

# Intel Corporation Vitality Program:

Integrated Marketing Communication  
Campaign

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# Intel Corporation



- Intel was founded in 1968 and is known as one of the world's largest and highest valued semiconductor chip makers, based on revenue.
- Blue Badge Employees (full time employees) receive benefits, such as a contract fitness and health promoter EXOS.
- EXOS has an established program offered to Blue Badge Employees called the "Intel Vitality Program"
  - In this campaign I will focus on the Intel Vitality Program created by EXOS and provided to Intel Blue Badge Employees
- The Intel Vitality Program program focuses on improving: mindset, nutrition, movement and recovery

# The Intel® Vitality Program

- Incorporation of improving: mindset, nutrition, movement and recovery into employee lives through small steps to create a healthy lifestyle
- The program **staffed services** include:
  - Coach consultations to establish health and fitness goals
  - Evaluation sessions (2 sessions free) to assess fitness level
  - Nutrition & cooking workshops
  - Personal training sessions & small group training sessions
  - Group exercise classes
- The program **online services** include:
  - Digital assessments
  - Meal builder plans (helping to create a grocery list)
  - Cooking and exercise videos
  - EXOS Movement app for apple and android
  - Online workout library

# Factors Influencing The Intel® Vitality Program

## *Strengths*

- Existing internal communication tools
- Staffing team is available for campaign support
- Gym is available at work for easy access

## *Weaknesses*

- Employee habits, perceptions and attitudes (long hours and no time for the gym, unhealthy food choices)
- Low awareness of the program

## *Opportunities*

- Access to tickets for sporting events to offer as incentives
- Access to event placement

## *Threats*

- Branding requirements
- Placement of gym itself is not ideal

## Campaign Plan Audience (Target Audience)

- Oregon Intel Corporation Blue Badge employees
- Roughly 19,000 Blue Badge employees in Oregon
- Individuals ages 22 and up
- Identified as achievers and innovators
  - Committed to family and work, fully scheduled out, goal oriented, hardworking and private
  - Value technology that provides a productivity boost
  - Always absorbing new information
  - Skeptical about advertising
  - Future oriented

# Campaign Plan

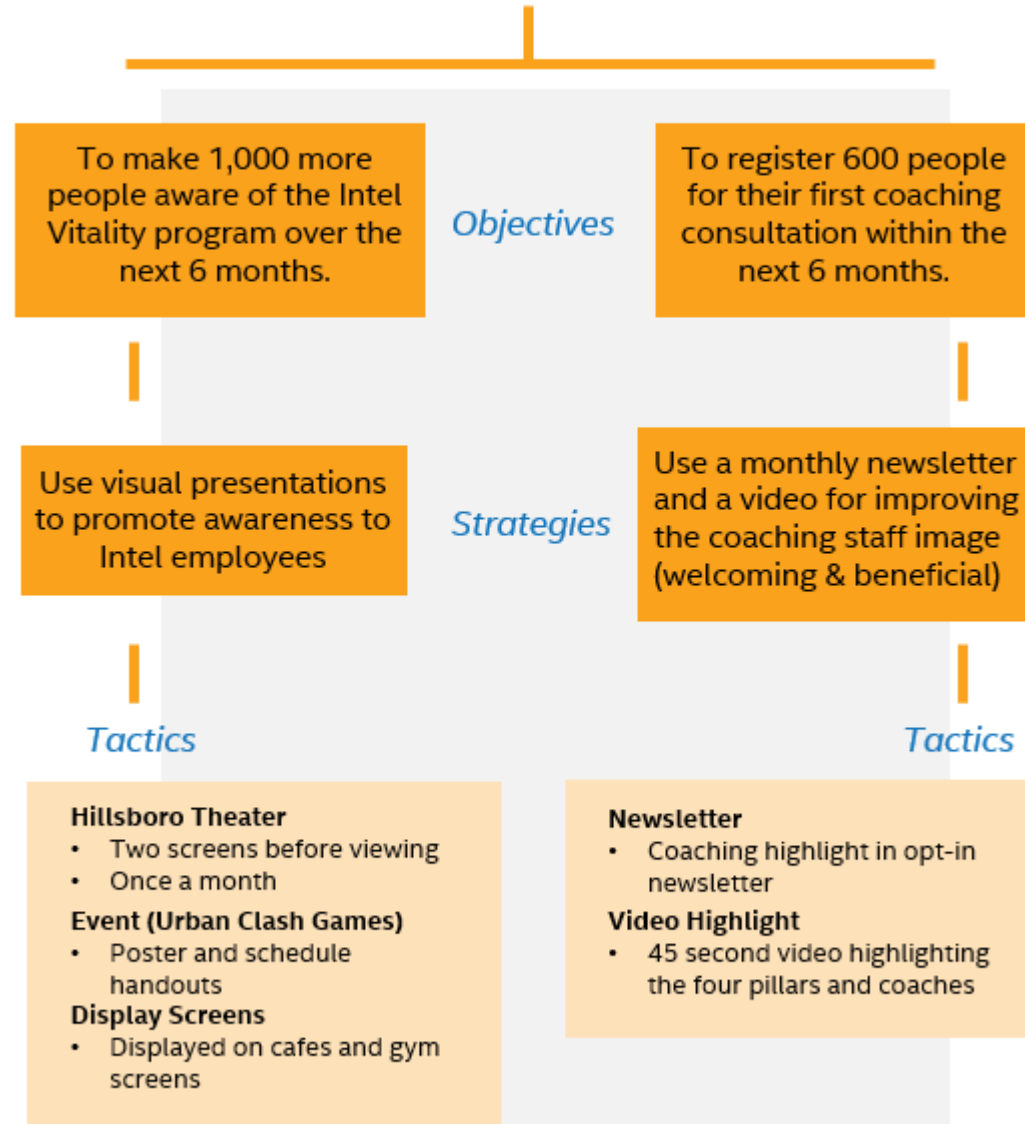
- Diffusion of Innovation theory- explanation of how, what and to what extent new ideas spread through communities
- This campaign, through the use of the diffusion theory, will move the audience from awareness to adoption



