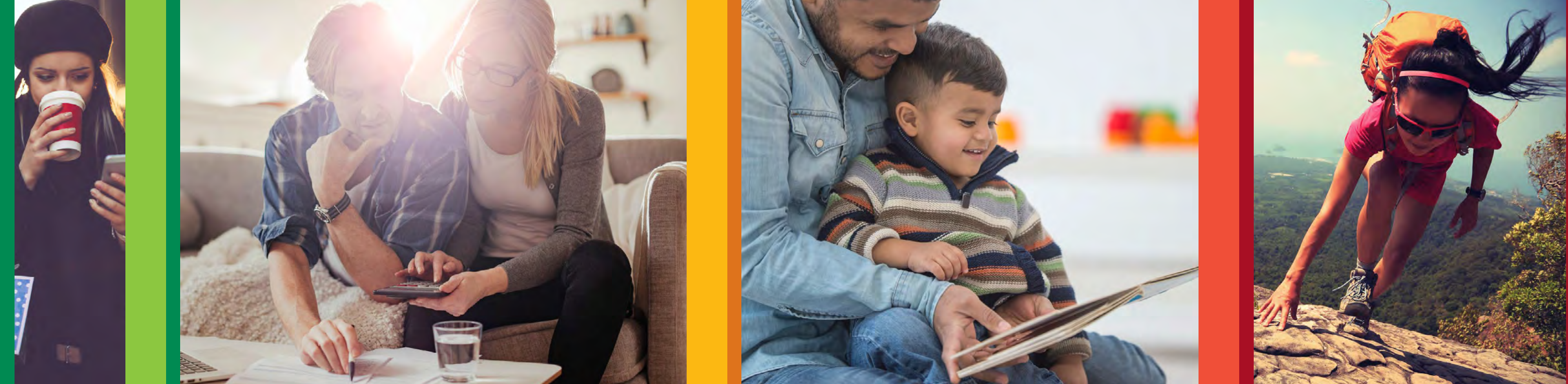


A person is running through a field of tall grass at sunset. Two dogs are running alongside them. The scene is bathed in the warm, orange light of the setting sun, which is visible in the background. The person's legs and feet are in the foreground, and the dogs are in the middle ground. The overall mood is energetic and healthy.

Introduction

It's been a monumental time for the partnership between Welltok and IBM, which began with the successful launch of the "Live Well. Live Better." health initiative. Welltok created a new look and feel across the board for this campaign. It included the CaféWell configuration, marketing material, and brand guidelines.

This book was created to showcase examples of the creative work Maggie O'Rourke at Welltok has completed for IBM.



Philosophy

In 2016, we started a movement to advance the health and wellbeing of IBMers and their families, everyday, everywhere. We continue to reimagine that journey and provide IBMers with holistic information, support and resources across their five dimensions of health.

We’re conscious that wellbeing means something different to each individual, which is why we strive to add value to the different aspects of their lives so they can discover, explore and enjoy what they regard most—whether it’s being a parent, discovering purpose, managing their finances, having peace of mind, making deeper connections, striving for improvement or simply relaxing. Whatever that individual journey may be, IBM will be there every step of the way.

Capture Hearts and Minds

- Be people-centered in approach
- Break through cynicism and build trust
- Create calls to action

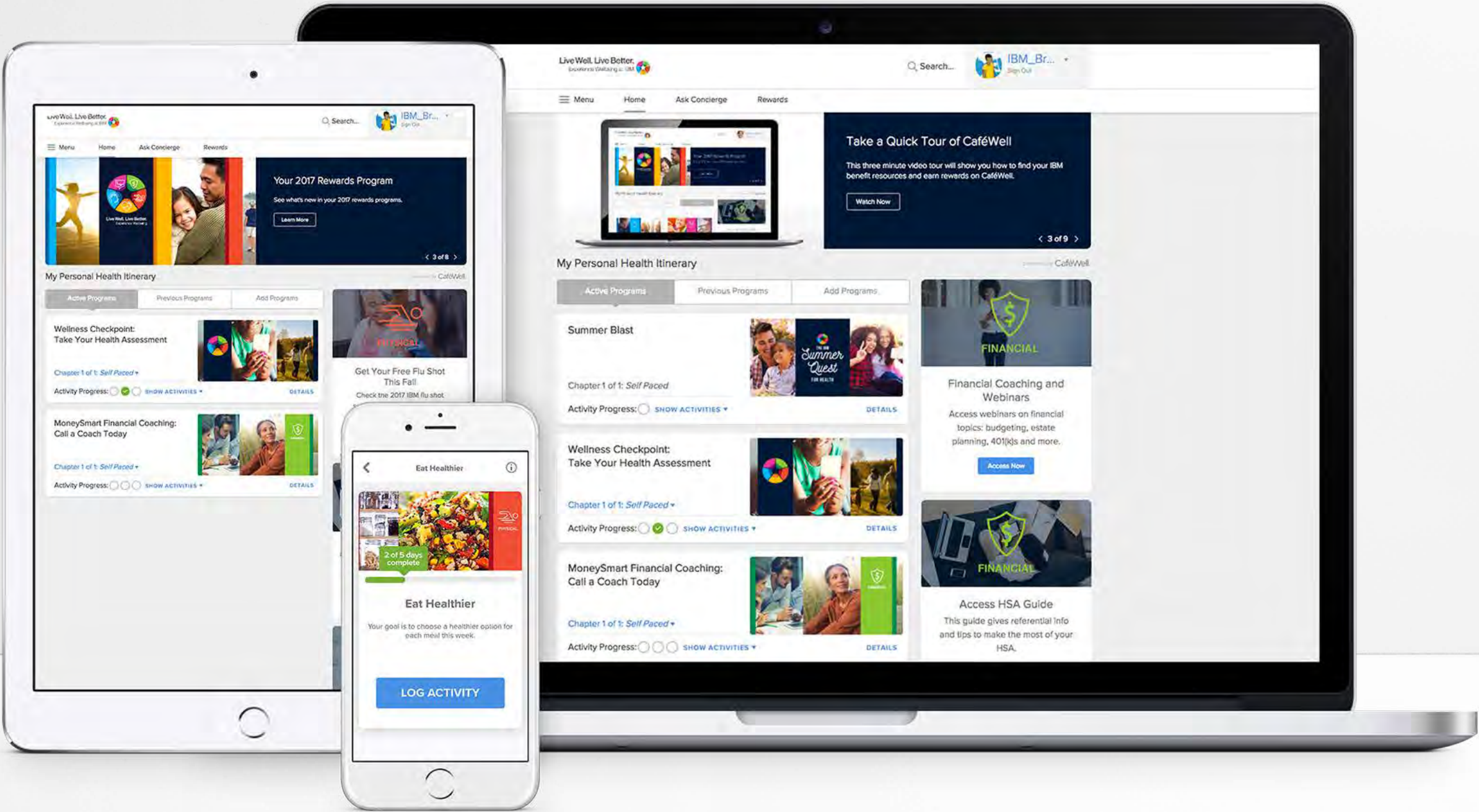
Inspire a Movement

- Involve IBMers in developing solutions
- Engage in a way that is grassroots, digital, social and fun
- Advance IBMers’ understanding of their stake in transforming healthcare

