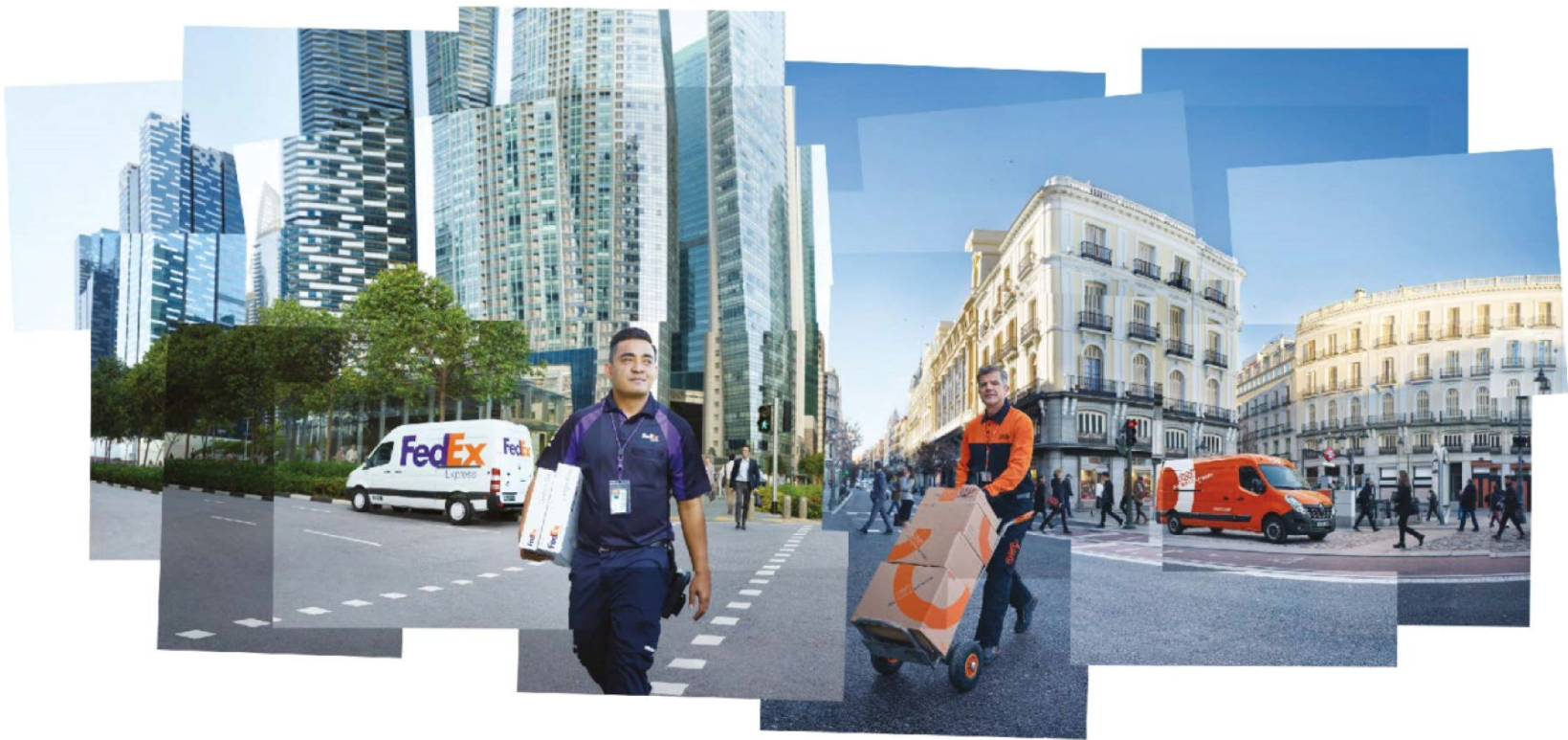




4 communication platforms



FedEx[®]
Express



FedEx and TNT are coming together to connect you to more opportunities.

FedEx & TNT merged;

The assignment is to bring both teams together.

Internally.

Intensify collaboration.

Why: it's better together/ together you're stronger.

Tools: sales competition/ personalized video / drivers / display on floor

Sales and emotion

BIRDS

Platform 1

A large flock of birds flying in a V-formation against a sunset sky. The birds are silhouetted against the bright orange and yellow light of the setting sun, which transitions into a clear blue sky at the top. The overall image conveys a sense of unity and global reach.

Together we're stronger.

