



Z-Aksys Solutions Pvt Ltd (ZSPL)

Digital Transformation Consultants

Internal Campaign

G . R . A . C . E .

Grateful

Respect

Appreciation

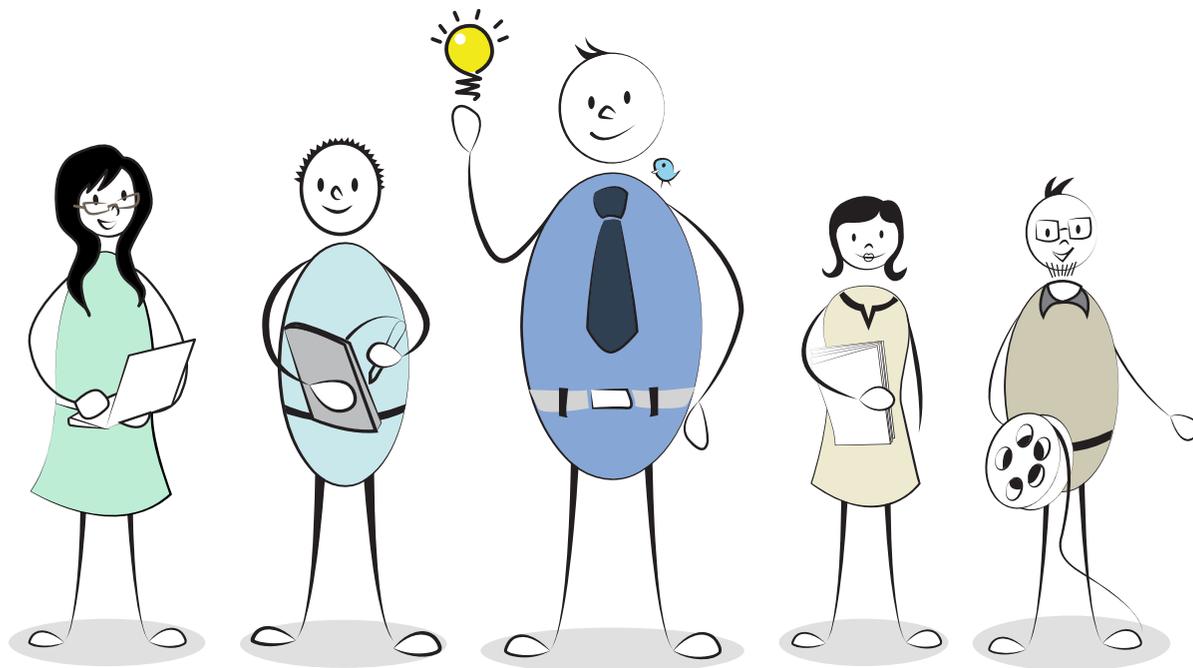
Compassion

Empathy

Overview

As a long-standing **communications partner to HDFC Bank**, ZSPL has assisted the Bank in enhancing its **internal communications** across a pan-India employee base of **2+ lac**. ZSPL, in partnership with the Corporate Communications team, has supported the Bank in rolling out **campaigns for various departments, adopting innovative digital solutions, providing real-time updates, and launching interactive platforms, fostering a more connected, engaged, and informed workforce.**

ZSPL offers an integrated communication approach that combines both **traditional and digital media** to redefine engagement. The team works in close collaboration with **more than 20 of the Bank's departments**, supporting the implementation of **campaigns across multiple channels.**



About the Campaign

ZSPL partnered closely with the **HR team of HDFC Bank** to conceptualise and execute **G.R.A.C.E. (Gratitude. Respect. Appreciation. Compassion. Empathy)** - a six-month-long, record-breaking campaign celebrating **#PowerofGratitude**. Focused on fostering positivity and collaboration, the campaign highlighted the Bank's commitment to creating a culture of **gratitude** and prioritising **emotional well-being**. With a workforce that spans multiple generations, the campaign aimed to promote a culture of **appreciation and acceptance**, encouraging employees to recognise and value each other's contributions. By bridging generational differences and fostering a sense of gratitude, G.R.A.C.E. reinforced the Bank's dedication to building a cohesive, respectful, and collaborative workplace. By making gratitude a universal language, G.R.A.C.E. became a cherished movement that left a lasting impact across all levels of the organisation.



Campaign Objectives

Foster a culture of gratitude and collaboration.

Encourage intergenerational understanding and appreciation.

Strengthen emotional well-being and a positive workplace environment.

Inspire employees to integrate gratitude and empathy into their daily interactions, both professionally and personally.