# Campaign Plan Outline

## INTEL® VITALITY PROGRAM: CAMPAIGN OUTLINE

Goal: To have more Intel Blue Badge employees adopt the Intel Vitality Program



# Campaign Plan

## Goal & Objectives

### Goal:

To have more Intel Blue Badge employees adopt the Intel Vitality Program

- **Objective 1: Make 1,000 more people aware of the Intel Vitality Program over the next 6 months**
  - Measured by number of new subscribers to opt-in email list
- **Objective 2: Register 600 new people for their first coaching consultation over the next 6 months**
  - This is a free consultation session offered after signing up for the program



# Campaign Plan

## Strategy 1

Awareness & Interest  
in Diffusion of Innovation

### Objective 1

Make 1,000 more people aware of the Intel Vitality Program over the next 6 months

- **Strategy 1: Use visual presentations to promote awareness to Intel Employees**
- **Tactics :**
  - **Hillsboro Theater-** private intel screening for Intel employees and their families
    - This is low cost to EXOS, the target market and their families
  - **Event (Urban Clash Games)-** Intel sponsored sporting event attended by 6,000 Intel employees
    - Opportunities for signage, hangouts and visibility
  - **Display Screens-** located around Intel buildings there are digital signs in the cafes and gyms
    - Low cost, visibility

## Tactics

- Hillsboro Theater Intel Vitality Program Screen Promotions
- Display screens in cafes and gyms

Awareness & Interest  
in Diffusion of Innovation

### Screen 1



### Screen 2



Images cited in references\* (11A)

# Tactics

Visual event communication through posters and schedule handouts at a booth during event

Awareness & Interest in Diffusion of Innovation

## Event Display Posters

**INTEL® VITALITY PROGRAM**

Let us help you take the steps to improve your

**MINDSET  
NUTRITION  
MOVEMENT  
RECOVERY**

Learn more at: Goto/Vitality

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## Exercise Schedule Handout

**intel GROUP EXERCISE SCHEDULE**

Jones Farm Fitness Center: May 2 – 31, 2016  
Stay on top of May's class schedule by adding these dates to your calendar:

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Traditional Karate 7:30-8:30 Group Exercise Room	Jiu-Jitsu 7:30-8:30 Group Exercise Room	Jiu-jitsu 7:30-8:30 Group Exercise Room	Jiu-Jitsu 7:30-8:30 Group Exercise Room	Jiu-Jitsu 7:30-8:30 Group Exercise Room
				Women Empowered 8:30- 9:30 Group Exercise Room
PiYo Live 11-12 Group Exercise Room	Yoga 11-12 Group Exercise Room	PiYo Live 11-12 Group Exercise Room	EXOS Core & Movement 11-12 Group Exercise Room	Yoga 11-12 Group Exercise Room
EXOS Metabolic Challenge 12-1 Group Exercise Room	EXOS Conditioning 12-1 Group Exercise Room	EXOS Metabolic Challenge 12-1 Group Exercise Room	EXOS Conditioning 12-1 Group Exercise Room	EXOS Fun Friday 12-1 Group Exercise Room
EXOS Recovery & Stretch 1-1:15 Group Exercise Room	EXOS Recovery & Stretch 1-1:15 Group Exercise Room	EXOS Recovery & Stretch 1-1:15 Group Exercise Room	EXOS Recovery & Stretch 1-1:15 Group Exercise Room	Traditional Karate 1-2 Group Exercise Room
EXOS Fundamentals 1:15-2 Group Exercise Room	EXOS Fundamentals 1:15-2 Group Exercise Room	EXOS Fundamentals 1:15-2 Group Exercise Room	EXOS Fundamentals 1:15-2 Group Exercise Room	
FMA/ Eskrima 2-3 Group Exercise Room	Kenpo 2-3 Group Exercise Room	FMA/ Eskrima 2-3 Group Exercise Room	Kenpo 2-3 Group Exercise Room	
	EXOS Conditioning 3-4 Group Exercise Room		EXOS Conditioning 3-4 Group Exercise Room	
EXOS Core & Movement 4-5 Group Exercise Room		EXOS Core & Movement 4-5 Group Exercise Room		
EXOS Total Body Strength 5-6 Group Exercise Room	Zumba 4:30-5:30 Group Exercise Room	EXOS Total Body Strength 5-6 Group Exercise Room	Zumba 4:30-5:30 Group Exercise Room	
	Zumba 5:30-7 Group Exercise Room		Zumba 5:30-7 Group Exercise Room	

For a complete description of classes, search Circuit for "Oregon Fitness Center."

Take advantage of the free services through the Intel Vitality Program powered by EXOS. Become the healthiest version of you with the help of the EXOS team. Learn more at: Goto/Vitality

**CORPORATE SERVICES**  
Creating a Better Tomorrow for Intel

# Campaign Plan

## Strategy 2

Awareness & Interest & Evaluation  
in Diffusion of Innovation

### Objective 2

To register 600 people for their first coaching consultation within the next 6 months

- **Strategy 2: Use a monthly newsletter and a video for improving the coaching staff image to be more welcoming and their services beneficial**
- **Tactics:**
  - **Newsletter-** To improve upon existing newsletter, a section of the newsletter will highlight a coaching staff member and tell their story
    - This will be distributed through the opt-in newsletter
  - **Video-** Not created for this campaign demo but envisioned for 6 month campaign
    - 45 second video to highlight Oregon coaches
    - Introductions of the four coaches and their background
    - Highlight what inspires the coaches to coach
    - Outline the benefits to the four pillars
    - Distributed on the internal website, through opt-in newsletter, and during advertisements at the Hillsboro Theater

# Tactics

## Opt-in Email Newsletter



### WELCOME TO THE INTEL VITALITY PROGRAM

A program through corporate services here to help you. It is a program powered by EXOS focused on helping you achieve a personal best. With the help of our four Pillars. **Mindset Nutrition. Movement. Recovery.**

### HIGHLIGHTS

- +Meet our team
- +Cooking workshops
- +May Class Schedule

### MEET OUR LEADERSHIP COACHES

Each month we will be highlighting one of our outstanding EXOS coaches. This month we would like you to meet David Haebler who has been a valued training coach for 13 years.



*David Haebler*

David is from North Suburban Chicago and has lived in Oregon for the last 19 years. His specialty is in strength and conditioning, which originally fueled his passion to pursue his coaching career at OSU. He was inspired to begin his career with the push from his mentor Guido Van Ryssegem, a professional baseball player. Through his time studying at OSU he learned of the joys of being a performance coach. Once he decided to focus on professional snow sports he moved to Vail Colorado. There he trained many athletes from the Sochi Winter Olympics.

We aren't the only one's who think David is talented, Intel Employee Joshua Ekandem said, "Dave is the catalyst! He steered me into the right classes and with the right coach. Now I work out 4 times a week and I love it. The original appointment."

With over 13 years of experience David is the perfect coach for improving your strength and conditioning. He is accepting coaching consultations now. [Click here](#) to sign up today.