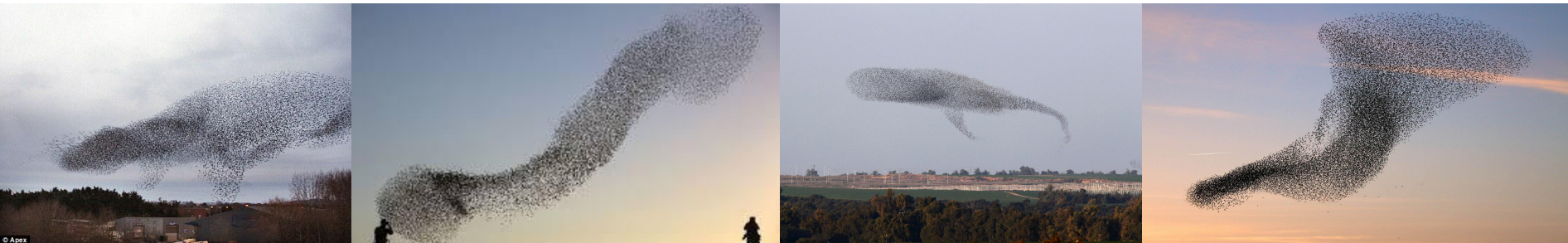
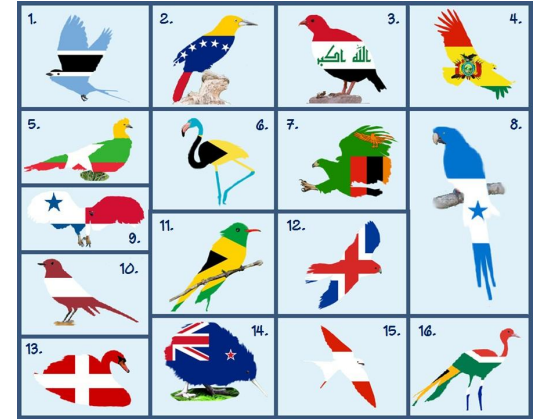
Together we spread our wings over the world
TNT / FedEx

We spread our wings over the world.

The idea

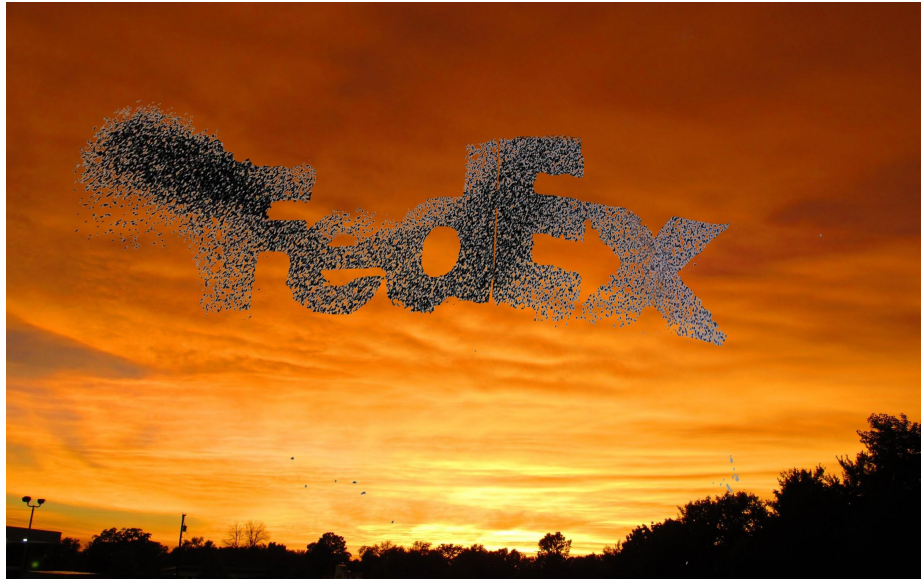
Birds as a symbol for our collaboration.
Each country has a national “bird” symbol.
All these birds come together to form a huge flock.

With the birds we show that by flying together we form a better flock.
Stronger, faster, more flexible...

