

Internal launch ignites staff in 'Born to Run' competition

To encourage staff to live up to Mercedes-Benz Vans South Africa's new brand promise, 'Born to Run', the BTL agency Ignite setup an internal competition for the staff to win limited edition Nike 'Born to Run' sneakers by being the fastest to respond to customers' emails. The race turned the Mercedes-Benz intranet into a racetrack, with 678 'runners' competing to set the record for fastest email reply. After a week's training, supported by internal mailers, intranet banners, posters, and 3D displays, the race day dawned and the winning response was 1.2 seconds with the last runner crossing the finish line in 7 seconds. To view the video, go to <http://youtu.be/CU2S0jAoAqk>.

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