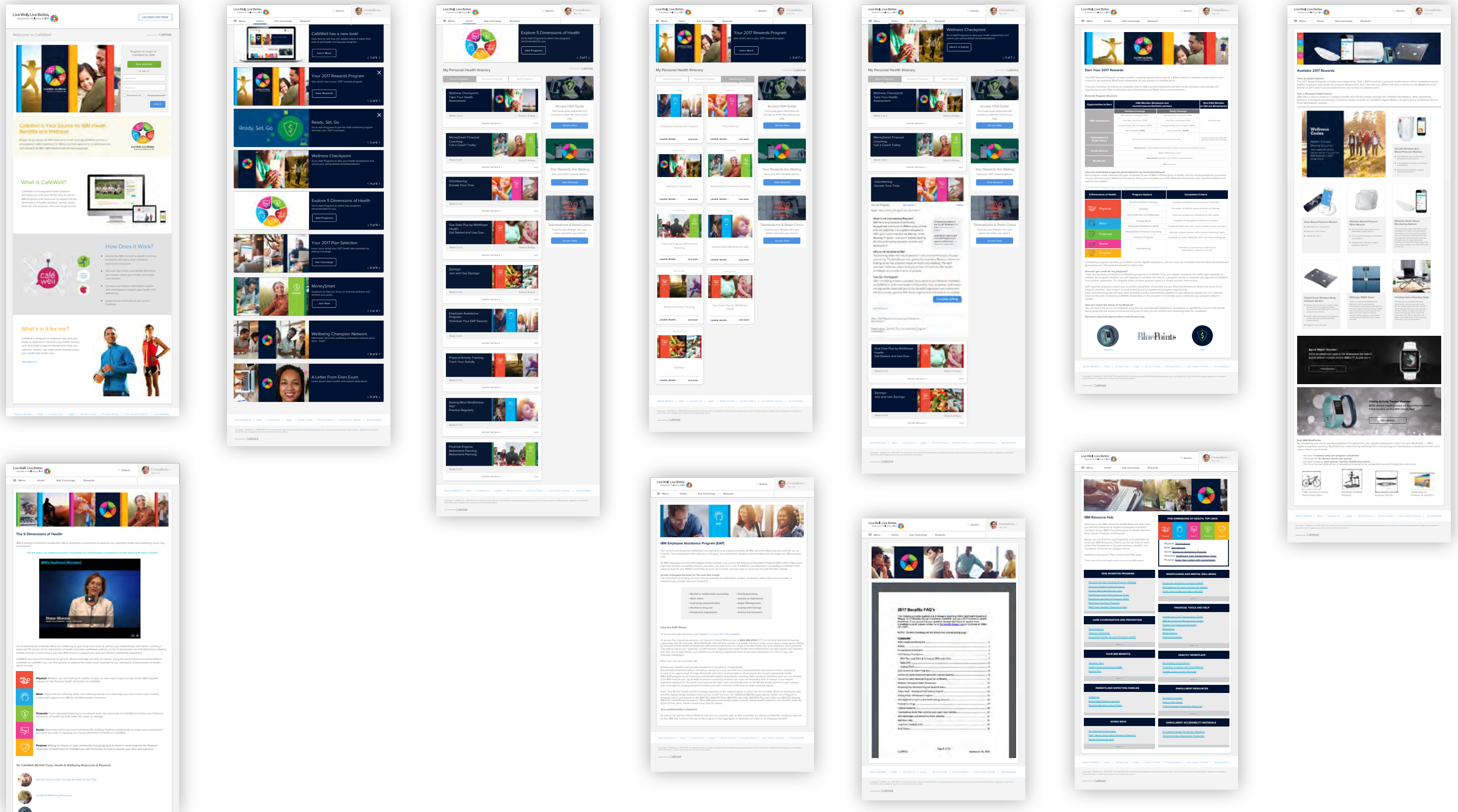
Make an Impact

- Live what IBM stands for when it comes to advancing global health
- Improve the health of IBMers and their families
- Provide value to IBMers

Final IBM CaféWell Configurataion



Complete Inventory of Assets



A robust and consumer-friendly rewards experience for IBM

Live Well. Live Better.
Experience Wellbeing at IBM

Menu Home Ask Concierge Rewards

Search... ChristaBella

BluePoints

Your Available 2018 Rewards

The 2018 Reward Program includes 2 components:

\$100

Join an IBM Rewards Program and earn a \$100 device voucher

Device Options

BluePoints \$3,000 VALUE

20 WINNERS/QUARTER

BluePoints

1) Credit Towards a Personal Health Device

A \$100 credit for a personal health device will be rewarded to every eligible employee who meets the program requirement.

After joining a 2018 Health Rewards program on CaféWell, eligible IBMers will earn a device credit from 1 of 3 vendors, with many device options to choose from (see below).

2) BluePoints Awards (20 winners of 12,000 BluePoints drawn per quarter — and each award a \$3,000 value)

Eligible IBMers earn 1 entry into a quarterly drawing to win 12,000 BluePoints, IBM's digital recognition currency, for each recommended program that they or their covered spouse/partner completes, every quarter.

Up to 4 entries may be earned per program per year. BluePoints can be redeemed by winners for a broad range of merchandise, entertainment and travel options (see below).

Your Device Options and BluePoints Award Options

Health & Wellness Devices FREE Apple Watch Store \$100 OFF IBM Vitality Mail FREE & \$100 OFF BluePoints Award Options

Your selection of any single available device with no out-of-pocket cost.

Varidesk - The Laptop 30"

Learn More

Nokia Body +

Learn More

iHealth Wireless Arm Blood Pressure Monitors

Learn More

iHealth Wireless Smart Glucose Monitoring System

Learn More

iHealth Ease Blood Pressure Monitor

Learn More

iHealth Wireless Blood Pressure Wrist Monitor

Learn More

Nutribullet Classic - 8 Piece

Learn More

Garmin Vivofit Jr.

Learn More

SKLZ Trainer Mat and Ball

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iHealth Wireless Blood Pressure Wrist Monitor

Learn More

Nutribullet Classic - 8 Piece

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Learn More

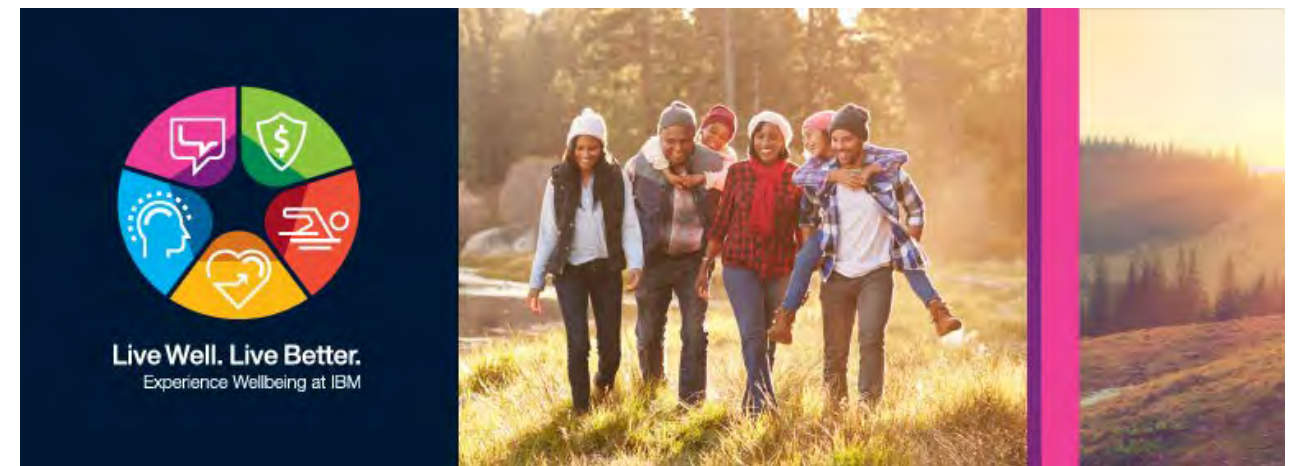
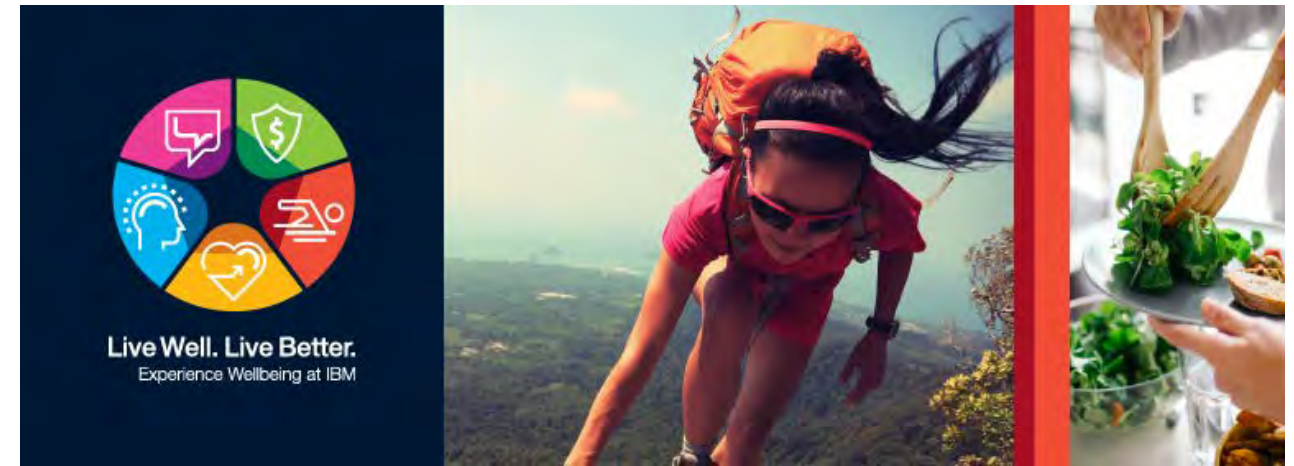
SKLZ Trainer Mat and Ball