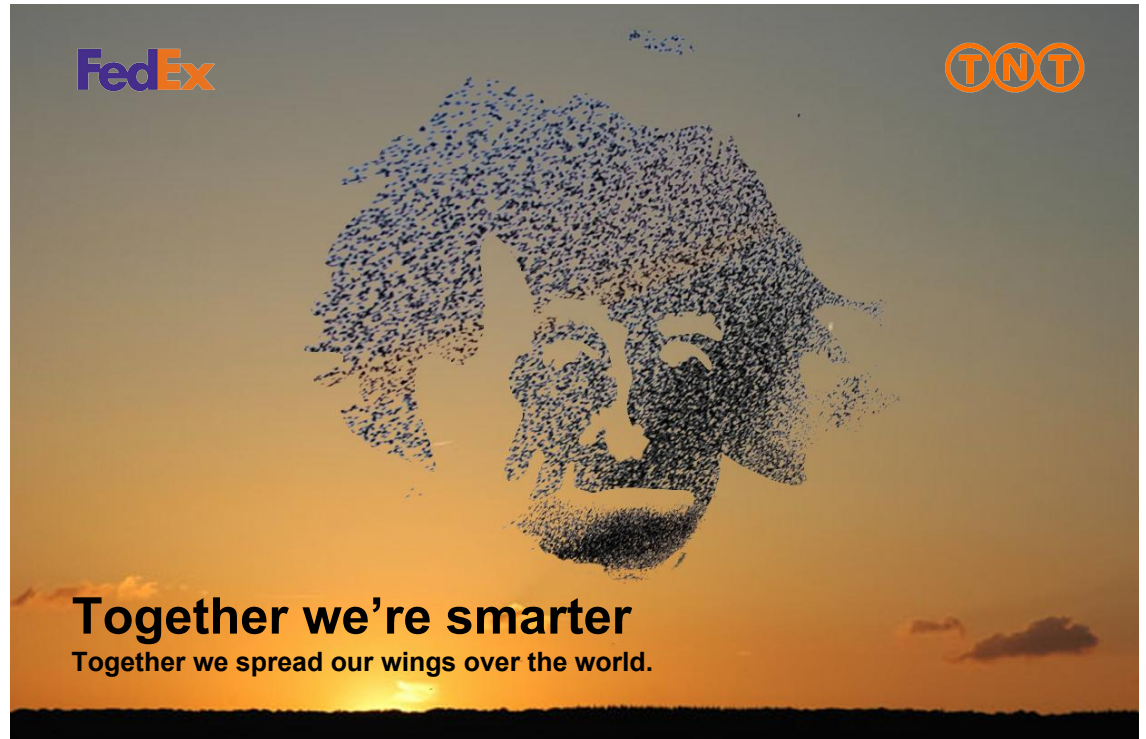


Kick Off Event

Spectacular kick-off event at several headquarters.
We let thousands of drones fly in the sky like birds.
The drones look and fly like birds.
But we are in control.
So we can let these birds make all kind of shapes
and figures in the sky.
Even a face can be made.
We use this stunt to communicate our collaboration.



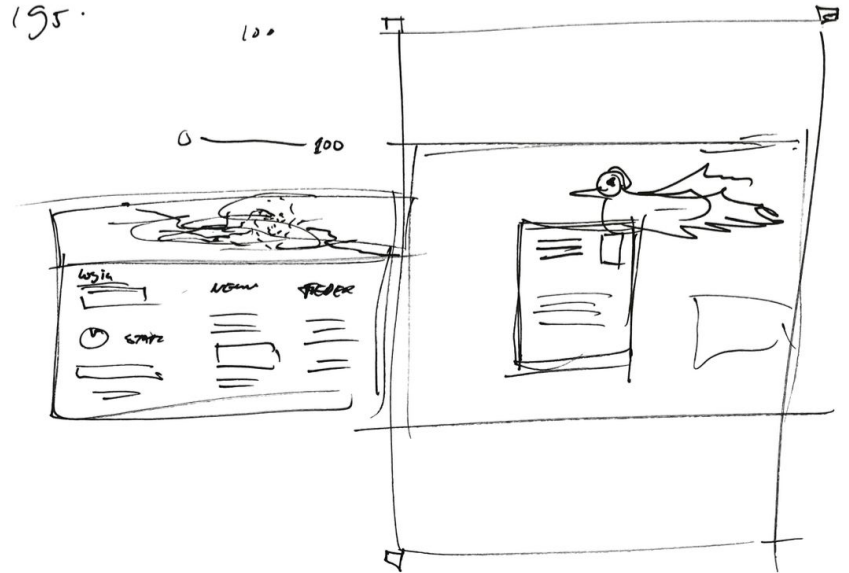
Indoor poster



Online platform

The header of the platform shows a flock of birds. It creates beautiful formations. Once you login (profile), the flock of birds will transform into your face!

You can collaborate with colleagues from TNT/FedEx or with people from around the globe. You can zoom in on the flock to spot your place in the flock.



Sales competition

We use the flock to visualize the ranking of the sales managers.

Sales guys can be easily measured on their targets.

Other employees not, so that's why we let the managers hand out points every week/months.

The managers get 100 points to divide among their staff.



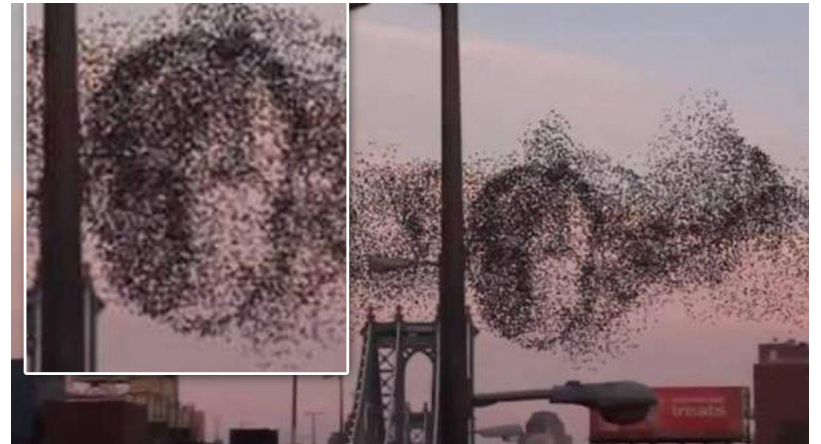
Personalized video

We see a flock of birds fly over different parts of the world. National birds take off and join the flock. When the flock swarms over Holland a snipe takes off and joins the flock. They start flying together and create beautiful formations. But then the flock gets more creative. It creates a parcel, the logo of TNT and FedEx blending in together etcetera. At the end of the movie, the viewer gets a special treat; The birds form his/her face! The voice over makes it extra personal by saying the name of the employee

Voice over:

“From now on TNT and FedEx roam across the earth together. And together we’re stronger, faster and smarter. We can take on everything and we always stick together. So John, join our journey.

