

Wellbeing Streaks Campaign

What is it?

A campaign based on a series of streak-based goals to earn badges on the Intellect platform by completing a set of activities – with a chance to win a prize.

What is the objective?

To drive higher engagement and adoption in your organisation through a gamified approach as well as promote easy ways employees can build healthier habits for their mental wellbeing.

How does it work?

Participants complete a series of initiatives with a reward incentive for a randomly selected X number of those who successfully complete the challenge.

What are the challenge requirements?

1. **Use the Intellect app 5 days in a row:** explore activities like journaling, guided audio sessions, or quick quizzes
2. **Practice any mindfulness activity 2 days in a row** – reset, refocus, and boost your emotional clarity
3. **Complete any 2 Learning Paths** – self-guided, bite-sized interactive lessons designed to help build mental wellbeing skills and navigate challenges with confidence

Your organisation to contribute in:

1. Reinforcement of communication about the campaign and launch engagement
2. Incentives for winners
3. Set up of challenge submission form and confirmation of recipients to receive incentives

Campaign FAQs

[Canva link](#)

How to use: Copy the text below and attach the image as shown. Edit the text in **red** and replace the **yellow highlighted text**.

If accessing through SSO, change sign-up instructions in the copies and Canva files to:

1. Select **I'm new here**, then **With your organisation**
2. Select **"Continue with SSO"**
3. Sign up with your work email address

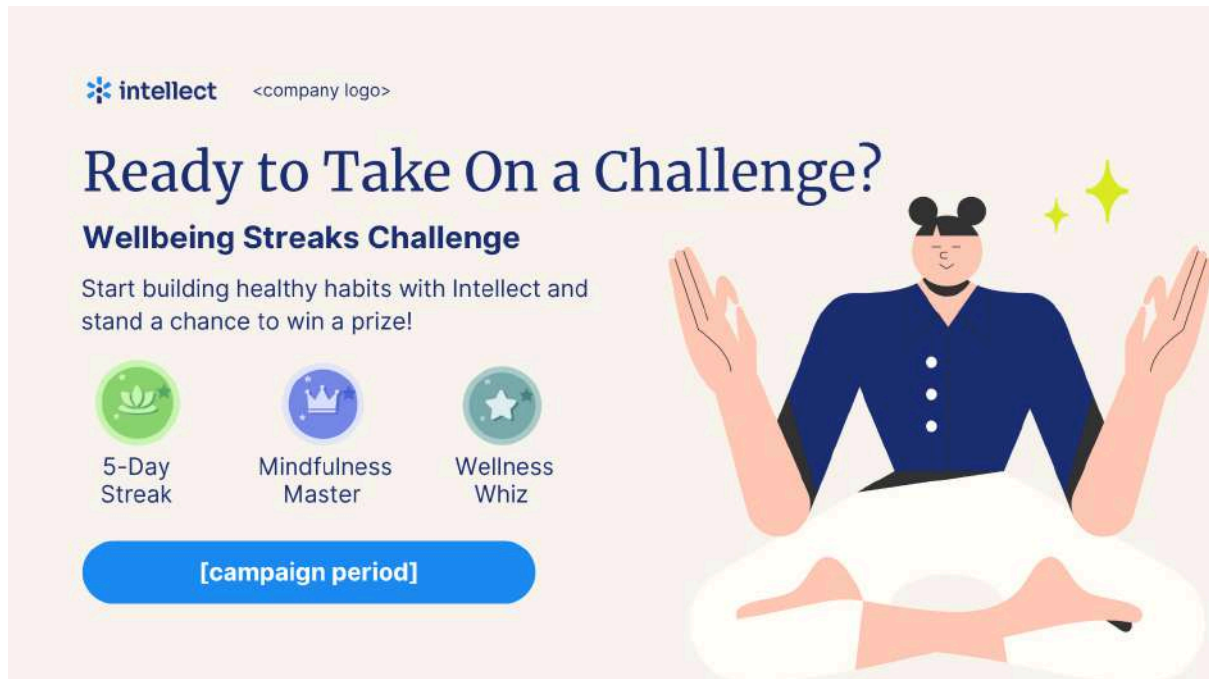
Comms Calendar

Date	Channel/Format	Details
2 Weeks Before Launch	Digital Slides	Digital Slide : Challenge announcement during Townhall
1 Week Before Launch	Email	eDM 1 : Challenge launch teaser announcement + FAQ
Week 1	Chat Platform (e.g., Slack or MS Teams)	eDM 2 : Challenge launch
Week 2	Email	eDM 3 : Mid-challenge reminder
Week 3	Chat Platform (e.g., Slack or MS Teams)	eDM 4 : Last reminder to join and qualify for all badges
Week 4	Email	eDM 5 : Winner announcement

Campaign eDM Copy (Email 1):

Send date:

Build Healthy Habits with Intellect and Win



Subject line: Hi everyone,

We're excited to announce that in partnership with our wellbeing benefit, Intellect, we'll be launching a **Wellbeing Streaks Challenge** from [campaign period]!

