

Safer at Home Operations Campaign

CORPORATE AFFAIRS / OPERATIONS

AUGUST 2020



The Healthy Hydration Company™

What We Want to Achieve & How

'Safer at Home' Campaign

Safe at Work. Safer at Home.

Objectives:

- 1) Continue to provide a safe working environment and protect our associates by promoting health & safety practices while at work **and at home / away from work**
- 2) Combat risk from community spread and mitigate test positive COVID-19 cases
- 3) Demonstrate to associates that their health and safety is of the utmost importance

Strategy:

Make the connection for associates about the importance of practicing safe and healthy habits in their personal lives and their role in protecting their family, friends and communities

Tactics:

Launch four visual and emotive multi-channel campaigns featuring Bill Trackim and a diverse group of frontline associates which convey personal experiences with COVID-19 and reasons for wearing a mask



Safer at Home Campaign Concepts & Rollout





Safer at Home Monthly Video Series

Bill Trackim Message + Associate Testimonial

- **Description:**
 - Bill Trackim reinforces recommended safety measures while at home, shares his personal COVID-19 experience and instills the sentiment that we're all in this together.
 - Associate testimonial to be included from T&P/SC associates to share their personal experiences and learnings from COVID-19 to empower their peers to embrace safe practices across the country
 - *Note: important to showcase diversity of associates*
- **Timing:**
 - *September* – Launch 'Safer at Home' campaign
 - *October* – Halloween context and continued safety messaging
 - *November* – Thanksgiving context and continued safety messaging
 - *January* – New year safety message
- **Channel:** Four two-minute videos shared on NW Live and TV monitors with closed captions

Safer at Home Print Campaigns



“Safe While Out and About”

- **Description:** Visual posters highlighting public settings in which mask-wearing is protective and recommended by CDC; illustrative copy:

Birthday parties can give you presents

Dining out can give you a break from cooking

Walks in the park can give you fresh air

Doing these things without a mask

Can give you and others COVID-19

Safe at Work...Safer at Home...

- **Timing:** September – October
- **Channel:** Print posters/flyers and digital signage on TV monitors

“I Wear My Mask Because...”

- **Description:** Depict frontline associates wearing masks, in a public/outdoor setting if possible, and sharing why he/she wears a mask; associates consider the following prompts:

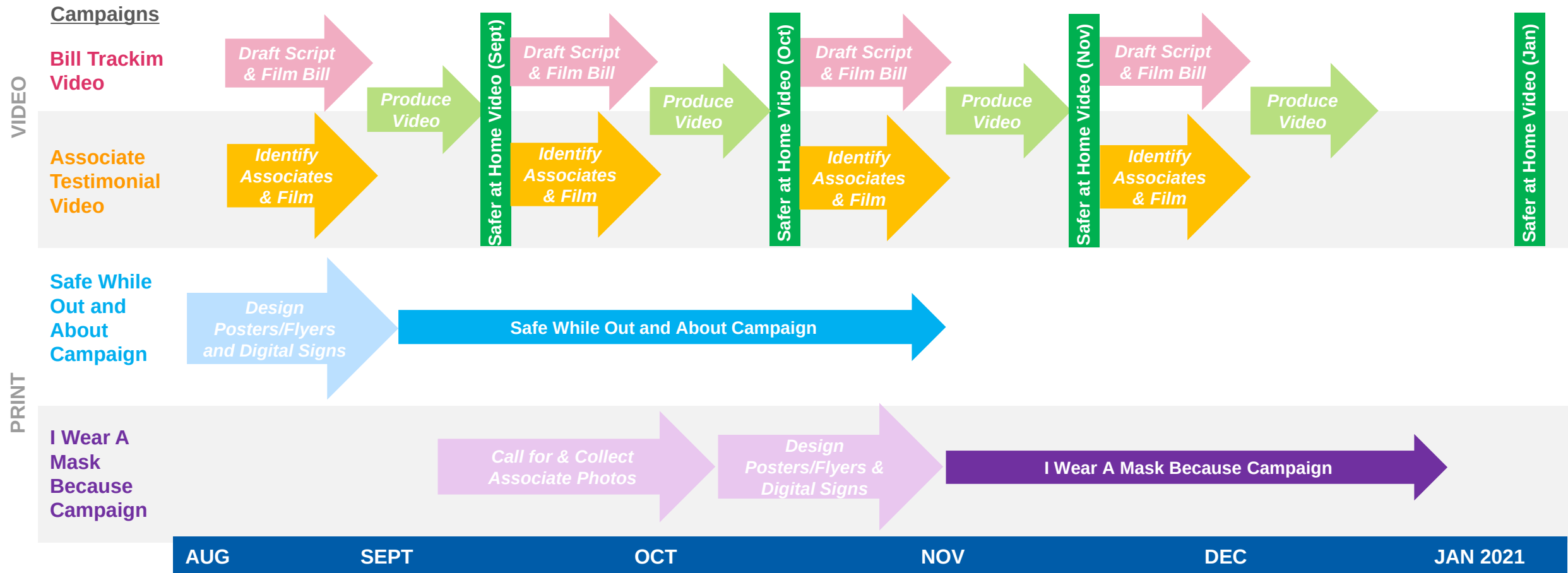
I wear a mask outside of work because...

