

@workplace

Brief set by

Workplace by Facebook

In collaboration with

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How can Workplace by Facebook champion community and collaboration in the global workplace?

Related Disciplines

Advertising
Communications
Campaign

Deadline

20 March 2019, 5pm GMT

The back story

The way we work is changing. People are working more flexibly. Companies are working across different countries. Teams need to engage across oceans, across time zones, and around individuals' needs.

Workplace by Facebook provides the space that brings those needs together and builds community within a company.

It uses familiar features like posts, groups, instant messaging, and video calls so people can work better, smarter and faster together. You can drive employee engagement, boost productivity, and transform your company into a community.

What's the challenge?

There are lots of online working platforms, and they often feel more focused on the tech than the human aspect. But Workplace by Facebook lets you be where you want to be. It works around you. So, how can you show that it's different?

Create an integrated campaign that:

- celebrates, and informs people about, the benefits of Workplace by Facebook
- brings together a global community to work with each other.

Workplace by Facebook takes everything that's amazing about Facebook and makes it work for the workforce. How can you sell it as a collaborative tool that enables its users to make wherever they are their own workplace?

Who are we talking to?

Your target is the bosses (ie. C+ level managers) of large companies who can introduce Workplace by Facebook to employees.

Things to think about**How to reach your audience**

Where will you place your comms to reach the right audiences in the right frame of mind?
How might you inspire the workforce itself - and how could this influence bosses?
(Yes, you're promoting Workplace to C-suite management, but you still need to convince employees.)

How to be innovative

Where and how might you use media differently to reach bosses?

How to understand the possibilities

Do your research. Play with Workplace by Facebook and discover its potential and how it could enhance communities in the company.

The important stuff

Create a campaign across relevant channels. It must feature Workplace by Facebook and must make the key point that it provides a new way to build community in the workforce.

Take a look at the ways different people work. Some are more productive in the morning; others are night owls. How does Workplace by Facebook facilitate this, while building community into the global workforce?

Show how Workplace enables everyone to work better, together. This is all about how tech can be good for us, rather than isolating us.

You can also consider the *future* of Workplace by Facebook. Where can it go? How might it inform the future of the workplace for the next generation? How would you make this a reality? What could your campaign do to support this?

What to submit and how: Read ***Preparing Your Entries*** before you get started for full format guidelines – we won't accept work that doesn't meet these specs.

Main (essential):

Either a presentation **video** (max. 2 min) OR **JPEG** slides (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); **physical** supporting material; if your mainpiece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is video, you can also submit **JPEGs** (max. 4).