<https://www.youtube.com/watch?v=hB4ejpxRc44>



Save & Collect

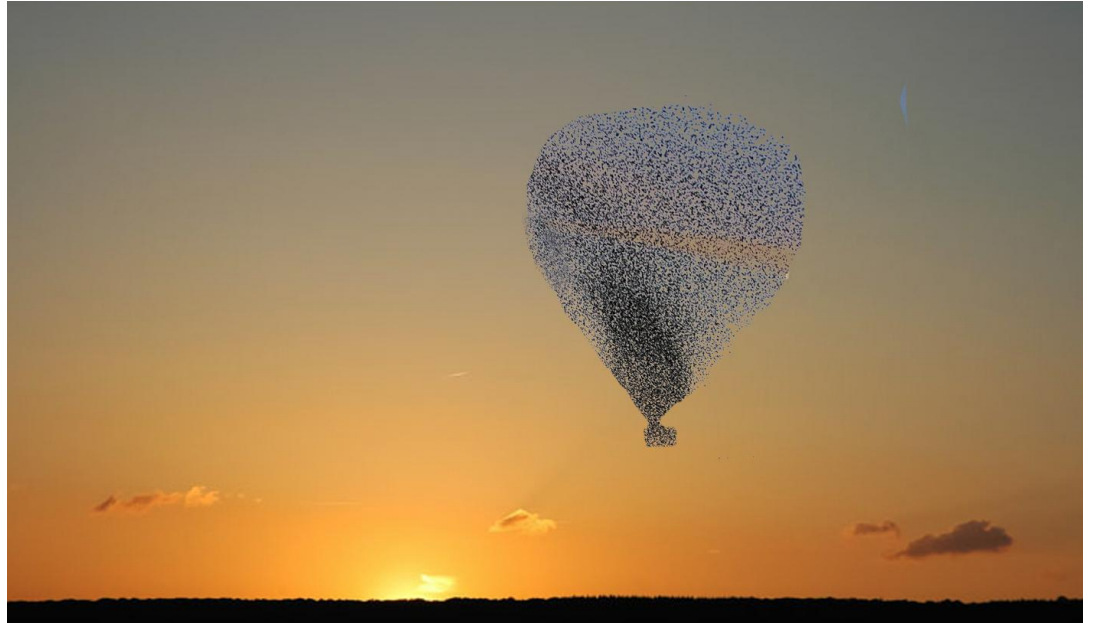
We open an online shop where employees can find rewards for their efforts.
The more collaborations/ sales, the more points you earn to get cool stuff in the shop.

- Jet pack ride
- Helicopter tour above your city
- Airplane trips
- Drones
- Air balloon trip
- Bird keychain for drivers
- Etcetera



External sales (E-dm)

When we work together, the sky is the limit.
Join FedEx and win a balloon flight with me.



Office dressing

- Video mapping of a flock of birds on the outside of the building



PHOTOGRAPHY

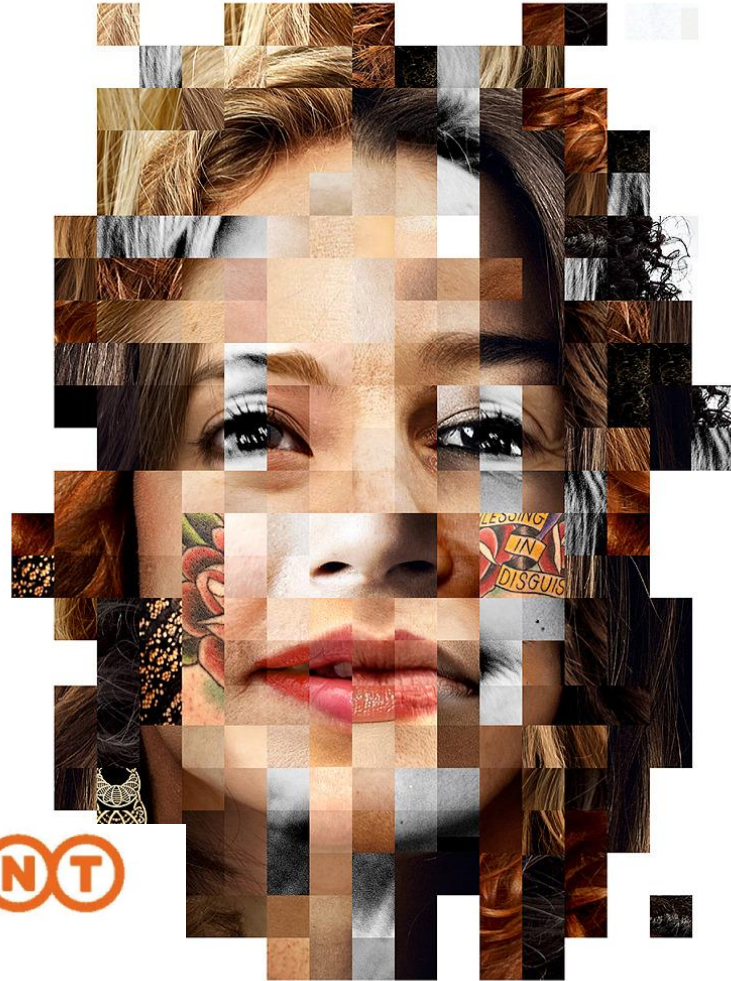
Platform 2

The photo style of the ATL campaign as a symbol for collaboration.
We show collaboration with colleague's.
And activate employees to upload their photo and join the bigger picture.



The bigger picture

Let's work together to
create the new face
of FedEx and TNT.



Look and feel



Indoor motivational poster

Posters with strong, single words:

Go
Stronger
Faster
Better
Bigger

Join the bigger picture of TNT and FedEx.



Connecting at the watercooler

On day one of the campaign, we install digital photo frames near the watercooler and/or coffee machine. A digital photo frame with wifi connection. This frame will also be the main carrier of our campaign.

