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Promotion

Following detailed external and internal communication and promotions plans is fundamental for helping your audiences understand the goals of your Employee Fitness Contest and for motivating participation. *(See samples of plans in the Resource section of this Kit.)*

Branding Your Contest

If you and your competitor assign a name to your contest, you may want to consider developing a graphic treatment or logo to help brand the contest. This step is not required, but can serve as a good identifier both inside and outside your organizations. Even if you develop a contest brand, you still will want to publish both of your company's logos on materials.

To get the contest off to a friendly – but spirited – start, you may want to consider developing a contest poster that features employees (and corporate champions) from both entities in a fun, competitive, “fitness-related” situation. *(See sample in the Resource section.)*

Use of the Arkansas Fitness Challenge Name and Logo

The Arkansas Fitness Challenge is planned to be held annually, March through May, between Arkansas Blue Cross and Blue Shield and the Arkansas Department of Health and/or others. A goal of the Arkansas Fitness Challenge is to increase participation in the contest each year and promote similar competitions throughout the state.

Other companies and organizations are invited and encouraged to hold Employee Fitness Contests anytime during the year, including the scheduled time of the Arkansas Fitness Challenge.

If your company holds its contest during the time of the Arkansas Fitness Challenge, please feel free to contact Arkansas Blue Cross for more information about how to include the Challenge logo or language in your communication pieces so that your contest may be identified as being held “in conjunction with,” “as part of” or “along with” the Arkansas Fitness Challenge. *(See contact name and telephone number in **Executive Summary** section of this Kit.)* The Arkansas Fitness Challenge name and logo are being registered by Arkansas Blue Cross and Blue Shield.





External Promotion

You and your competitor will decide how much (if any) media exposure to try to generate with your Employee Fitness Contest. It is recommended you form a subcommittee from each entity's contest committees to address external promotion and meet frequently to manage the messages throughout the contest. You may want to hold a kickoff event to announce the contest and a wrap-up event to announce the winner. If so, be sure leadership at both entities is informed of your plans and that you follow precise approval processes on all communications pieces.



Internal Promotion

Because each company or organization is different and has a unique employee culture, using communications tools to appeal to your employees may range from high-tech to hand-written. Use what works. Your company may decide to animate or develop a caricature of your corporate champion, or take a more serious approach. The internal communication and promotions plan in this Kit outlines in detail various tools utilized in the Arkansas Fitness Challenge. In the Resource section of this Kit, you will find samples used in each competitor's camp. Pick and choose those you think will work for your employees and incorporate your own tried-and-true methods.



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Other Ideas

In addition to the communication and promotions samples featured in this Kit, several others also were practiced, just not as visual, including:

- Voicemail campaigns
- Mailbox 'minders
- Monthly contest progress posters/sheets

Still other ideas to consider in your workplace to promote your Employee Fitness Contest might include:

- Check stuffers
- Paycheck messages printed on pay stubs
- Cafeteria tent cards
- Locker room magnet motivators
- Bathroom stall posters
- Break room bench notes
- Bulletin board blitzes

Inside the Resource section of this Kit, you will find the following Promotion samples/examples:

- Contest logo
- Contest poster
- Kickoff event pieces
 - Invitation
 - Media Alert
 - Media kit contents
 - News Release
- Wrap-up event pieces
 - Invitation
 - Media Alert
 - Media kit contents
 - News Release
- Presentation support
 - PowerPoint presentation excerpts
- Registration packet contents
- Internal posters
- E-mail campaigns
- Employee newsletters
- Web site promotion
- Letters