Meet the Mascot a.k.a The Heart of G.R.A.C.E



What better mascot for G.R.A.C.E. than a honey bee? It's all about working together, staying dedicated, and creating a hive of positivity. Soon, its buzz became popular among employees, and it was proudly positioned as the Gratitude Guru, embodying the values of Gratitude, Respect, Appreciation, Compassion, and Empathy.

The honey bee became the face of the campaign. Whether it was carrying notes of appreciation on the Gratitude Wall on the intranet, buzzing through teaser mailers, or spreading sweetness in vibrant photo booths and digital badges, it brought the campaign's message to life. The honey bee wasn't just a mascot; it became a relatable and inspiring icon that encouraged everyone to embrace gratitude in their daily interactions.

From Screens to Scenes: How G.R.A.C.E. Spread Its Buzz



Digital Engagement

01

Gratitude Wall on OUR WORLD (The Intranet)

A dedicated digital space where employees from across the Bank could share messages of gratitude, fostering a culture of appreciation and connection.

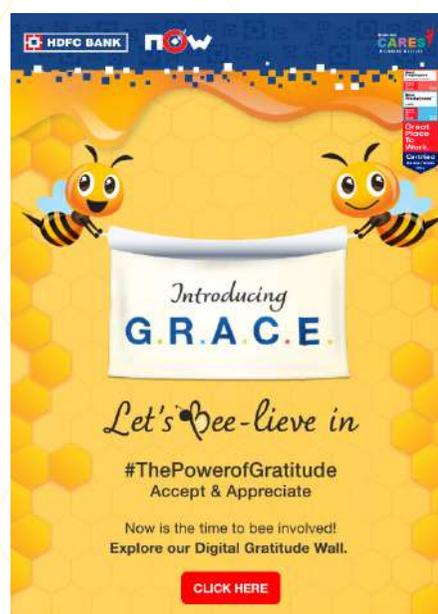
The wall became a central hub for celebrating both individual contributions and collective achievements, creating an inspiring ripple effect across teams.

02

Teaser and Launch Mailers

Engaging emails designed to build curiosity and enthusiasm, ensuring high participation rates right from the campaign's inception.

Each month, a specific theme is conceptualised, and mailers are crafted to effectively communicate it.



03

Digital Badges and Wallpapers

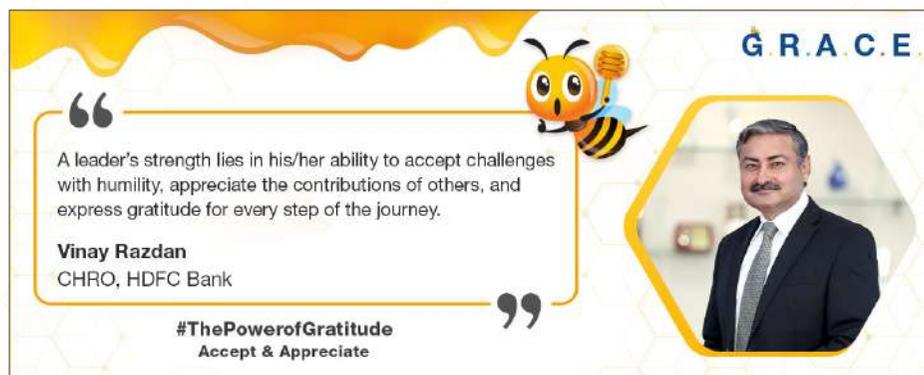
Custom-designed badges encouraged employees to proudly showcase their participation, while vibrant desktop wallpapers featuring the honey bee mascot kept the campaign theme visible and relatable.



04

Intranet Engagement

HCM and intranet banners acted as continuous reminders, keeping the campaign's momentum alive throughout its six-month duration.



On-ground activities



01 Photo Booth

Employees across HDFC Bank locations in India joined the photo booth activity, posing with placards and creating lasting memories. For those unable to attend, an Augmented Reality (AR) feature allowed them to take selfies with the photo booth background anytime, anywhere, with data security ensured.



02 Standee

Eye-catching standee placed at strategic location, encouraging employees to click pictures and create buzz-worthy memories.



