

Stamp Your Way to Wellness: Passport Challenge

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intellect <COMPANY LOGO>

Complete your 6 stamps to stand a chance to win big!

1 | Complete Personal Insights Quiz

2 | Earn 5-Day Streak badge

3 | Earn Mindfulness Master badge

4 | Earn Wellness Whiz badge

5 | 6,000 steps

6 | Send a note of appreciation

Stamp Criteria

1. Complete this science-backed quiz on the Intellect app that gives you a snapshot of your emotional wellbeing.
2. Use the Intellect app for 5 days in a row, explore activities like journaling, guided audio sessions, or quick quizzes.
3. Practice any activity from the "Daily" tab in the Intellect app, whether that's a meditation or journal, 2 days in a row.
4. Complete any 2 Learning Paths (self-guided, bite-sized interactive lessons) found in the "Explore" tab in the Intellect app.
5. Hit at least 6,000 steps a day for 5 days in a row.
6. Encourage colleagues by sending them a note of appreciation, either digitally or with a physical card available at [physical location].

Click here for Frequently Asked Questions (FAQs)!
(please insert link)

What is it?

A challenge designed to help employees prioritise mental wellbeing through fun, bite-sized 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?

Complete these activities on the Intellect App:

1. **Personal Insights Quiz:** Complete this science-backed quiz for a snapshot of your emotional well-being. Tap "Begin Quiz" on the [Home tab](#).
2. **5-Day Streak Badge:** Use the Intellect app for 5 days in a row by exploring activities like journaling, guided audio sessions, or quick quizzes. Discover more in the [Explore tab](#).
3. **Mindfulness Master Badge:** Practice 1 mindful activity for 2 days in a row from the [Daily tab](#) on your mobile device.
4. **Wellness Whiz Badge:** Complete any 2 [Learning Paths](#) found in the [Explore tab](#).

Complete these activities outside of the Intellect App:

1. Hit at least **5,000 steps a day for 5 days in a row.**
2. Encourage colleagues by sending them a **note of appreciation**, either digitally or with a physical card available at [physical location].

Note: Activities can be changed according to your preference. Activities 1 to 4 are recommended based on platform content along with Activities 5 and 6 that encourage healthy behaviours.

Your organisation to support 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

*Intellect can support the recommendation of incentives but sponsorship is not included.

Canva Links

Make a copy of the Canva files below. Edit the content according to your organisation's preferences and needs, including the challenge requirements, organisation logo, timeframe, etc.

1. [Passport Template](#) (editable Canva link)
2. [Challenge Banner](#) (updated to include the email title)
3. [Frequently Asked Questions \(FAQs\)](#) (editable Canva link)
4. [Landscape Posters](#) (use cases labelled in page number e.g., any channels, townhall, email, etc.)
5. [Portrait Posters](#) (use cases labelled in page number e.g. printed poster, email etc)

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 using 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

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

Campaign eDM Copy (Email 1):

Send date: 1 Week Before Launch



[Canva link](#)

Subject line: Build Healthy Habits with Intellect and Win

Hi everyone,

We're excited to launch the **Stamp Your Way to Wellness: Passport Challenge** with our wellbeing benefit, Intellect, running from **[campaign period]**!

This is your chance to strengthen your well-being by completing a series of fun and meaningful activities – both **in the Intellect app** and in your **daily life**. Our goal is to inspire you to build healthier habits and lead a more resilient lifestyle.

[Prize] Lucky Draw for [X] Challenge Finishers

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

How it Works:

Collect 6 stamps in your passport challenge **[please insert link]** and fill in this **Challenge Submission Form [please insert link]** to submit your entry. It's that easy!

Activities on the Intellect App:

5. **Personal Insights Quiz:** Complete this science-backed quiz for a snapshot of your emotional well-being. Tap “Begin Quiz” on the [Home tab](#).
6. **5-Day Streak Badge:** Use the Intellect app for 5 days in a row by exploring activities like journaling, guided audio sessions, or quick quizzes. Discover more in the [Explore tab](#).
7. **Mindfulness Master Badge:** Practice 1 mindfulness activity for 2 days in a row from the [Daily tab](#).
8. **Wellness Whiz Badge:** Complete any 2 [Learning Paths](#) found in the [Explore tab](#).