Everyday we send a new image to the photoframe.
The atl-image or other collage images that communicate our collaboration.

We set goals and ask employees to collaborate.
For example, we ask everyone to upload a photo of a bridge.
The next day employees can spot their piece of the collage in the frame.



Collaborating assignments

To get to know each other we ask employees to upload images of their work or environment. For example: if you work in New York, upload some photo's of your truck. We then collect all those photo's and make a new photo collage of it, so that one 'new' truck appears. The FedEx New York truck. You can click from your local photo-collage truck to a regional version to national, and the international FedEx truck. Other assignments: photograph a bridge/ your home/ etc.



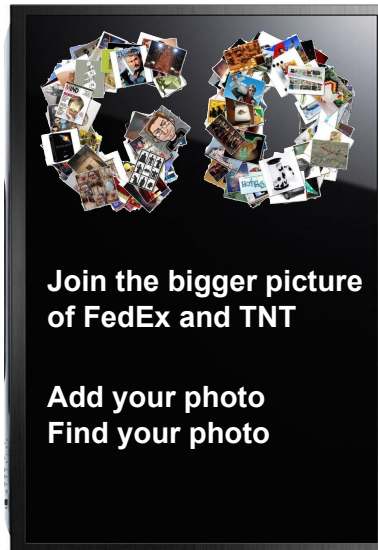
Indoor

Giant screens/tv's are placed in the offices.
With a portrait collage of all employees of FedEx and TNT

Join the bigger picture of FedEx and TNT
Add your photo / Find your photo

The image can be filtered.
To find your spot in the collage:
Show the face of my team
Show the face of my office
Show the face of my country
Show the face of only FedEx
Show the face of only TNT

Find yourself: enter your name



The poster - privacy

Because we make the poster digital we won't run into any trouble about privacy issues and/or people who just left our company.

With one click they are deleted - or added - to our poster.



The face of collaboration

On the online platform you can see your profile in combination with your colleagues.
The bigger your team, the more slices your shared picture has.
Within the combined image you can find your own image and get to know others.



Sales competition

On the online platform you can see the ranking during the competition.

Who got the most sales?

Who did the most collaboration?

Who got the best reviews from superiors and/or clients?

You can see the top 5, or top 10

Visualized in a portrait collage.

The winner gets the bigger part of the image, and so on.

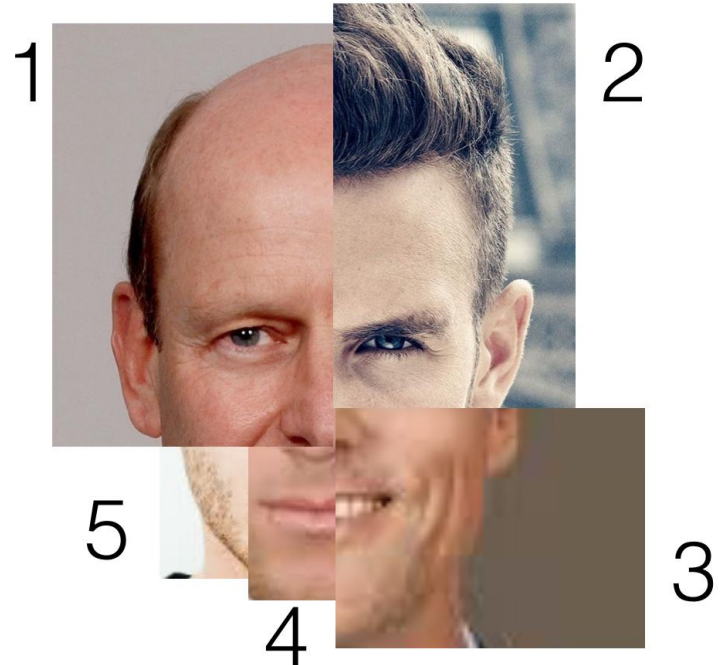
You can filter the image:

Top 5 of your office

Top 10 of your country

Top 100 of your division

Etc.



Personalized video

A video created in the same style as the atl-image. Only this time with moving images. Elements from all over the world come together to create something new.

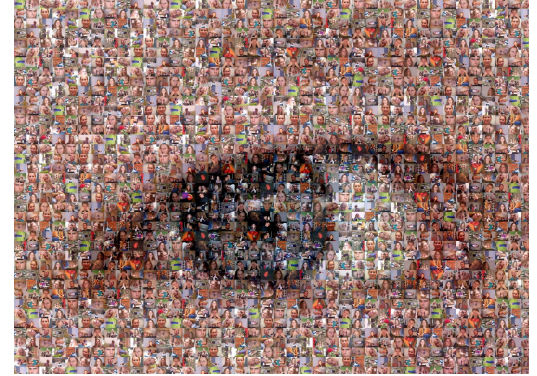
We see details of 20 managers doing the same speech at the same time. And we see 20 trucks combined, 20 planes combined, etc...

The movie ends with the collage face of many employees. At the very end the movie zooms in on one particular part, which is the face of the recipient of the movie. The voice over makes it extra personal by saying the name of the employee.