Learn More

Digital Billboard



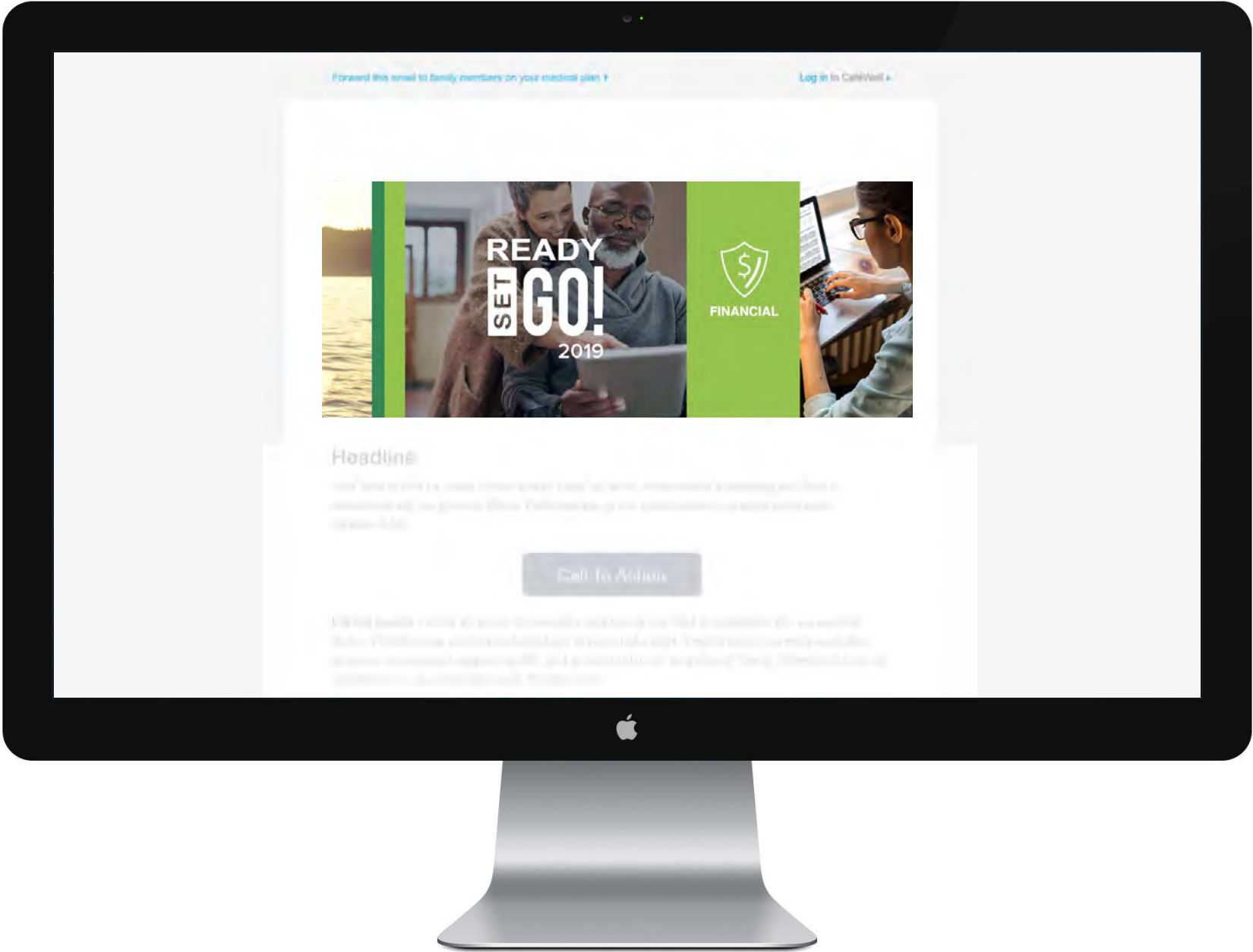
Web Banner Examples



Ready, Set, Go!

Ready, Set, Go! is IBM's gateway activity for employees and spouses to access benefits and incentives available within the Live Well Live Better program.