Once Steps 2–4 are completed, you can view your badge in **Profile > Streaks & Rewards**.

🌟 **Activities outside the app:**

9. Hit at least **5,000 steps a day for 5 days in a row**.
10. Encourage colleagues by sending them a **note of appreciation**, either digitally **or with a physical card available at [physical location]**.

📱 **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: **[insert your organisation’s unique access 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. Watch [this short video](#) to learn more!

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

We hope to see as many of you participate in this fun challenge with us!

[Sign-off]

Campaign eDM Copy (Internal Chat Platform (e.g., Slack or MS Teams)):

Send date: Week 1

The graphic is a vertical poster for the 'Stamp Your Way to Wellness: Passport Challenge'. At the top left is the Intellect logo, and at the top right is a placeholder for a company logo. The main title is 'Stamp Your Way to Wellness: Passport Challenge'. Below the title is a short paragraph: 'Start building healthy habits with Intellect and stand a chance to win [insert prize], or be among the first [x] finishers to receive [insert prize]!'. The challenge steps are listed in three yellow boxes: 1. Download the Intellect app; 2. Complete the Passport Challenge; 3. Submit your Challenge Submission Form by [campaign end date]. To the right of these steps is a smartphone mockup showing the Intellect app interface with 'STREAKS AND REWARDS' and 'Stamp Collection' sections. At the bottom, a dark blue box contains a QR code with the Intellect logo, the text 'GET STARTED TODAY', and 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:

Hey team, our **Stamp Your Way to Wellness: Passport Challenge** [please insert link] with our wellbeing benefit, Intellect, that we announced last week is officially live – and yes, there is a prize up for grabs just for prioritising yourself! 🙄

🏃 Get Started Now

You have until [campaign end date] to complete all the requirements and be one of the [x] participants to qualify to win [insert prize]! Will YOU be the lucky participant to smash all 6 stamps?

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: Halfway Through Week 1



[Canva link](#)

Copy:

Hi everyone,

We're about halfway through our **Stamp Your Way to Wellness: Passport Challenge** [\[please insert link\]](#) with Intellect and we hope you picked up some fresh ideas to spice up your personal wellness journey!

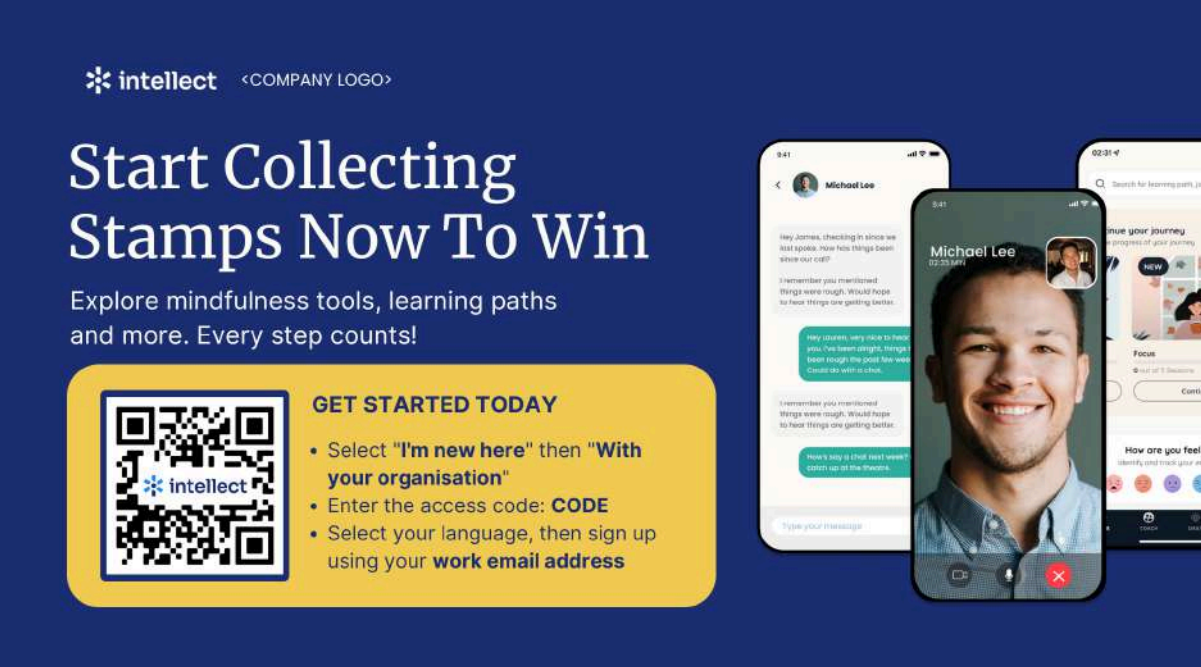
If you have yet to begin, it's not too late – you've got 1 week to catch up and can still stand a chance to win [\[insert prize\]](#).