***“... So [name]
join the bigger picture. Because together we’re stronger and faster...”***

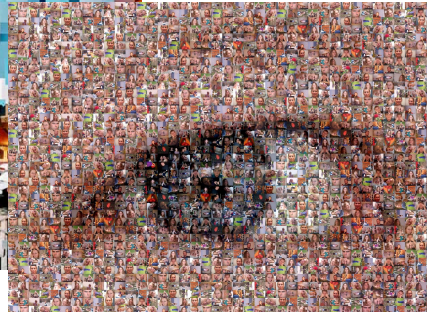
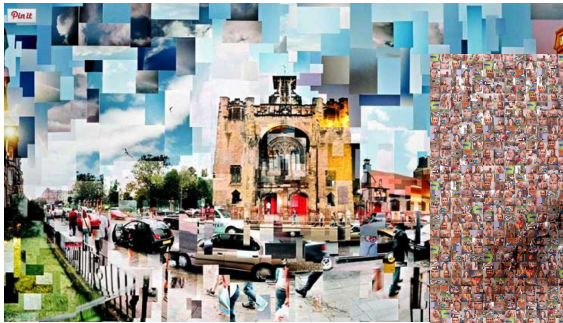
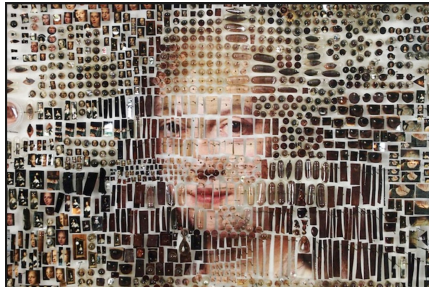
<https://vimeo.com/58555120>

<https://vimeo.com/28927533>



Examples of Photography styles

There are many ways to express this photographic collage-style:



Save & Collect

We open een shop where employees can find rewards for their efforts.
The more collaboration, the more sales, the more points you earn to get cool stuff.

- Photo camera's, from cheap to very expensive
- Digital frames
- A shoot by six different famous photographers from around the world.

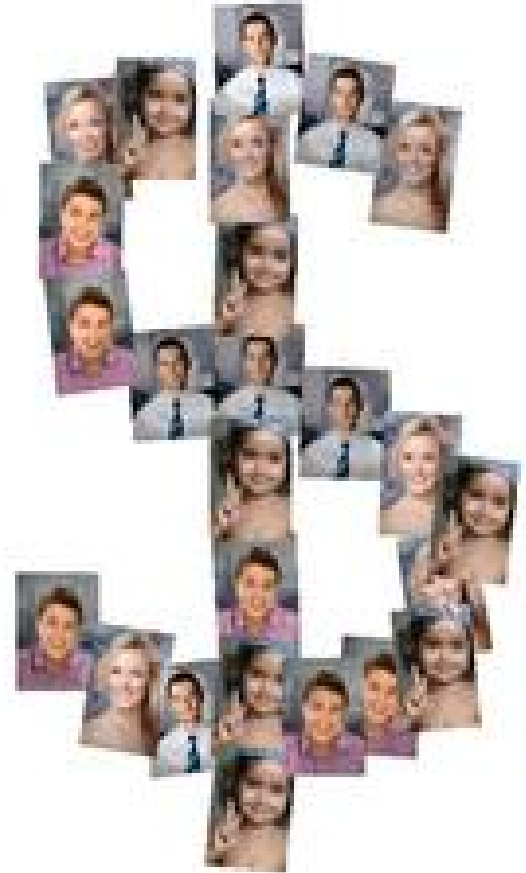


External sales (E-dm)

Can you see the bigger picture?

In the e-DM an image is created of FedEx images and of images of the client/prospect which we generate from Google Images. Together the images make a dollar sign.

Join FedEx and
win a photoshoot with me
from a famous photographer.



“Come together”

Every employee of FedEx / TNT is invited to record a small video/audio with their webcam. Artists gather all the sounds and create a beautiful composition. Perhaps ‘Come together’ by The Beatles.

<https://www.youtube.com/watch?v=FegqckuXDDo>
<https://www.youtube.com/watch?v=wq5fNGCPDbY>
https://www.youtube.com/watch?v=Svg_floHij8
<https://www.youtube.com/watch?v=8ZxoyHGd0ZY>
https://www.youtube.com/watch?v=zv8_7HHLEdl



Webinars / Talks

In real life at your HQ. And online via webinars.

Worldwide famous photographers talk about collaboration.

- Mario Testino
- Anton Corbijn
- Terry Richardson
- Christian Aslund
- David LaChapelle
- Nicholas Samaras
- Andrea Gjestvang

THE COLLABORATION COACH

Platform 3

The idea

We'll bring up one spokesman (famous Hollywood actor) to communicate our collaboration and further internal communications.

Someone who is capable of playing many believable different job roles and characters.

Big advantage of this role playing Hollywood star, is that he is appealing to look at, so when he's in the FedEx seat, you sure want to listen to this man what he has to say.

He can play many different characters, but still be the same man. Just like FedEx and TNT....

We are now one company with many people, but with one identity.

So Jim Carrey as CEO, as sales guy, as driver, financial exec, Manager, shipping, pilot, etc.

Many Professionals. One face.



Many professionals, one face



By working together we become one.

Look and feel



Personalised video

The actor records all first names of all employees. We edit these names in the personalised video. This way it feels like the actor is talking directly to you. He says your name a couple of times. And he refers to your hobbies and location, which appear as images in the background.

