days on the week of the launch to measure the baseline data on health and fitness of the employees.

Fun activities were conducted to attract the employees to participate. At the launch event, an endorsement speech was given by senior management and testimonials were provided by past winners of the Program. Sports interest group leaders were also recognized with awards at the launch event.



Senior management endorsed the program and shared personal experience in healthy living at the launch.

**Post-launch**

Follow-up communications also highlighted the support from management on the Program. Employees were kept informed throughout the Program via e-posters as well as hardcopy posters (as shown on the left).

**Incentives**

- +Attractive prizes for participants with most improvement from baseline measurement
- +Lucky draw
- +Surprise prizes at some activities
- +Free exercise gears

**Results**

Participation was overwhelming (Refer to the table below). A post-program measurement will be held on 15 Dec 2008.

Participation in	%	Remarks
Baseline measurement	28.2	No. of participants against total employees
Fitness program	53.8	No. of participants against baseline measurement
Backcare program	59.0	No. of participants against targeted risk group
Weight management program	78.6	

**Conclusion**

Multi-pronged marketing approach works to increase participation.

The above concepts are properties of FHI.

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