This is your chance to build better wellbeing habits through a series of badges on the Intellect app. With these activities, we hope to inspire each of you to lead a more mentally resilient lifestyle in 2025 and beyond.

[prize] **Lucky Draw for [X] Challenge Finishers**

Everyone who successfully completes the challenge has a chance to win [prize]! [X] winners will be randomly selected and announced at the end of the campaign.

How it Works:

Earn these 3 badges in the Intellect app and fill in this **Challenge Submission Form** to submit your entry. It's that easy!

4. **Use the Intellect app 5 days in a row:** explore activities like journaling, guided audio sessions, or quick quizzes to build your streak.
5. **Mindfulness Master:** practice any mindfulness activity 2 days in a row – it's a great way to reset, refocus, and boost your emotional clarity.

6. **Wellness Whiz:** complete any 2 Learning Paths – self-guided, bite-sized interactive lessons designed to help you build mental wellbeing skills and navigate challenges with confidence.

How to get started on Intellect?

1. Download the Intellect app
2. Select **I'm new here**, then **With your organisation**
3. Enter the access code: **CODE**
4. Sign up with your **work email address**

What is Intellect?

Intellect is your 24/7 wellbeing companion. From bite-sized learning programmes to mindfulness exercises, journaling tools, and 1:1 sessions with professionals – you've got support anytime, anywhere.

Questions? Read the FAQs here. [\[please insert link\]](#)

Campaign eDM Copy (Chat Platform [e.g., Slack, MS Teams] 1):

Send date:



[Canva link](#)

Copy:

Hey team, our **Wellbeing Streaks Challenge** with our wellbeing benefit, Intellect, that we announced last week is officially live – and yes, there are prizes up for grabs just for prioritising yourself! 🙌

Get Started Now

You have until **[insert date 5 days before campaign end date]** to complete all the requirements and qualify for the **[prize]**.

Will YOU be one of the lucky **[x]** participants to smash all 3 requirements? Hurry and get started now if you don't want to miss out!

👉 **Check out the FAQ guide for more information.** **[please insert link]**

Campaign eDM Copy (Email 2):

Send date:

The graphic features the Intellect logo at the top left, followed by the title 'Wellbeing Streaks Challenge'. Below the title is a call to action: 'Earn 3 badges on the Intellect app by [campaign end date] and stand a chance to win prizes!'. Three badges are listed: 'Daily Streak' (green lotus icon), 'Mindfulness Master' (blue crown icon), and 'Wellness Whiz' (teal star icon). To the right, two smartphone screens display the app interface, including a 'STREAKS AND REWARDS' section with a progress bar and a 'Badge Collection' section. At the bottom, a dark blue box contains a QR code and the text 'GET STARTED TODAY' with three bullet points: 'Select "I'm new here" then "With your organisation"', 'Enter the access code: CODE', and 'Select your language, then sign up using your work email address'.

[Canva link](#)

Copy:

Hi everyone,

We're about halfway through our **Wellbeing Streaks Challenge** with Intellect and we hope you picked up some fresh ideas to spice up your personal wellness journey!

If you have yet to begin, it's not too late – you've got 2 weeks to catch up and can still stand a chance to win **[prize]**.

Once you've completed the challenge, just fill out this 1-minute challenge submission form **[please insert link]**.

Questions? Read the FAQs here for all the details. [\[please insert link\]](#)

Campaign eDM Copy (Chat Platform [e.g., Slack, MS Teams] 2):

Send date:



Copy:

Hi team,

Today is the last day to join the Wellbeing Streaks Challenge with Intellect for you to qualify for all 3 badges!

To be in the running, simply earn these **3 badges** on the Intellect app!

🚀 **Use the Intellect app 5 days in a row** – Explore activities like journaling, guided audio sessions, or quick quizzes to build your streak.

🧘 **Mindfulness Master** – Practice any mindfulness activity 2 days in a row – it's a great way to reset, refocus, and boost your emotional clarity.