During the video the actor says why it's important to collaborate and to know each other. He does this by quickly changing from one role to the other.

https://www.youtube.com/watch?v=0ilLk8l_Bk

He starts as a CEO and starts having dialogues with himself as a driver, a sales manager, a pilot, etcetera. And each time they refer to the receiver of the video. "Ain't that so [name]?"



Save & Collect

A shop dedicated to this one actor. By joining our competition you can earn points. With high sales, with collaboration and by getting to know your new co-workers. You can use these points to buy gifts in our store:

- DVD's
- Signed posters / photo's
- Tickets to shows
- Meet and greet
- Memorabilia
- etc



Gift

On day one of the campaign we put a cardboard photoframe on the desks.
A lenticular of our actor in many positions and outfits. When you tilt the lenticular his face remains the same, but he constantly has a different position within FedEx.

Many professions, one face.
By working together we become one.

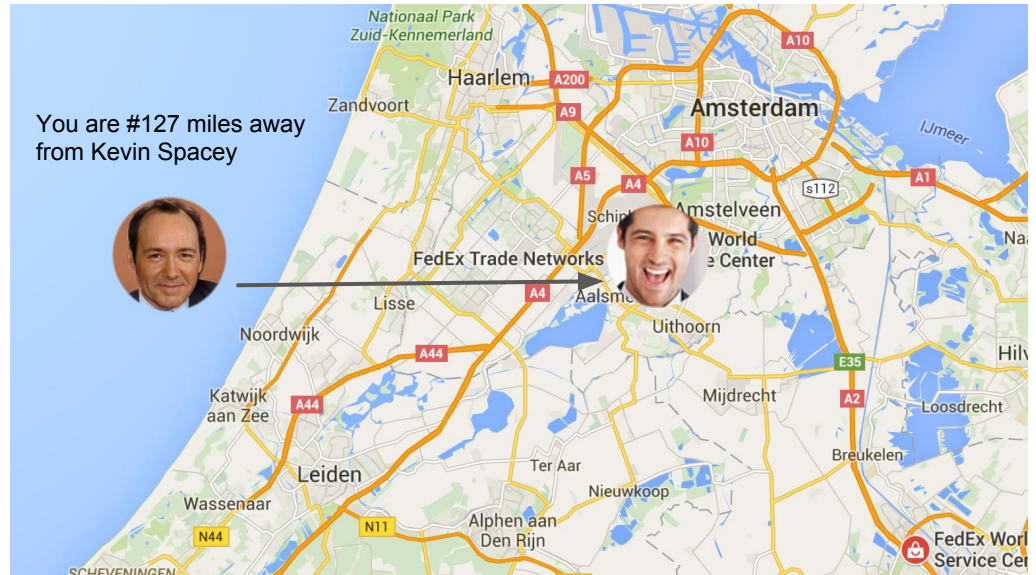


Sales competition

We use the tool of 'track and trace' to visualize where you are in the competition. One dot is you. One dot is Kevin Spacey.

We show the distance between the both of you. The better sales, the smaller the distance. When you are number 500, there is still 500 miles.

The winner of the sales competition wins a meet and greet with Kevin Spacey.



External sales (e-dm)

By working together we become one.

(image of our actor as a client and as a sales manager together in one photo)

Join FedEx and win a tickets for the “One Man Show” of Kevin Spacey.



Tours with talks

The actor travels the world to give motivational talks.
We do this like the TedX talks. Only this time we call it FedX.

Every five minutes another speaker comes on stage.
Which is, off course always our one actor in different roles.

The logo for FEDX, featuring the word "FED" in a bold, red, sans-serif font, followed by "X" in a smaller, red, sans-serif font.

Gift for Drivers: The Navigation Collaboration

A navigation system with the actor doing all the voices.
He uses different roles for different messages.

It sounds like many people from FedEx working together to get the best navigation.



Office dressing

Cut outs of the actor in his many FedEx/TNT roles.
So you can pose with him.
And get your picture taken with him.

Two colleagues. One big picture.
Show us what collaboration looks like.
Share your photo with us.



Possible actors

Other actors who are great with many roles:

- Kevin Spacey
- Eddy Murphy
- Jamie Foxx
- Jimmy Fallon
- Kevin Bacon
- Benedict Cumberbatch
- Bradley Cooper
- Nicolas cage
- Bill Murray
- Christopher Walken
- Leonardo di caprio
- Sam Rockwell

THE BALLGAME

Platform 4

IT'S A MATCH!



Let's play together in a worldwide game

The idea

Ball games are a great metaphor for collaboration.

Now FedEx and TNT play the games worldwide, it's time to know each other better.

We want to combine cultures by combining their unique ballgames.

Each country, each culture has it's own ballgame.

There are about 141 known local ball games.

During the campaign we let people get to know all these ballgames.

At the end of the campaign - the grand finale - the best players come together to play the games in real life.

- [Bat-and-ball](#) games, such as baseball and cricket.
- Racquet and ball games, such as tennis, squash and racquetball.
- Hand and ball-striking games, such as various [handball](#) codes, rebound handball and 4 square.
- Goal games, such as basketball and all forms of football or lacrosse.
- Net games, such as volleyball and [sepak takraw](#).
- "Target" games, such as bowling and lotball.

Look and feel



Kick off gift

On the day the campaign starts, each employee receives a ball printed as a FedEx parcel.
The gift is the start of a collaboration game.

