

# Engagement Playbook

Partnering with you to **drive adoption  
and engagement** all year round



# Creating an organisation that *feels and lives better.*

Getting people to use a wellbeing benefit can be tough—we get it. Many may feel iffy about using something as personal as this. That's where this playbook comes in.

Mental wellbeing engagement isn't just about providing resources—it's about creating a culture where your people feel supported at every touchpoint.

Our engagement strategy equips you with a **scalable**, **structured**, and **sustainable** approach to not just drive awareness and utilisation of Intellect, but to also champion mental health and provide a thriving environment for everyone in your organisation.



Intellect's engagement strategy empowers you to de-stigmatise mental health and build a culture of support.

**Our three-pillar strategy includes:**



**Integrated Communications**

Embed mental wellbeing into daily conversations via existing communication channels using ready-to-use assets and targeted messaging.

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**Empowered Advocacy**

Activate leaders and peer champions to drive top-down influence and bottom-up participation, creating shared ownership and influence.

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**Sustained Momentum and Engagement**

Keep mental wellbeing top of mind with continuous campaigns, multi-channel touchpoints, and data-driven insights.

# Better together: Intellect drives engagement through a unified approach

The three-pillar strategy is executed with a combination of Intellect-driven and client-driven initiatives to maximise awareness and adoption:

## Intellect-Driven Comms: We set the foundation

- Timely, expert-crafted messages sent directly to end users
- Automated nudges, campaigns, and educational content
- Personalised, data-driven engagement to boost utilisation

## Client-Driven Comms: You amplify the impact

- Integrated, always-on visibility across internal channels
- Leadership advocacy to drive top-down influence, credibility, and cultural change
- Sustained awareness through ongoing internal messaging and peer-led engagement

**When both initiatives work in tandem, employees receive consistent, multi-touch communication that fosters a culture of proactive wellbeing.**

This not only drives higher awareness and utilisation of Intellect but also strengthens overall organisational engagement, resilience, and productivity—maximising the impact of your wellbeing investment.

# What exactly do these entail? How does Intellect engage with end users and empower you to engage your organisations?

**Intellect-Driven Comms:** Intellect deploys a tailored activation and retention strategy with monthly touchpoints, engaging users directly—no effort required on your end.

- Emails, push notifications, and in-app pop-ups personalised to the user's actions taken within the Intellect platform.
- Monthly thematic e-newsletters to provide users with helpful tips and insights, keeping them engaged.

**This strategy has been tried and tested with over 4M users, resulting in an average uplift in session bookings of 65x higher vs users that do not receive these comms.**

**Client-Driven Comms:** Intellect provides clients with plug-and-play resources to help you easily drive awareness and effectively foster a leadership-endorsed culture of mental health.

- A Client Resource Hub housing an extensive suite of resources ranging from pre-launch and launch materials to evergreen collateral and infographics, for you to embed in your organisation's communications strategy.
- Monthly thematic campaigns consisting of blurbs and infographics with tips provided by Intellect that you can share with your organisation and make mental health approachable.

**1 out of 2 users start using Intellect after seeing messages from their own HR or wellbeing team. When mental health support is championed internally, it feels more trusted, reduces stigma, and becomes a natural part of your organisational culture.**

# Seeing it in action: How real clients have benefitted from our rollout & comms design

## Leadership engagements



Onsite leadership endorsement and personal relation to mental wellbeing

**Results:** 15% adoption in first six months out of 5-digit headcount



## Embedded communications



A dedicated 4-weeks comms plan using Intellect's plug-and-play resources on high-visibility internal comms channels

**Results:** 500% increase in signups

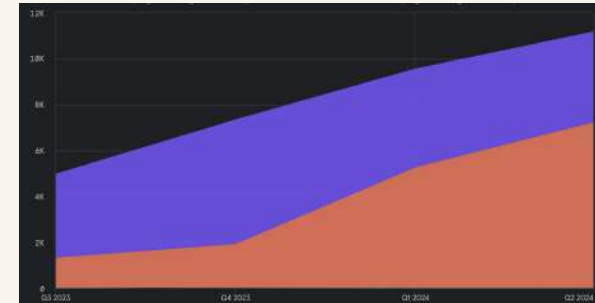


## Omnichannel deployment



Promotion beyond EDMs: University website, posters & standees, student orientation roadshows, etc.

**Results:** Constant linear increase in adoption across last 4Qs



# Client-sent communication assets

**Suggested use cases and what  
Intellect provides**

# Communications Timeline

## (Client-sent comms)

These comprehensive plug-and-play assets help **you** introduce Intellect and de-stigmatise mental health care with ease.

