



## Customer success story



### Company: Bayer

- Global enterprise with core competencies in the life-science fields of health care and agriculture
- Basel is the global headquarters of the Consumer Health Division
- [basel.bayer.com](http://basel.bayer.com)

### Background

Bayer is a global enterprise with core competencies in the life-science fields of health care and agriculture. Its products and services are designed to benefit people and improve their quality of life.

#### International Life Science Hub of Bayer in Basel:

Since its foundation in 2005, Bayer Basel has successfully established itself as an international consumer health and pharma hub. Since January 1, 2016, Basel has been the global headquarters of the Consumer Health Division ([basel.bayer.com](http://basel.bayer.com)).

In 2015, Bayer Basel was looking for a corporate health engagement solution to bring together their employees and engage them in their health. The goal was to make it fun while improving the fitness and health of Bayer Basel employees.

### Solution proposal

We worked in collaboration with Bayer to create a corporate team challenge called "Bayer Energy Challenge" and an individual challenge called "Around the World Challenge". Both challenges ran from 22 October 2015 to 16 December 2015 with more than 200 participants in each of the challenges.

For the Bayer Energy Challenge the employees created 20 teams to join the competition. People taking part in this challenge could track any of more than 115 activities with the aim of attaining the highest average team result (measured in normalized energy: MET h). Whereas, the goal of the individual challenge was to walk and cover the most distance (measured in meters).



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## Results

Both challenges turned out to be a great success. Participation and engagement rates were high thanks to internal motivational activities and info days as well as marketing and technical support.


### ENGAGEMENT RATE

- Bayer Energy Challenge: 192 (of 194 participants) tracked activities (= 95.5% engagement rate)
- Bayer Around the World Challenge: 198 (of 200 participants) tracked activities (= 98.51 % engagement rate) +98%

### TOTAL ENERGY BURNED

 **5,141,623 kcal burned**

### TOTAL DISTANCE COVERED

 **75,948,245 meters**  
which is almost the equivalent of walking around the world twice.



*The two challenges we set up for our employees at our Headquarter in Basel were very well accepted and resulted in great participation and engagement rates. The fun aspect was important to us and the feedback we got back from our employees was very positive.*

*- Franck Ricard, Director Global Digital Strategy Consumer Health at Bayer*



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