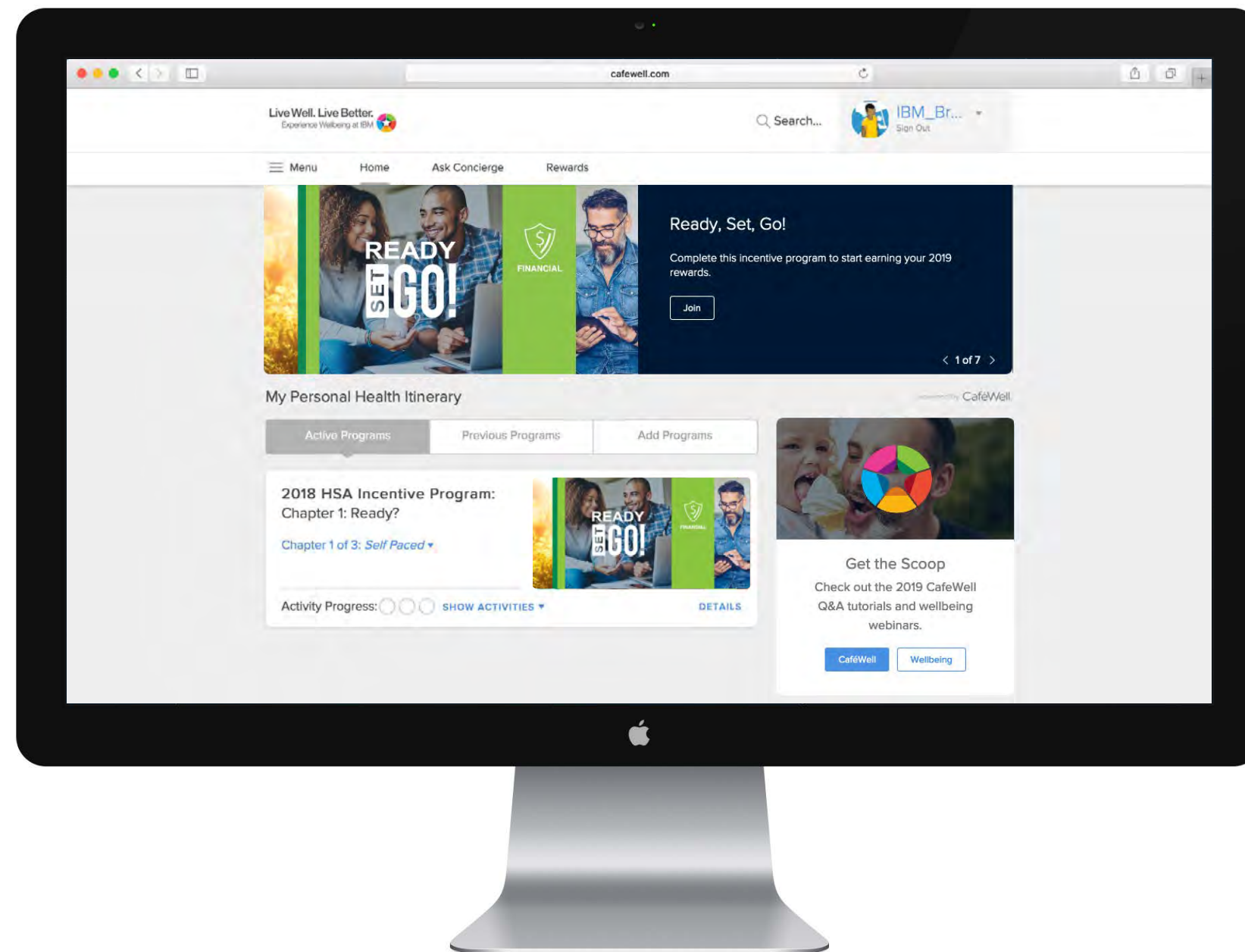
Ready, Set, Go! Engagement Email



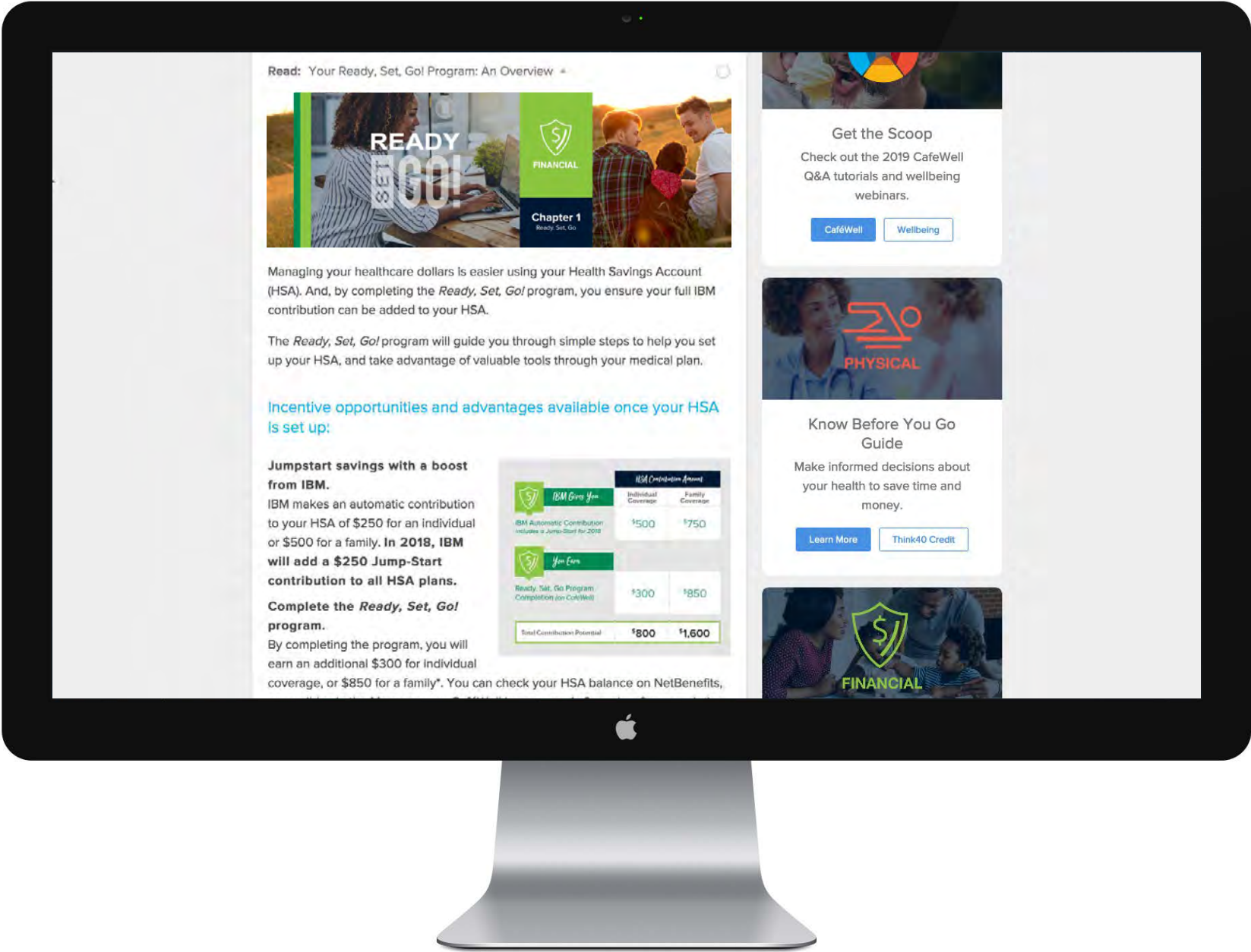
Overview messaging to employees:

By completing the Ready, Set, Go! program you can earn a \$100 device voucher, quarterly BluePoints entries, and NEW in 2019, BluePoints awards for quarterly wellbeing challenges. You score BluePoints entries when you and your covered spouse or partner complete IBM rewardable programs. HSA plan members will also earn additional IBM HSA contributions for completing the program. You earn \$300 for individual coverage or \$850 for a family.