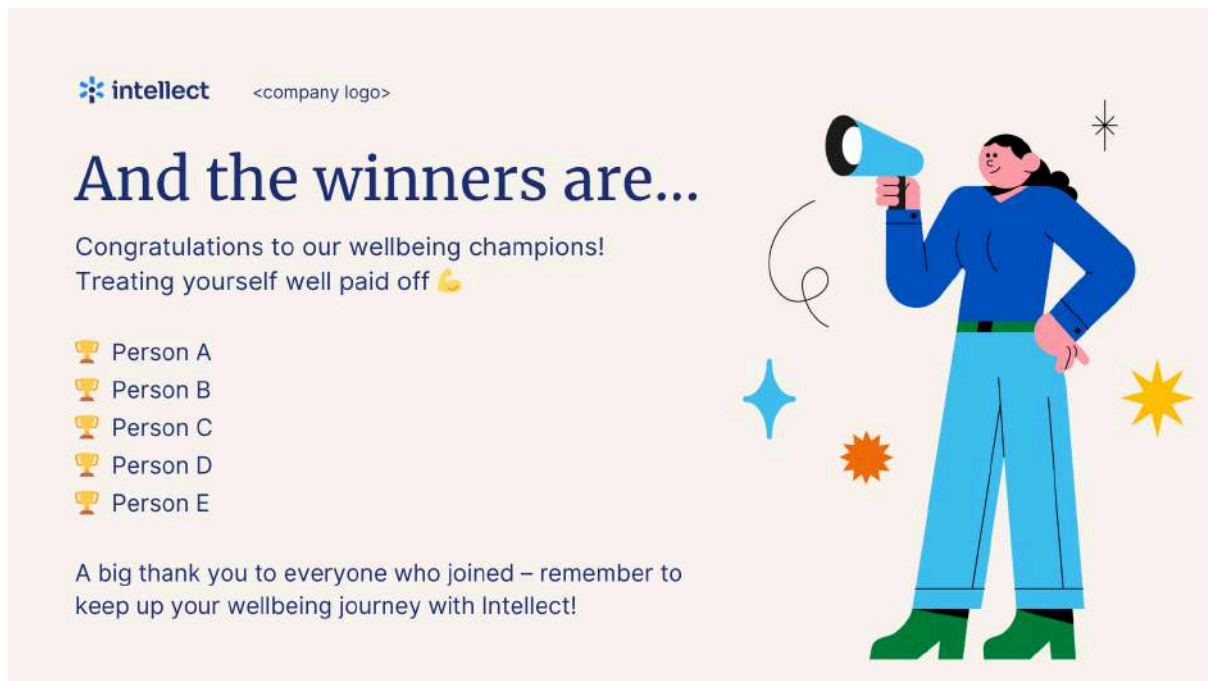
🌟 **Wellness Whiz** – Complete any 2 Learning Paths – self-guided, bite-sized interactive lessons designed to help you build mental wellbeing skills and navigate challenges with confidence.

Remember to submit this form [\[insert link\]](#) to stand a chance to win [\[prize\]](#).

Winners will be announced on [\[date\]](#) via email, so stay tuned!

Winner Announcement eDM Copy (Email 3):

Send date:



Hi everyone,

Thank you for being part of our **Wellbeing Streaks Challenge** with Intellect – we loved seeing your energy and commitment to prioritising wellness!

And now, the moment you've all been waiting for... 🥁

Congratulations to our lucky [X] winners!

- 🏆 **Person A**
- 🏆 **Person B**
- 🏆 **Person C**
- 🏆 **Person D**
- 🏆 **Person E**

Kindly wait for the **HR/ Wellness/ Rewards team** to reach out through email and send your well-deserved [prize].

🚀 **Keep the Momentum Going**

Your wellbeing journey doesn't end here! The **Intellect app** [insert link] is filled with self-guided tools, habit trackers, and journaling tools to help you stay on track anytime – you can also schedule a coaching session when you need extra support!

Stay tuned for more exciting activities with Intellect. ✨

Digital Slides (for Townhall and Intranet)

intellect <company logo>

Your Wellbeing Starts With You

Wellbeing Streaks Challenge

Start building healthy habits with Intellect and stand a chance to win a prize!

- Daily Streak
- Mindfulness Master
- Wellness Whiz

[campaign period]

GET STARTED TODAY

- Select "I'm new here" then "With your organisation"
- Enter the access code: **CODE**
- Select your language, then sign up using your **work email address**

[Canva link for all digital slides](#)

Suggested script for Townhall:

We're kicking off our **Wellbeing Streaks Challenge** with our wellbeing benefit, Intellect, next month!

This campaign is all about taking small, easy steps to prioritise your mental wellbeing through fun and interactive activities on the Intellect app – and there's a prize up for grabs too!

Here's how it works:

1. Download and sign up on the **Intellect app** by scanning the QR code
2. Collect these **3 badges** "5-Day Streak", "Wellness Whiz", and "Mindfulness Master"
3. Submit your entry in the Challenge Submission Form

Once you've collected all 3 badges, you'll be in the running for **[prize]**! More details and the full FAQ will be shared on email and chats.
