

# Extra Mile Company Inspires Kordia™ Employees to Be Their Brand

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**Client:** Kordia™ (Program name: Kordia™ Kudos)

**Program:** Kordia Kudos Awards



In 2006, the THL Group, a leading developer and operator of radio and television networks with the New Zealand Broadcasting Service, decided to unite its family of companies under one brand. The unified company became known as Kordia™, meaning “harmony”, which became the company’s single organizing idea. Kordia also adopted four key brand values: Solid, Expert, Curiosity and Sure We Can.

The rebranding effort created uncertainty for Kordia employees. To strengthen the fledgling brand from within, Kordia partnered with Extra Mile Company, launching an internal branding campaign to ensure that employees, as well as external audiences, understood and embraced the new company identity. All employees, a diverse group spread out among 20 locations, needed to be educated about the pillars of the new brand in a way that would lead staff to not only understand the values but to live them. The internal effort would have to encourage buy-in from the very beginning, as well as appeal to a highly tech-savvy audience.

Extra Mile Company developed an innovative incentive program designed to improve morale and company culture, improve motivation and promote engagement with the four core brand values, uniting the company around them. It established the Kordia Kudos Awards, a program that recognized Kordia employees who truly exemplified the key elements of the Kordia brand. Kordia employees nominated coworkers they thought personified the brand values. The leading brand champions were then celebrated by the entire organization. Participants earned Kordia Kudos, which could be redeemed for attractive rewards from over 300 suppliers.

Employees participated in the program through a customized Kordia Kudos website. The entire program, including nomination, point accumulation, reward redemption, communications and reporting, ran online. Online delivery appealed to the tech-savvy employees and minimized the program’s environmental impact. To further develop environmental

responsibility, Kordia and Extra Mile added a Green Points component, where employees earn points by participating in eco-friendly initiatives.

To ensure maximum participation, Extra Mile designed the program to appeal and relate to all Kordia employees. It established a single-tiered incentive program for over 1000 multi-tiered participants. As the focus was on the core brand values, all employees were evaluated on an even platform, regardless of their role within the organization. Extra Mile also continuously communicated with Kordia employees, increasing awareness and participation through multiple touch points.

Kordia and Extra Mile introduced the program with an exciting launch presentation, providing employees with collateral and teasers that encouraged them to participate right away. After the program got under way, Extra Mile continued to rally employees. It sent staff electronic direct mail, tracked so that participants who were not responding to communications could be targeted directly. Extra Mile created special Brand Champion Posters, starring high achieving employees who each represented a core value. These pieces created a sense of team camaraderie and motivated people to improve their brand understanding, as everyone wanted a chance to be on the posters. To complement the quarterly posters, Extra Mile also developed additional Kordia Kudos posters, distributed on a monthly basis to generate further awareness. All the communication materials grabbed attention and reminded employees to participate and engage themselves around Kordia’s brand values.

Top achievers were further recognized through exclusive events. The top three teams, consisting of 15 to 20 people each, were recognized annually with an event designed specially for them. Like the other aspects of the program, these events were tailored to the Kordia brand values. The winning

teams embarked on a two-day Kordia Amazing Race, where all the clues related to Kordia and the four core values. They also participated in a murder mystery event, also built around Solid, Expert, Curiosity and Sure We Can.

Kordia Kudos was a phenomenal success, meeting or exceeding all expectations. An overwhelming majority of Kordia employees developed an awareness of the brand values, and the overall association rating of the values also increased. The program also increased job satisfaction, increased employee engagement, improved teamwork and decreased employee attrition. Kordia Kudos proved the value of employee engagement and motivation.

Kordia Kudos was so well received that Kordia and Extra Mile decided to continue the program. Kordia Kudos is now in its second year and continues to support the brand and deliver a meaningful return on investment. ●