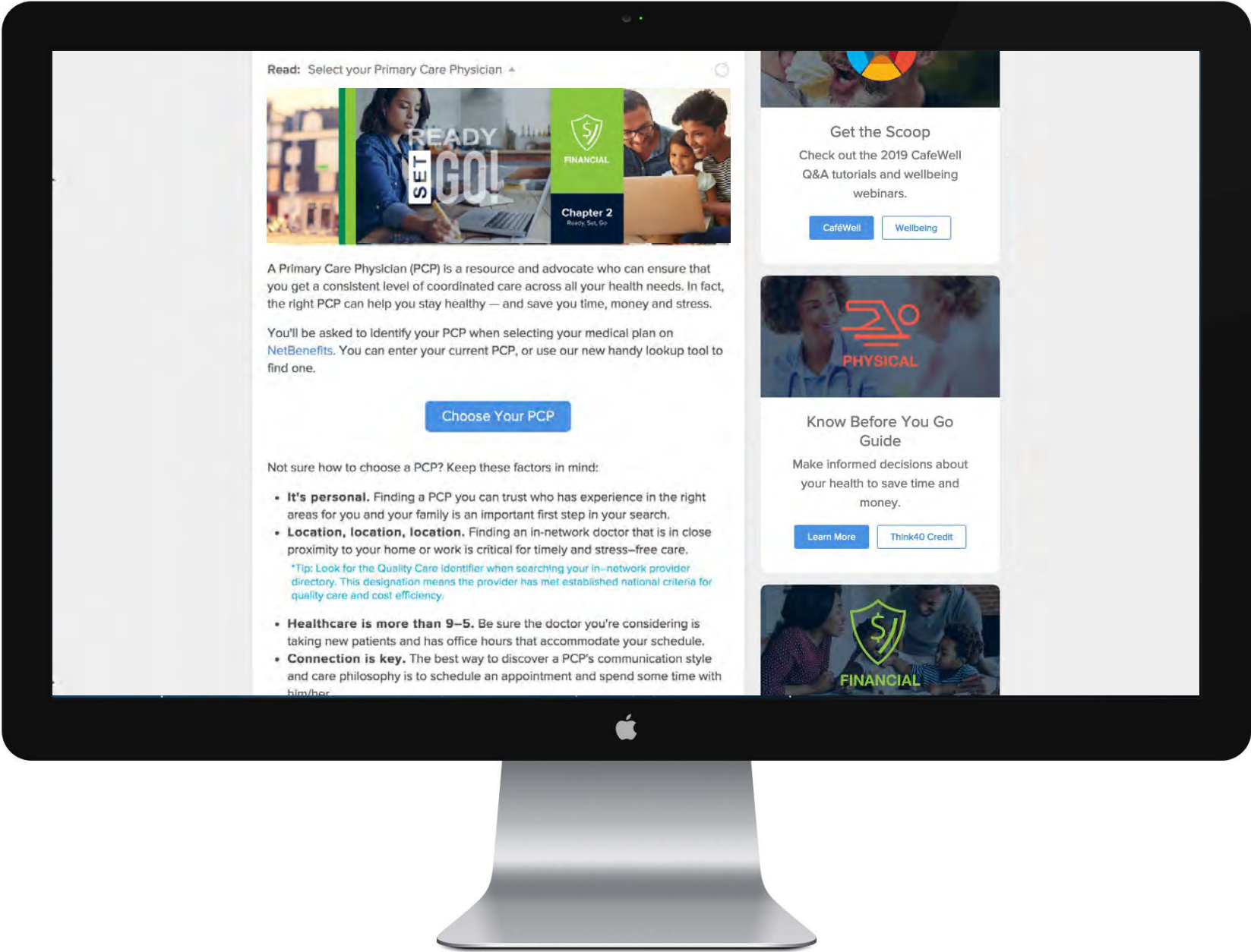
Ready, Set, Go! Jumbotron and ActionCard



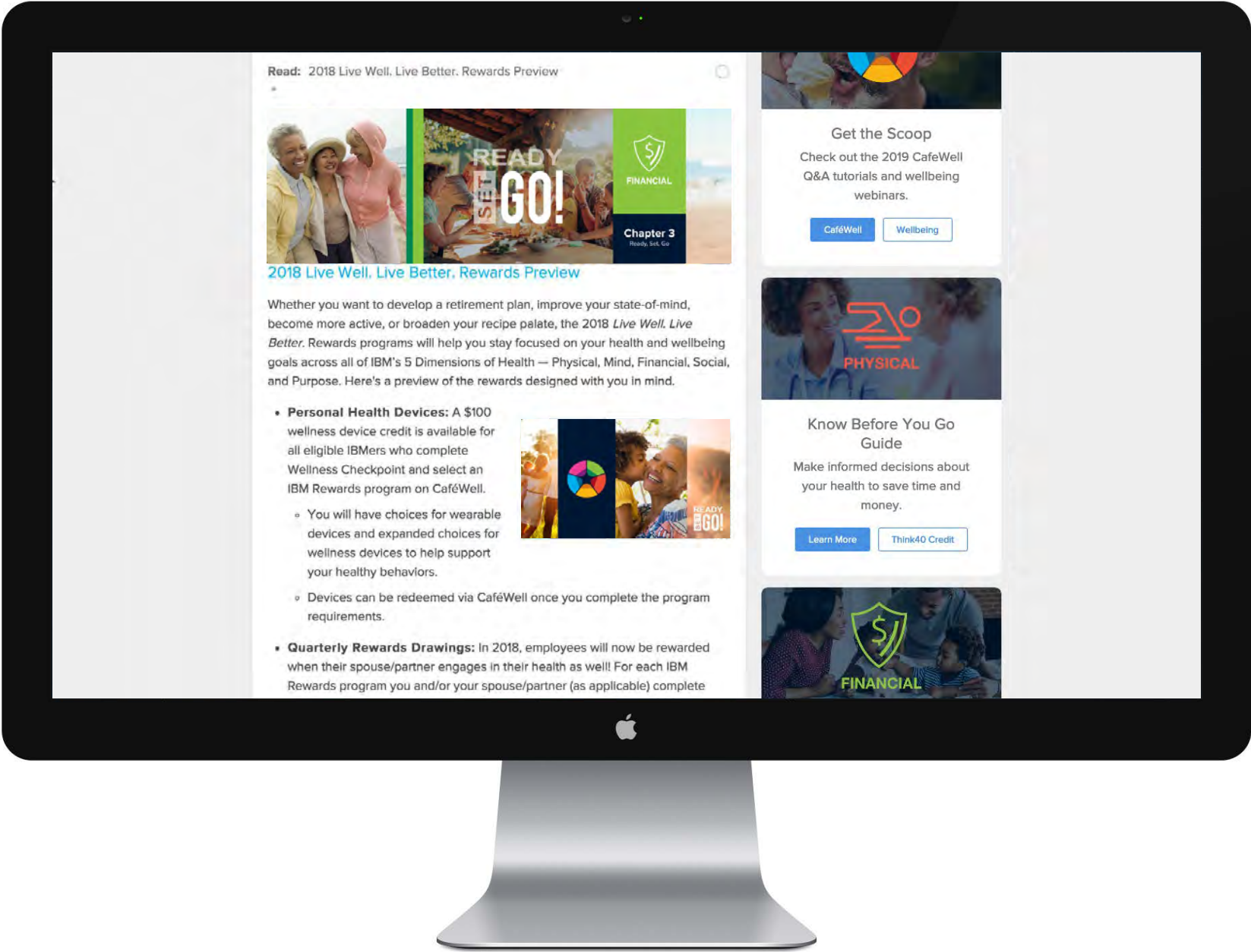
Ready, Set, Go! Content - Ready: Chapter 1



