

**Category:** Best Marketing and Communications Educational Effort

**Subcategory:** Shoestring

**Entry Title:** Take the Stairs Wellness Campaign

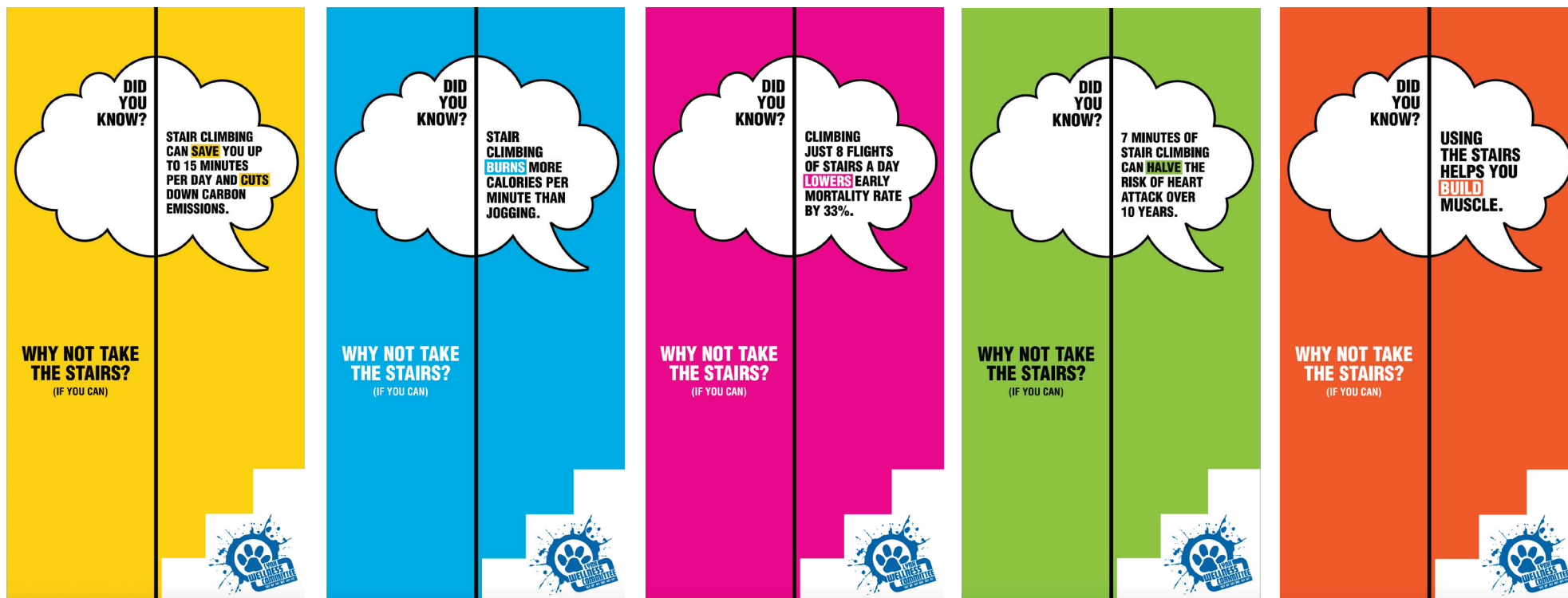


## OVERVIEW:

It is a challenge to motivate employees to stay active when the majority of our workforce spends their day sitting at a desk or in an operator's seat. The "Take the Stairs" campaign was created as a fun way to get people to take the stairs, be healthy and tie back into the agency's overall wellness initiatives.

## CREATIVE:

Print Collateral Renderings for Elevators



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## COMMUNICATIONS:

Photos of Vinyl Signs on Elevator Doors



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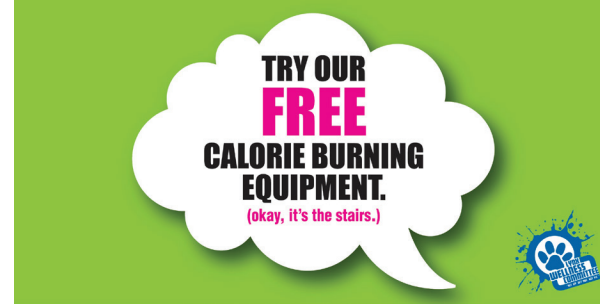
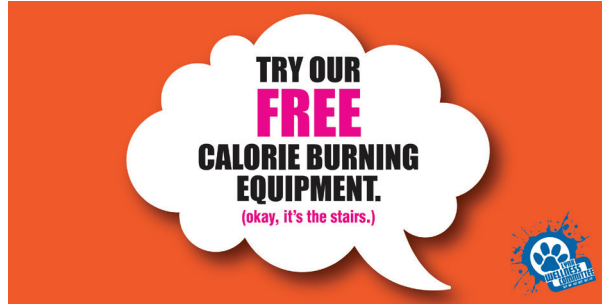
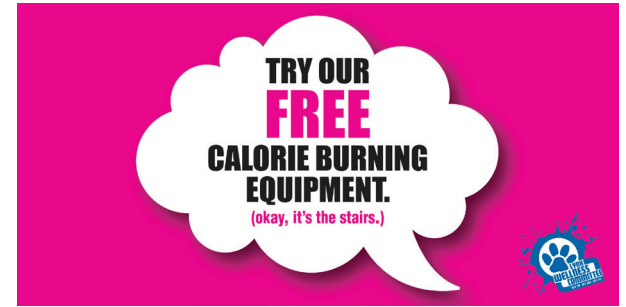
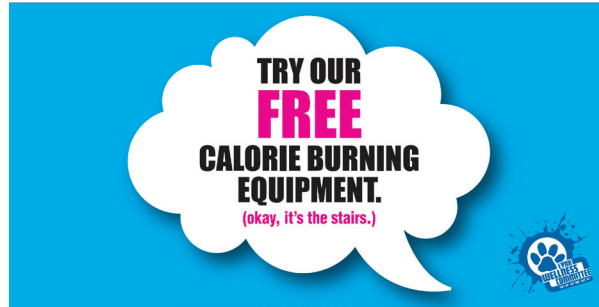
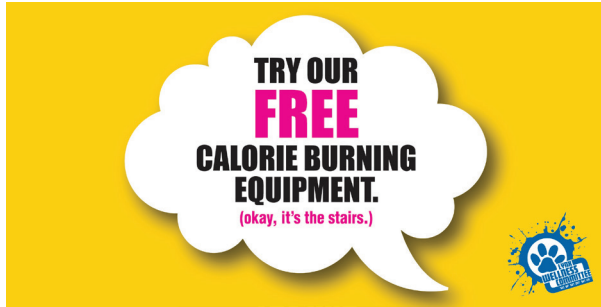
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**CREATIVE:**

Print Collateral Renderings for Stairwell Doors



Photos of Magnets on Stairwell Doors

