

## 02. Launch EDM

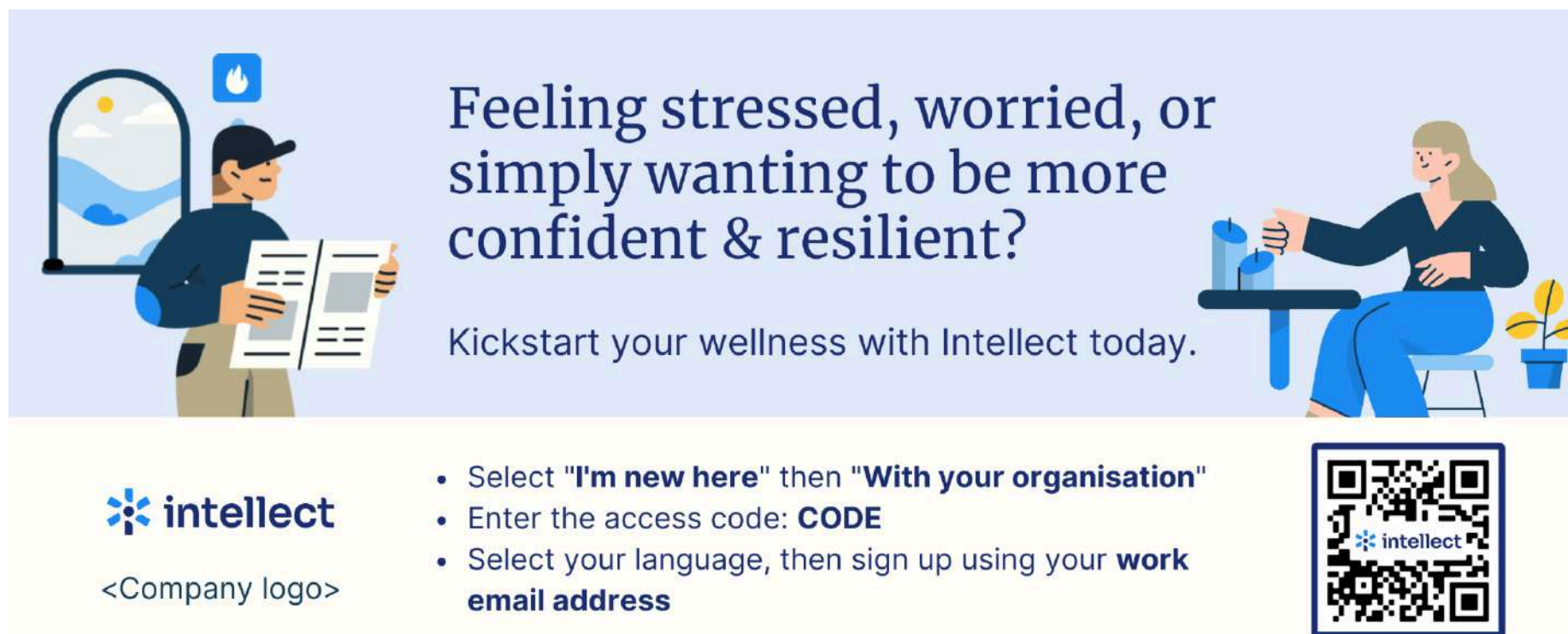
**Send date:** Day of Intellect Launch Webinar/ Event, right after the session

**How to use:** Make a copy of the editable template or copy the text below. Select one of the provided images (please ensure the sign up instructions are accurate to your organisation) and attach the image as an email banner. Edit the text in red and switch to black once done. Send through email to your whole organisation.

**Subject line:** Now Live: Our New Wellbeing Benefit. Get Started!

**Image:** [Email Banner \(editable to add logo and code\)](#)


**Editable Template:** [Google Doc](#)



The banner features a light blue background. On the left, a man in a dark blue shirt and cap holds a newspaper. In the center, the text reads: "Feeling stressed, worried, or simply wanting to be more confident & resilient? Kickstart your wellness with Intellect today." On the right, a woman in a dark blue shirt sits at a table with a small plant. Below the main text is the Intellect logo, a list of instructions, and a QR code.

**intellect**  
<Company logo>

- 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**



[Greeting],

We've officially launched Intellect as part of our **employee** wellbeing coverage for all **employees** here at [Company Name] – we hope you're as excited as we are!

### 🌟 Intellect - Your 24/7 mental wellbeing companion

With a combination of technology and a touch of human support, Intellect is designed to help you overcome challenges, build resilience, and thrive in everyday life through self-guided content, 1-to-1 **coaching and counselling**, a **24/7 crisis helpline**, and **holistic coaching on additional areas of wellbeing**.

Missed the Intellect Launch **Webinar/Event** today? We've got you covered. **You can watch the recording here**[[hyperlink to webinar recording](#)]/ **Here's more information on your new benefit (for launch events with no recording)**.

### 🤔 How do I get started?

Visit [app.intellect.co](http://app.intellect.co), use the code **CODE/continue logging in via SSO** and sign up using your work email address to create your account.

OR

Using your mobile phone, [install the Intellect app](#) or scan the QR code and sign up with the instructions in the image above.

Any questions or issues? Contact the Intellect team directly by emailing [support@intellect.co](mailto:support@intellect.co).

### 🤔 Is Intellect for me?

**Intellect believes mental wellbeing is for everyone – and we think so too.** You don't have to wait until you are in distress to care for your wellbeing. Just like our physical health, taking steps to proactively care for your mental health, treat any issues, and build resilience to withstand future challenges will benefit you and the people around you greatly. So whether life is going well, you've hit a bumpy road, or you're somewhere in the middle, Intellect has something for you.

### 🌟 Fostering a wellbeing culture

It doesn't end here; we want to build a supportive community and foster a culture of wellbeing here at [Company Name]. With that, we'll be partnering with Intellect to host a series of wellbeing webinars for the year ahead on different topics like stress management, positive self-talk, and more.

Stay tuned for more information and other resources that will support you in your wellbeing journey!

[Sign-off]