Ready, Set, Go! Content - Set: Chapter 2



Ready, Set, Go! Content - Go: Chapter 3





Wellbeing Champions

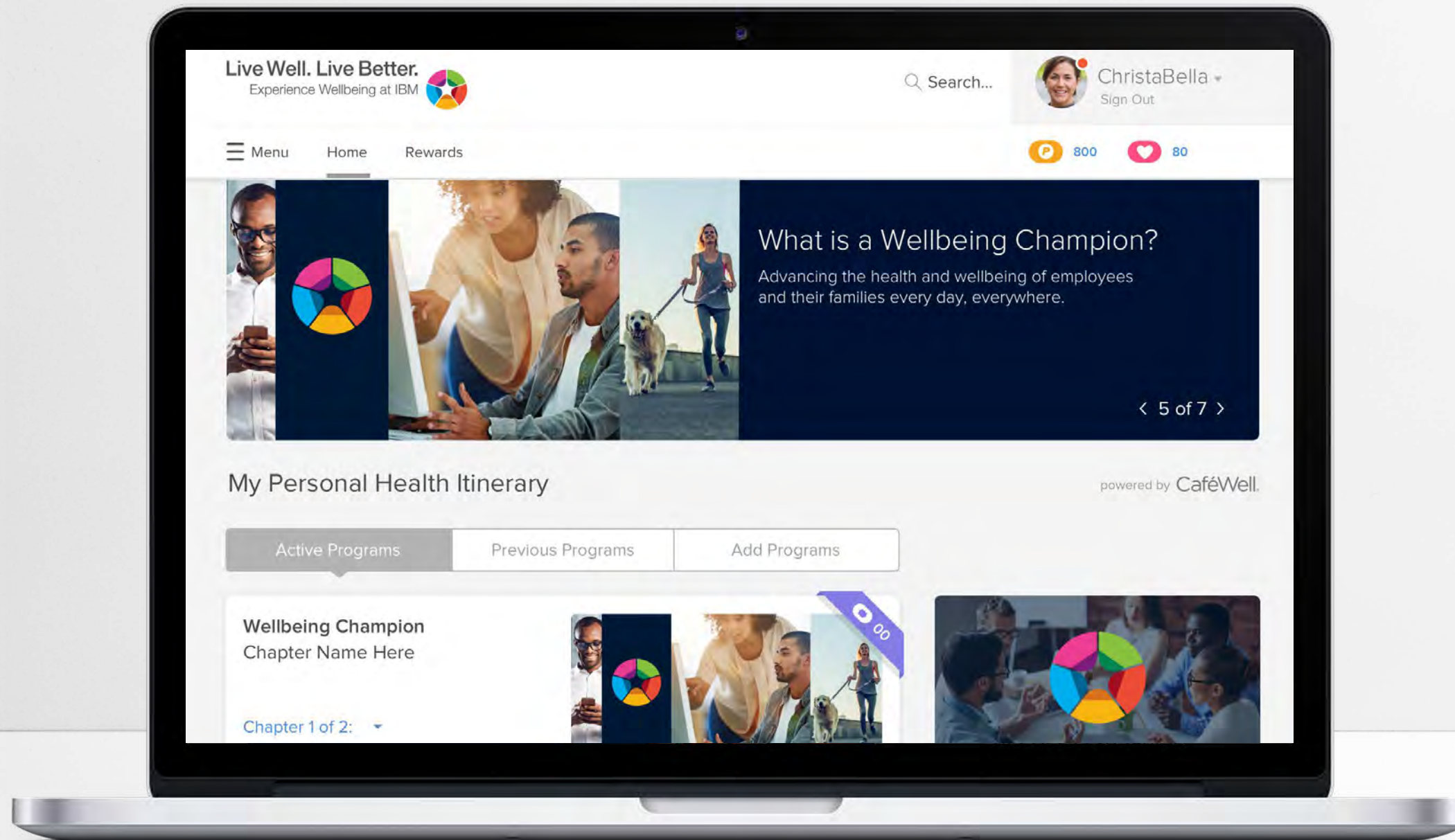
IBM's initiative promoting the advancement of health and wellbeing of employees and their families every day, everywhere.

Wellbeing Champions ActionCard Campaign

Overview messaging to employees:

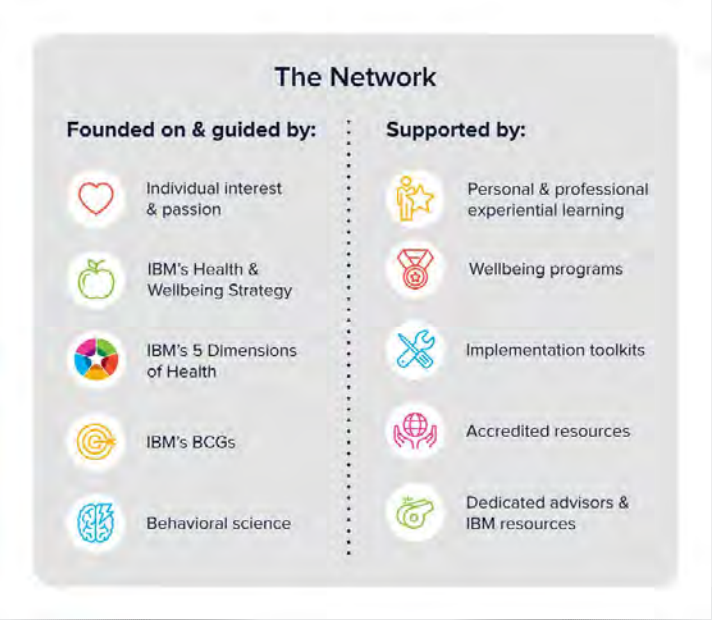
To advance the health and wellbeing of employees and their families every day, everywhere.

Passion and commitment are the core and heart of Wellbeing Champions, compelling them to go deeper, inspire others and lead by example – they become advocates for change and have the opportunity to influence a culture of health!



