



Transportation Company Incentivizes COVID-19 Vaccines

Challenge

In an effort to protect its workforce, a premier transportation company wanted to encourage employees to receive COVID-19 vaccinations. They aimed to promote participation with a company-branded gift after an employee was vaccinated. With more than 33,000 people spread across countless locations nationwide, the client was searching for a strategy to collect order information while ensuring employees were only ordering one item each.

Solution

Taylor developed a campaign centered on the theme of “I’m Essential,” pairing it with a new logo specifically designed for use on promotional items, including men’s and women’s polos and pullovers, hats, blankets and totes, and drinkware. The logo united the client’s corporate logo shape to the new initiative tagline differentiating this particular merchandise from their typical day-to-day items.

We also implemented a redemption process focused on rewarding employees with ease:

- After receiving both COVID-19 vaccinations, employees submitted their vaccination card to HR.
- Upon receipt, HR sent each employee a link to a Taylor-created survey to select their branded gift. The survey proudly displayed the initiative logo, offered step-by-step ordering instructions and included a link to a multi-page PDF that described each item in detail and showed size charts.
- Upon completing the survey, employees received a confirmation detailing what was ordered and who to contact with any questions.

Results

The “I’m Essential” campaign met all of the client’s awareness, product and process goals.



EMPLOYEE ENGAGEMENT

The client was excited to reward employees for doing their part to protect those around them.



BRAND EXPOSURE

Taylor provided useful, high-quality items that employees were proud to use and display.



PROCESS EFFICIENCY

Taylor’s survey incorporated an input field for employee ID numbers to prevent duplicate orders.