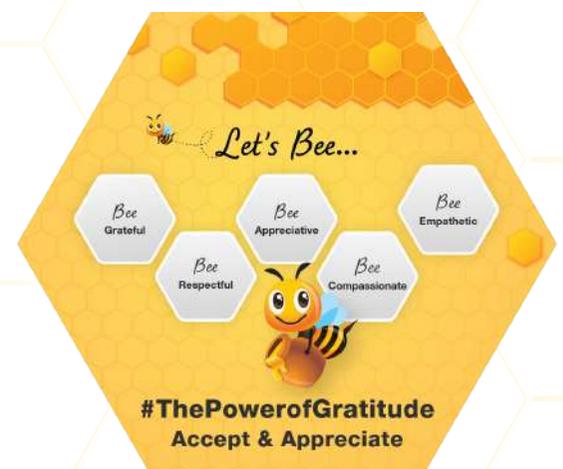
03 Placards and Hashtags

Creative placards with phrases like “My Chai Dost” and “Strong Values We Upload”, each hashtag representing a unique emotion of employees - whether fun, formal, or heartfelt.



04 Tabletop Displays

Mini gratitude reminders placed in the event room, sparking reflection and fostering meaningful conversations.



A New Buzz Each Month: Monthly Themes

To maintain momentum, a unique theme was launched each month, reflecting the campaign's focus on gratitude, unity and collaboration.

October: Bee in the Spotlight

One individual was placed in the 'hot seat' while colleagues took turns sharing positive and appreciative statements about them. This theme celebrated standout efforts and contributions, shining a light on employees for their dedication and achievements.

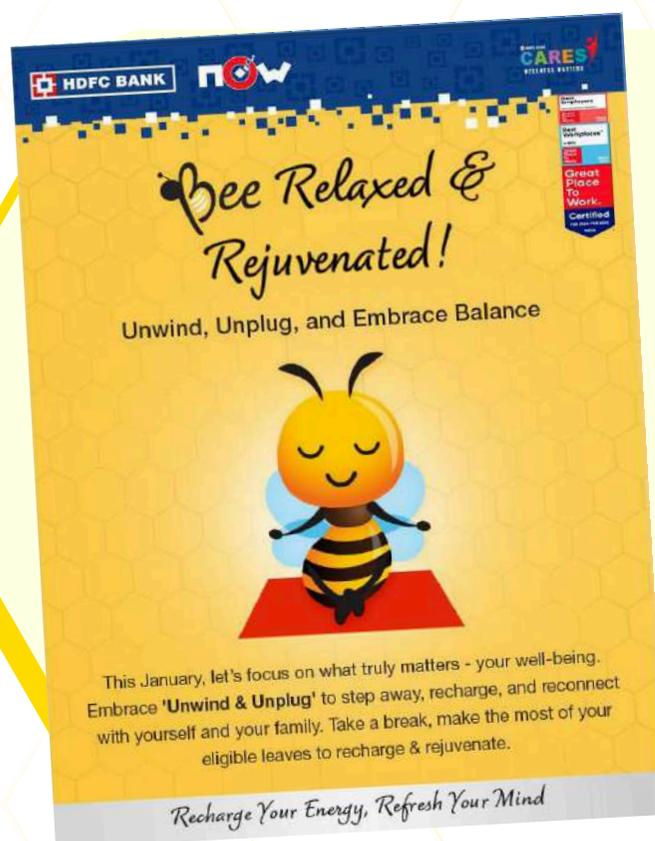


November: Thank God It's November (Take a Break)

Focused on encouraging employees to reflect on gratitude while prioritising wellness and work-life balance, this theme emphasized the importance of taking time to recharge.

December: The Joy of Giving

Centered around the spirit of giving, this theme inspired employees to spread kindness and positivity, aligning with the festive season's message of generosity and connection.



January: Unwind and Unplug

Encouraging employees to step back, relax, and disconnect from the daily grind, this theme promoted self-care and rejuvenation to kick-start the year with a refreshed mindset.

Campaign Challenges and Innovation

One of the challenges was engaging remote and regional employees. The campaign overcame this through a robust digital strategy, featuring interactive landing pages, digital badges, and mailers, ensuring inclusivity and widespread participation.



The Ripple Effect: Impact of

G . R . A . C . E .

Grateful Respect Appreciation Compassion Empathy

Cultural Shift:

Instilled gratitude, respect, & empathy as core workplace values

High Engagement:

Encouraged active participation through creative activities & messaging

Stronger Bonds:

Strengthened connections across teams, fostering collaboration

Lasting Legacy:

Transformed gratitude into a daily practice, enhancing workplace positivity

Metrics That Matter

The launch of the Gratitude Wall marked a significant milestone for the campaign, driving unprecedented engagement. During its launch month, the portal recorded its highest site visits since December 2023, with the Gratitude Wall emerging as one of the most-viewed pages.

This surge in activity demonstrated the campaign's ability to capture employee interest and foster active participation, solidifying **G.R.A.C.E.** as a standout initiative within the organisation.



Bee-lieve in gratitude? Show it with a Like