01

Pre-launch

### 2 Weeks Before Launch:

Send pre-Launch EDMs:

- [Teaser](#)
- On-site Pre-Launch Event Invite ([Single Session/ Multiple Sessions](#))
- [Chat Blurb 1](#)

### 1 Week Before Launch

Send pre-Launch EDMs:

- [Teaser](#)
- Webinar Invite ([Single Session/ Multiple Sessions](#))
- [Chat Blurb 2](#)

02

Launch

### 1 Hour Before Launch Session

Send Launch EDMs:

- [Launch Chat Blurb](#)
- *Recommended: Activation Email*

### After Session

Send Launch EDMs:

- Send [Launch EDM](#)
- Add to your intranet and/ or handbooks:
  - [Introduction Videos](#)
  - [App Navigation Guide](#)
  - [Intranet Banners](#)
  - [Bite-sized Videos](#)
- Signpost on relevant platforms/ locations:
  - [Evergreen Posters](#)
  - [Digital Slides](#)
  - [Email Signatures Banners](#)

03

Post-launch

### 1 Week After Launch

Send Post-Launch EDMs:

- Send [Post-Launch EDM: Coaching](#)

### 2 Weeks After Launch

Send Post-Launch EDM:

- Send [Post-Launch EDM: Wellbeing Check-In](#)

### 3 Weeks After Launch

Send Post-Launch EDM:

- Send [Post-Launch Chat Blurb](#)

04

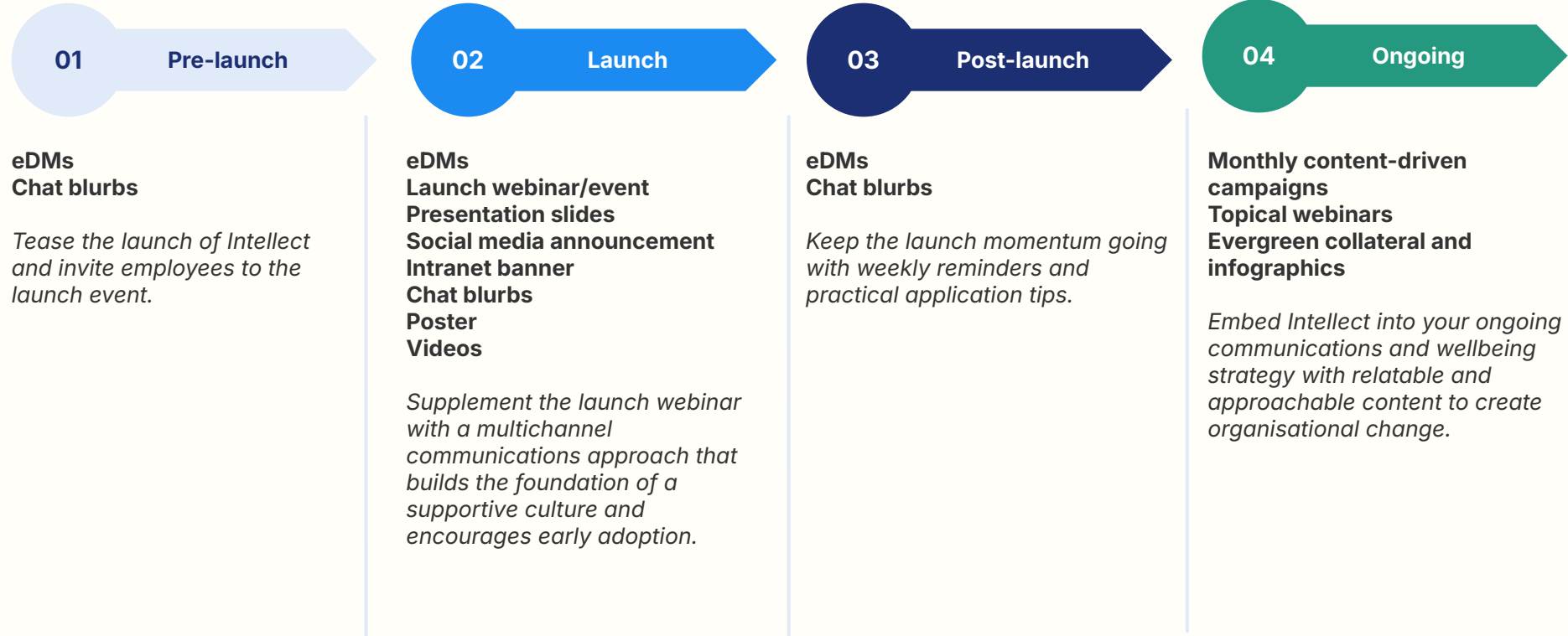
Ongoing

### Monthly updates

- [Monthly Campaigns](#)
- [Feature-based Infographics](#)
- [Leadership Sharing](#)