Wellbeing Champions ActionCard Campaign

Chapter 1: Infographic 1



Chapter 1: Infographic 2



Chapter 1: Infographic 3



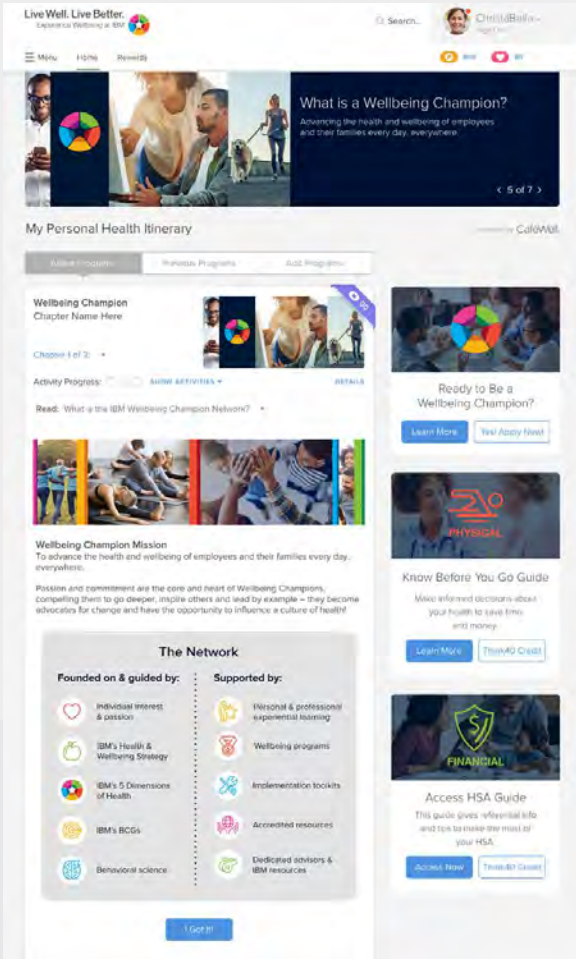
Chapter 2: Infographic

Roles & Responsibilities of a WELLBEING Champion

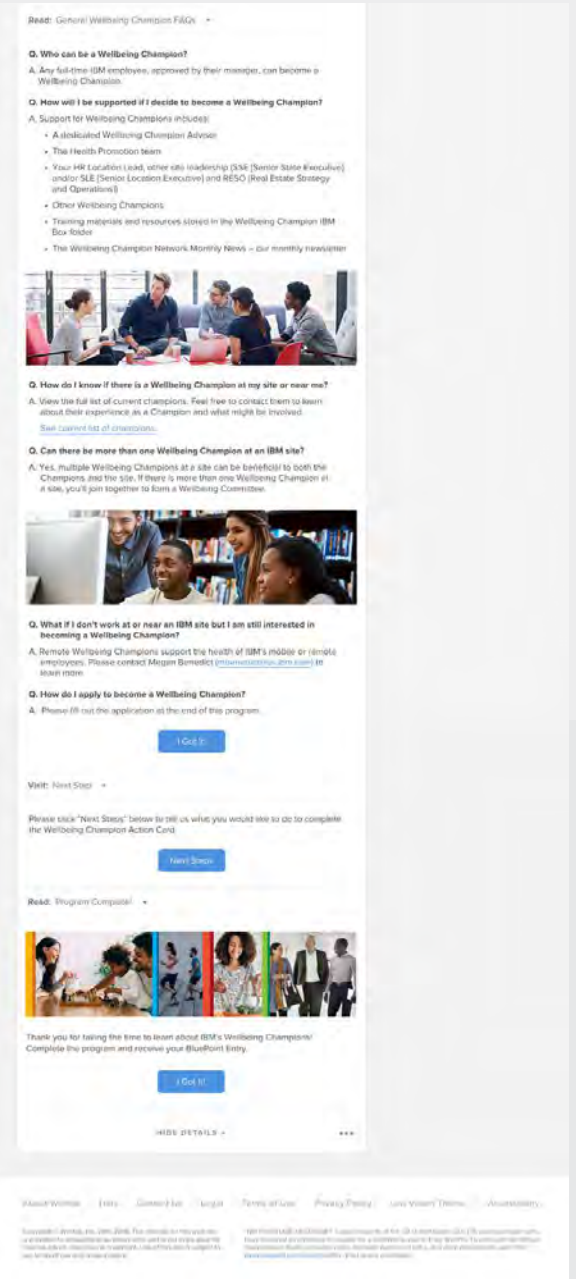
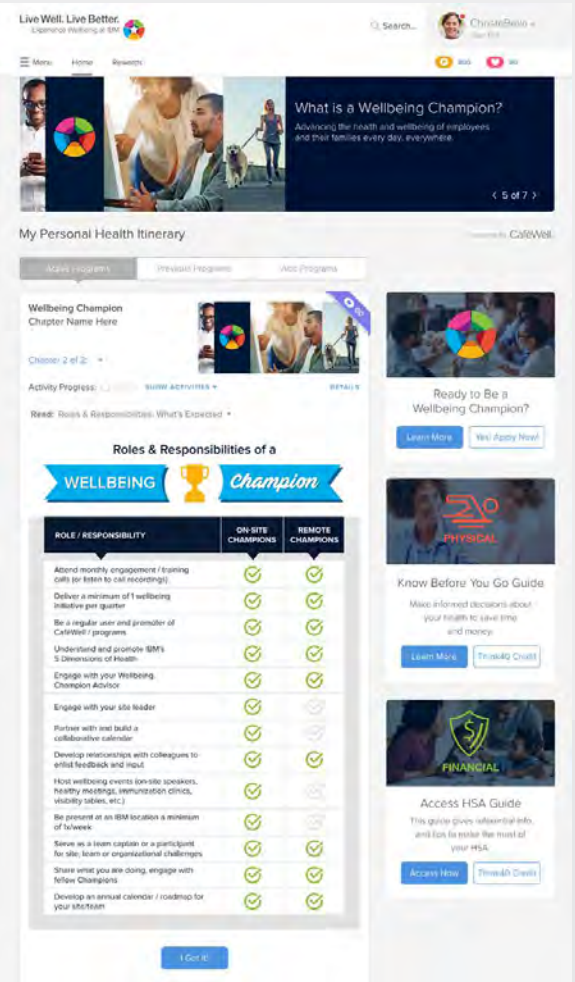
| ROLE / RESPONSIBILITY | ON-SITE CHAMPIONS | REMOTE CHAMPIONS |
|---|-------------------|------------------|
| Attend monthly engagement / training calls (or listen to call recordings) | ✓ | ✓ |
| Deliver a minimum of 1 wellbeing initiative per quarter | ✓ | ✓ |
| Be a regular user and promoter of CaféWell / programs | ✓ | ✓ |
| Understand and promote IBM's 5 Dimensions of Health | ✓ | ✓ |
| Engage with your Wellbeing Champion Advisor | ✓ | ✓ |
| Engage with your site leader | ✓ | ✗ |
| Partner with and build a collaborative calendar | ✓ | ✗ |
| Develop relationships with colleagues to enlist feedback and input | ✓ | ✓ |
| Host wellbeing events (on-site speakers, healthy meetings, immunization clinics, visibility tables, etc.) | ✓ | ✗ |
| Be present at an IBM location a minimum of 1x/week | ✓ | ✗ |
| Serve as a team captain or a participant for site, team or organizational challenges | ✓ | ✓ |
| Share what you are doing, engage with fellow Champions | ✓ | ✓ |
| Develop an annual calendar / roadmap for your site/team | ✓ | ✓ |