Pass the parcel.

Let's play together in a worldwide game.

Online tool - pass the parcel

To gain a lot of points in our online competition, we ask employees to pass the parcel-ball.
Record a video of yourself passing the parcel.

Use your own national ball sport to pass the parcel:

- With your foot
- With your hands
- With a racket
- With a stick
- With your head

Pass the parcel.

Let's play together in a worldwide game.



Internal motivational posters

We make collages of ball games from all over the world. And we use different headlines to emphasize our collaboration.

The best strategy is working together.

We play in different fields. But the game is always the same.

We all play our part. But we move as one.

Don't be the best on the team. Be the best for the team.

The Sales Ranking

A stack of sport cards.
Each card is a profile of sales manager.
The better your sales, the higher you get in the stack.
On top is always number one. And you can spot your own place.

You are here!



Online games

We make online games of the local ball games.
So everyone in the world can learn and play the games.

Someone from Tokyo can get very good in a game from South-America.
And someone from Norway can get very good in a game from New-Zealand.



The grand finale: The FedEx Games

At the end of the campaign we organise an event. For example in Rio.
The best sales managers and the best players in the online competition are invited.
During this event we bring the local games to life.



Personalised video: the allround CEO.

We see the CEO of FedEx in a big distribution hall. In the middle of the hall in a small improvised office with a desk. The CEO starts talking about the merger. He refers to terms from ball games to emphasize that we're better together. Offense, defense, strategy, teamplay, moving a one, spotting opportunities, and passing things to co-players.

On the desk of the CEO are signed balls and signed photo's of sportsmen. Among those photo's is you! Your image is one of the sportmen the CEO admires. He talks about your vision, your energy and most of all your teamspirit.

During the video the CEO refers to the worldwide ball games. And miraculously he is very good at all of them. He can handle a stick, a racket and all kinds of balls.

Look and feel: https://www.youtube.com/watch?v=Xiaoyykl_JY



Sales stimuli

We open een shop where employees can find rewards for their efforts.

The more collaboration, the more sales, the more points you earn to get cool stuff. All ball game related of course.

- Tickets to games
- Console ball games
- Shirts and outfits
- Signed balls, posters and photo's
- Fan material like flags and banners
- Balls, rackets, sticks
- Etcetera

External sales (e-dm)

We would make a winning team

(Two ball game players combined into one game. On the shirt of one player is the logo of FedEx. On the other shirt is the logo of the client or prospect.

Join FedEx and win tickets to [local sport event]



WORK TWINS

Platform 5

Nothing is stronger than family



Discover your new relatives

The idea

FedEx and TNT are now one big happy family.
And family always stick together. Through thick and thin.
Together we're stronger, smarter and faster.
Because we know each other extremely well.
We have the same DNA.

With this platform we tighten the family bonds.



The gift

On the first day of the campaign we give employees a small pictureframe. Their own image with a small photoshopped detail.

Nothing is stronger than family.
Discover your new relatives.

Find your work twin in the FedEx world.



Personalized video

Daan (TNT) and Dean (FedEx) walk through a FedEx building. From the distribution area to the office. In the hallway and in the office are many photo's of the FedEx family. At first you may not notice, but after a while you realize that your own picture keeps popping up everywhere.

Daan and Dean finish each others sentences, just like the famous brothers Huey, Dewey, and Louie. They talk about the fact that they are one big happy family now. And that family is all that matters. We share the same dna, we stick by each other, we help each other.

And they have a lot of respect for that one family member. That one person that truly knows what family stands for and will do anything for his relatives: you.

At that point Daan and Dean stop at a photo of you.



Motivational posters

We make portraits of Daan (TNT) and Dean (FedEx) during their work.
They help each other, because that's what family does.

Daan behinds the wheel. Dean tells him where to do.
Daan look at a map. Dean points to a town.
Daan is holding a heavy parcel. Dean helps him out.

Nothing is faster than family.
Nothing is smarter than family.
Nothing is stronger than family.



Online tool: find your work twin

We create one big happy database of employees.

Within this database you can search on age, field of work, experience, hobby's and interests like movies, music and books. The database shows you your worktwin.

Someone who shares your work DNA, but lives on the other side of the planet.
Someone who does the same job and/or has the same goals.

By uploading your photo you can also find your work twin based on physical resemblance

The 12 best work twins get a special reward:

They can trade work places for a month.

They travel around the globe to do each other job for a while.



Sales Ranking: find your sales twin

On the online platform we show a straightforward ranking of sales managers. But connected to your results is your sales twin.

Another employee from FedEx who had almost the same results as you.

Hi John, meet your sales twin of the day...

Carlos from Spain has exactly the same sales as you.

If you work twin also reaches a certain level, both your points are doubled. With this extra incentive you can push each other to do more.

Sales Stimuli

We open een shop where employees can find rewards for their efforts.
The more collaboration, the more sales, the more points you earn to get cool stuff.
All family related of course.

- A photo shoot of your family
- Family trips, from small vacations to tickets for theme parks
- Photocamera
- Family tickets for sport events
- Etcetera



External sales (e-dm)

This is why you should join the FedEx family.

(image of a group of FedEx employees posing as family)

Do business with FedEx and win family tickets Disneyland.

In the e-mail we talk about the fact that the best business deals feel like family. We have the same DNA because we have the same goals. And by working together we really become family.