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 (Internal Chat Platform (e.g., Slack or MS Teams)):

Send date: Week 2




The graphic features a dark blue background. At the top left is the Intellect logo and a placeholder for a company logo. The main headline reads 'Start Collecting Stamps Now To Win'. Below this is a sub-headline: 'Explore mindfulness tools, learning paths and more. Every step counts!'. A yellow rounded rectangle contains a QR code with the Intellect logo and the text 'GET STARTED TODAY'. To the right of the QR code is a list of instructions: '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'. On the right side of the graphic are three overlapping smartphone screens displaying the Intellect app interface, including a chat conversation with Michael Lee and a 'Continue your journey' screen.


Copy:


Hi team,


Today is the last day to join the **Stamp Your Way to Wellness: Passport Challenge** [please insert link] with Intellect for you to qualify for all requirements!

To be in the running, simply complete these 6 activities!


 **Complete Personal Insights Quiz** – Complete this science-backed quiz that gives you a snapshot of your emotional well-being, found in the "[Home](#)" tab in 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. Discover more in the "[Explore](#)" tab.

 **Mindfulness Master** – Practice any activity from the "[Daily](#)" tab in the Intellect app, whether that's a meditation or journal, 2 days in a row.

 **Wellness Whiz** – Complete any 2 [Learning Paths](#) from the "[Explore](#)" tab – self-guided, bite-sized interactive lessons designed to help you build mental well-being skills and navigate challenges with confidence.

 Hit at least **6,000 steps a day for 5 days** during the campaign period.

 Encourage colleagues by sending them a **note of appreciation**, either digitally or with a physical card available at [physical location].

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

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

Campaign eDM Copy: Winner Announcement (Email 3):

Send date: End of Week 3



Hi everyone,

Thank you for being part of our **Stamp Your Way to Wellness: Passport 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!

- 🏆 [insert name]
- 🏆 [insert name]
- 🏆 [insert name]
- 🏆 [insert name]
- 🏆 [insert name]

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

🚀 **Keep the Momentum Going**

Your wellbeing journey doesn't end here! The [Intellect platform](#) 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 Slide (for Townhall)

intellect <COMPANY LOGO>

Your Passport To Wellness Awaits

Build healthy habits and boost your mental wellbeing by taking part in mini wellness activities from **[campaign period]**.

Complete all tasks → Submit your entry → Be in the running to win prizes!

[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](#)

Suggested script for Townhall:

We're kicking off our **Stamp Your Way to Wellness: Passport 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, if you haven't already
2. Complete items 1 – 4 on the Intellect app and items 5 – 6 any time during the campaign period
3. On Intellect, complete the Personal Insights Quiz and collect these 3 badges "5-Day Streak", "Wellness Whiz", and "Mindfulness Master"
4. Submit your entry in the Challenge Submission Form

Once you've collected all 6 stamps, you'll be in the running for **[insert prize]**!

More details and the full FAQ will be shared on email and chats.