Wellbeing Champions ActionCard and Video Campaign

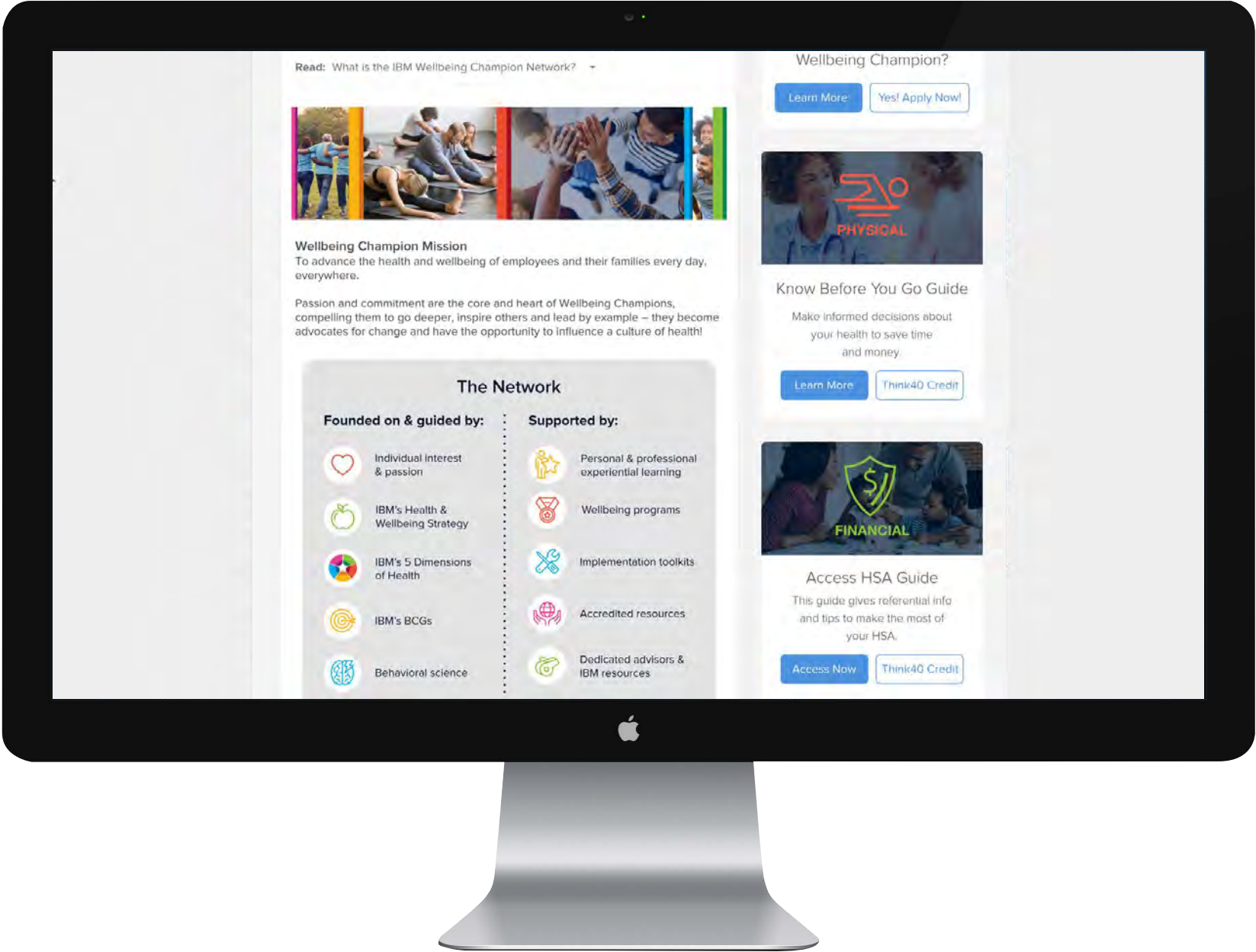
Chapter 1



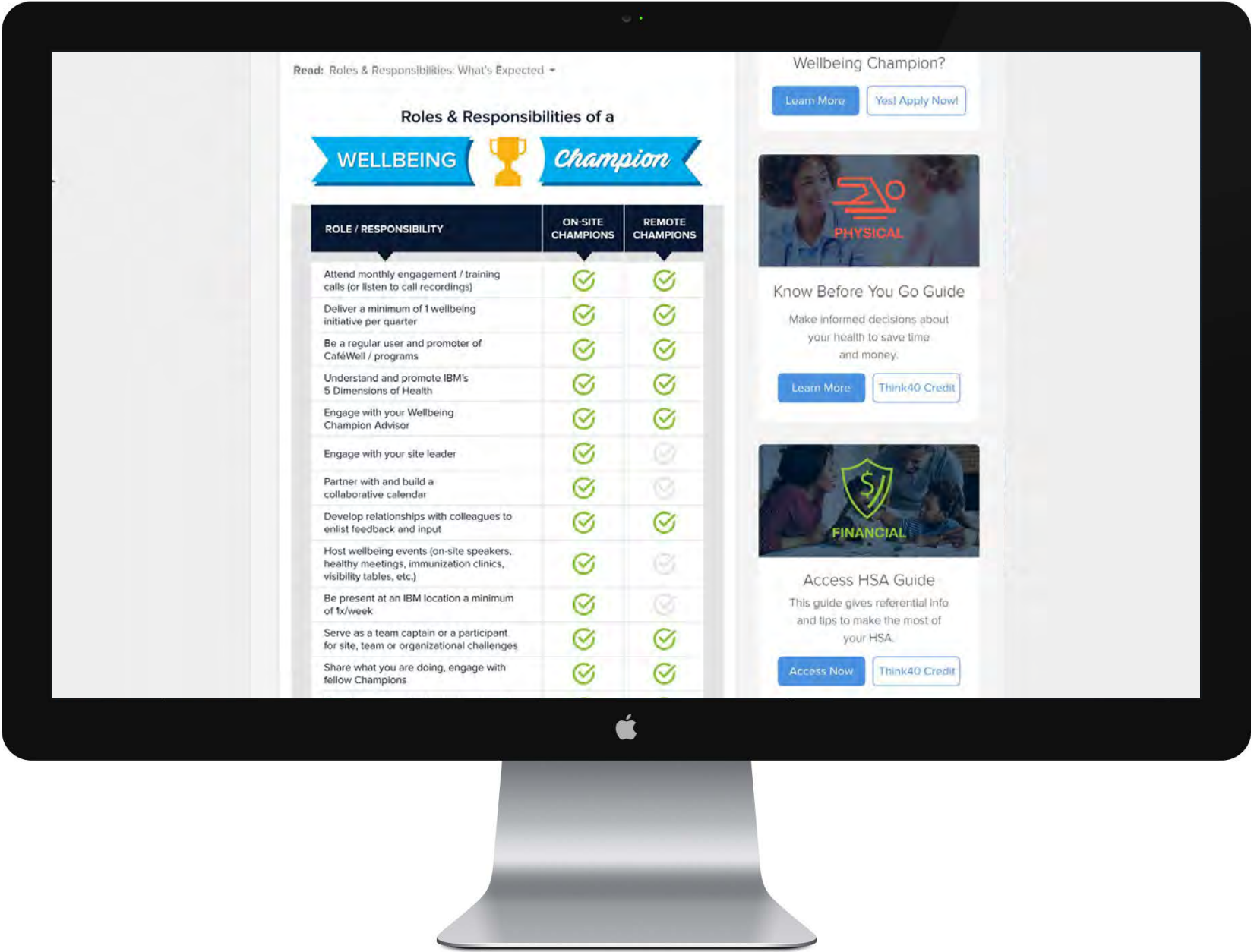
Chapter 2



Wellbeing Champions Content - Chapter 1



Wellbeing Champions Content - Chapter 2



A couple is seen from behind, sitting on a rocky cliff edge. The man, wearing a light blue hoodie and a brown hat, has his arms around the woman. The woman is wearing a bright green long-sleeved shirt and dark pants. They are looking out over a vast, blue ocean under a clear sky. The overall image has a blue color overlay.

Thrive Thursday Campaign

IBM's email campaign to create employee anticipation and promote education on how to thrive across the 5 dimensions of health.



Campaign Objectives

- Develop monthly email campaign (with Jumbotron promotion as well) to create EE anticipation — make them more compelling, more engaging, more fun and fresh.
- Educate EE’s how to Thrive Across the 5 LWLB Dimensions.
- Visually reinforce the 5 LWLB Dimensions to deepen EE understanding and engage in their total wellbeing.

Foundational Elements

- Mind / Resilience
- “Thrive” Theme
- Monthly Themes as an underpinning component – for example, “Heart Health” month
- Driven by Intrinsic motivators, rather than extrinsic.

Content

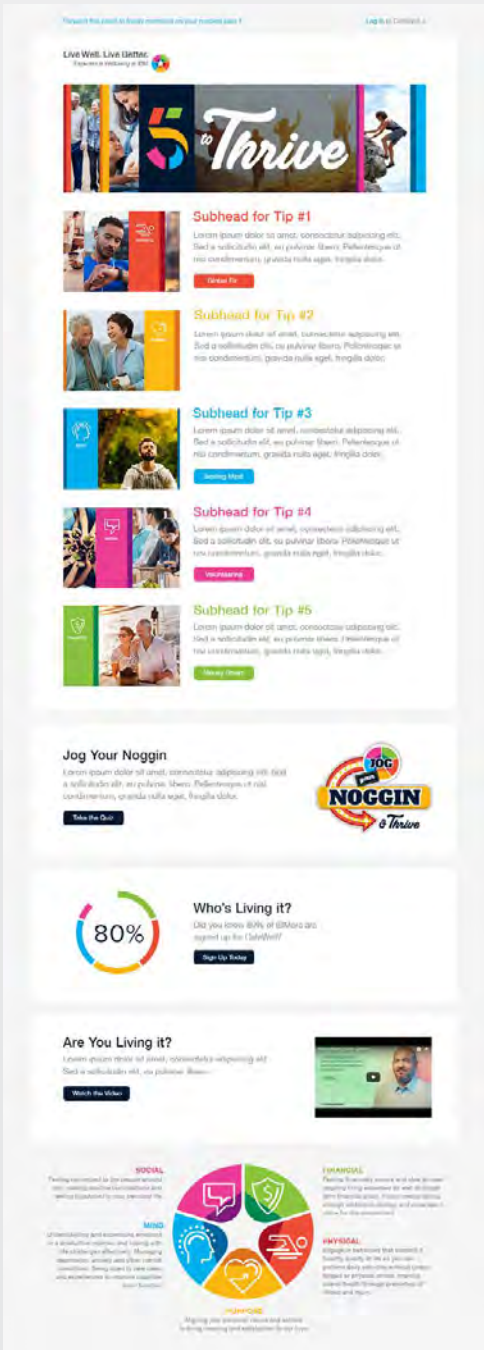
- 5 Tips, every month: Practical pointers that can be incorporated into EE’s everyday lives, with each tip tied back to the 5 Dimensions.
- Links to Videos
- Links to Programs
- Fun facts /data
- Fun images
- Quizzes
- EE testimonials: Potentially leverage existing IBM videos to highlight specific employees.
- Quarterly “mini-pulse” data from IBM
- Content sourced from IBM, Connect Partners, and Welltok

Behavioral Science-Based Drivers

- Social Norming – Use existing data to tell EEs how many other EEs have taken a positive action
- Social Proof — Employee testimonials as mentioned above

Thrive Thursday Initial Concepts

Option 1



Option 2



Option 3



Option 4



Thrive Thursday Final Concept