- *I have a compromised immune system*
- *I have health issues that put me at risk*
- *My <family member> has a pre-existing health condition*
- *I want to help protect myself and others*
- *I’m doing this for <my kids, my spouse, my parents, my grandparents, my community, others>*
- *I want my loved ones and everyone around me to be safe*
- *I want to help protect my family*
- *I want to help stop the spread of COVID-19*
- *My <friend, relative, family member, neighbor, other> passed away and I had to explain why to my kids*

- **Timing:** November – December
- **Channel:** Print posters/flyers and digital signage/TV monitors

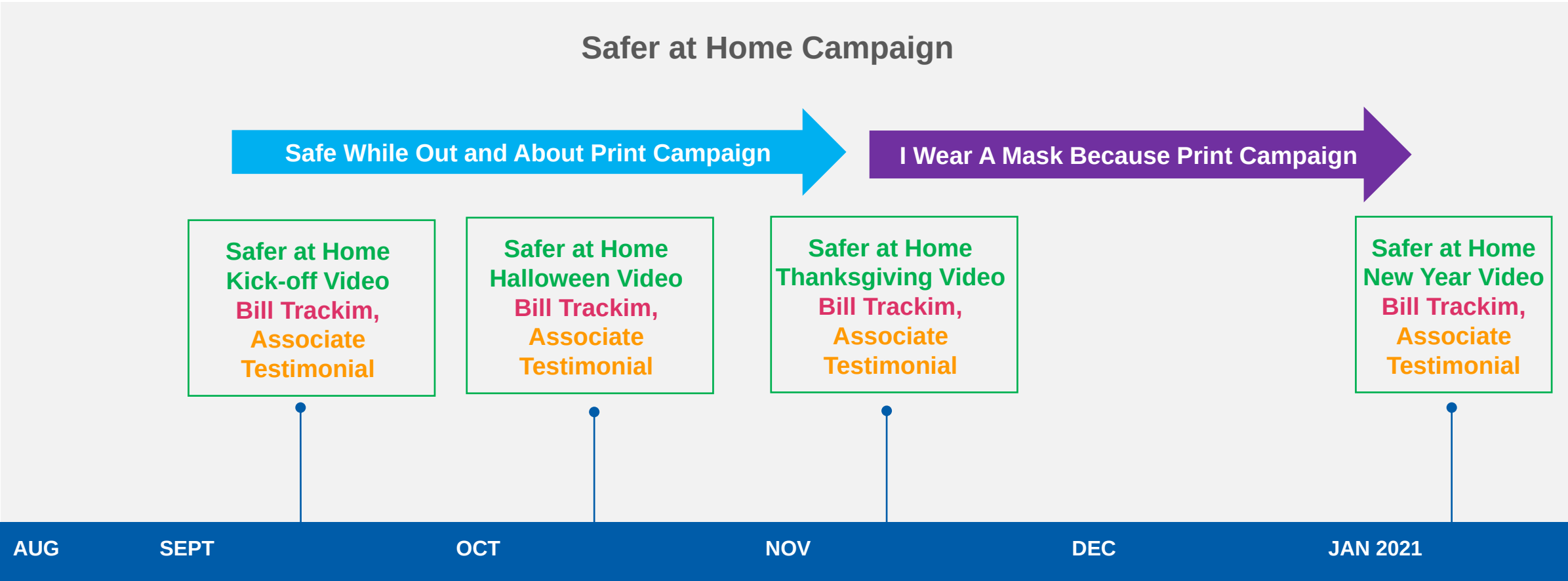
Campaign Rollout: At-A-Glance

We will launch monthly videos in parallel with print campaigns every two months for the balance of the year to maximize campaign reach across channels and capture associate attention with fresh content.



Integrated Campaign Rollout: From the Associate Perspective

Campaigns will be integrated and communicate the overarching ‘Safer at Home’ messaging.



Safer at Home videos are tied to moments in time to provide tailored safety guidance ahead of a holiday

Immediate Next Steps

- **Team** to align on rollout plan
- **Team** to align on process for capturing / selecting associate photos and captions for 'I Wear a Mask Because' campaign
- **Corporate Affairs Content Team** to design 'Safe While Out and About' posters/flyers and TV Monitor signs
- **Corporate Affairs** to draft 'Safer at Home' talking points/key messages for Operations leaders
- **Corporate Affairs** to draft Bill Trackim video scripts (4); circulate for Legal review

In progress:

- **Corporate Affairs Content Team** to design 'Safer at Home' campaign logo