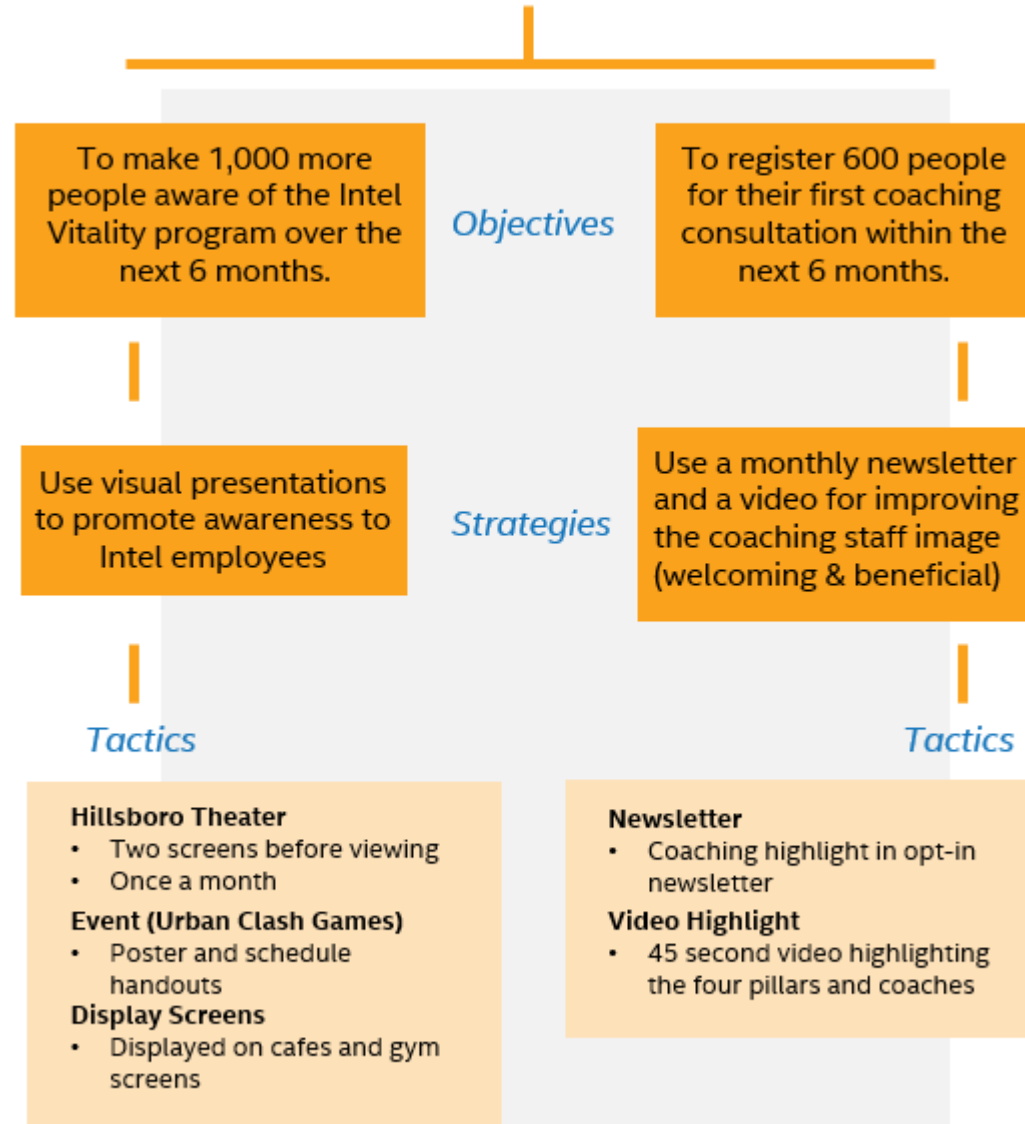
On June 3<sup>rd</sup> Urban Clash games will be mixing fun, fitness, and sport with an outing for your whole family. Sign up today! Learn more at: [www.urbanclashgames.com](http://www.urbanclashgames.com)

May class [SCHEDULE](#) | May cooking demo schedule [HERE](#)

# Campaign Plan Conclusion

## INTEL® VITALITY PROGRAM: CAMPAIGN OUTLINE

Goal: To have more Intel Blue Badge employees adopt the Intel Vitality Program



# Learning Objectives

- **Learning Goal 1: Create informative, persuasive, and/ or entertaining media content**
  - Created informative content for target audience
  - Selected appropriate medium for chosen audience and message
- **Learning Goal 3: Understand the effects of media on individuals and society**
  - Identify specific theories of media effects on individuals and society
  - Formulate arguments regarding the effect of media on individuals and society

# References

U.S. VALS Framework (2016). *Strategic Business Insight*. Retrieved from: <http://www.strategicbusinessinsights.com/vals/ustypes/achievers.shtml>.

Intel Employee Communication (2016). *Circuit: Intel Corporation Employee Portal*.

Image 15A retrieved from:

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