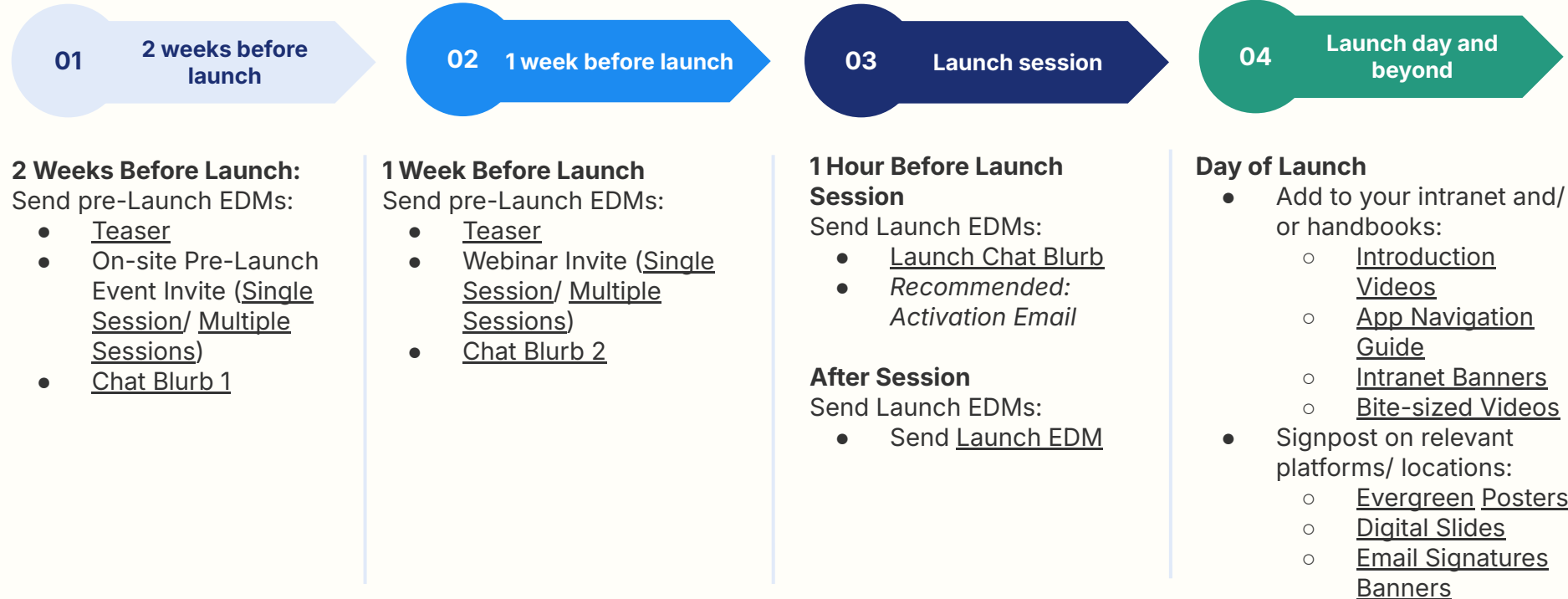
# Communications Timeline (Client-sent comms)

These comprehensive plug-and-play assets help **you** introduce Intellect and de-stigmatise mental health care with ease.



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# EDMs

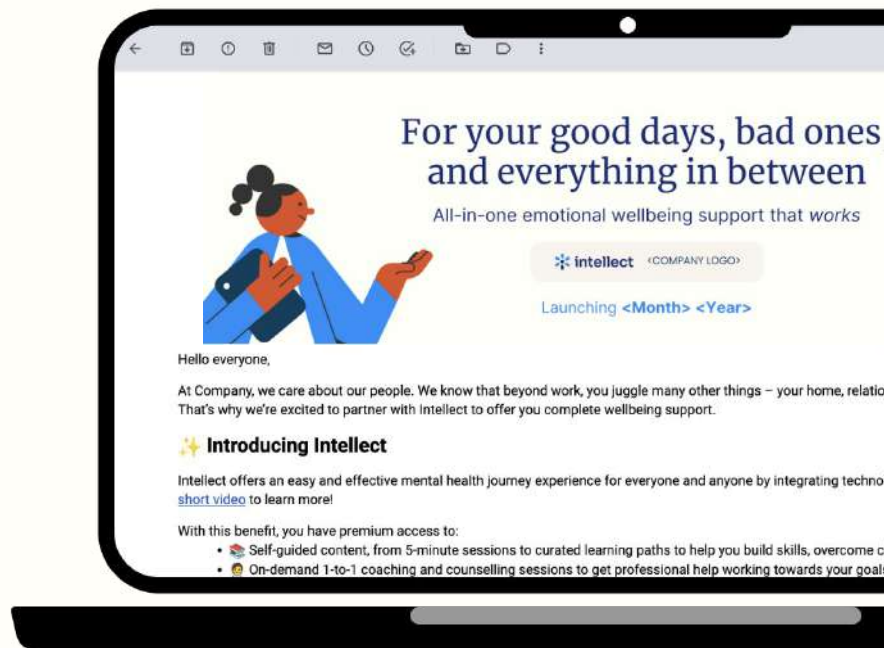
## Use cases:

- Tease and announce the launch of Intellect
- Invite your population to the launch webinar/event
- Introduce different features employees can explore

**Provided by Intellect:** Email banner and suggested copy suitable for email

## Suggested action items:

- Send a mass email to your entire organisation
- Include as part of existing organisation-wide newsletters



# Chat blurbs

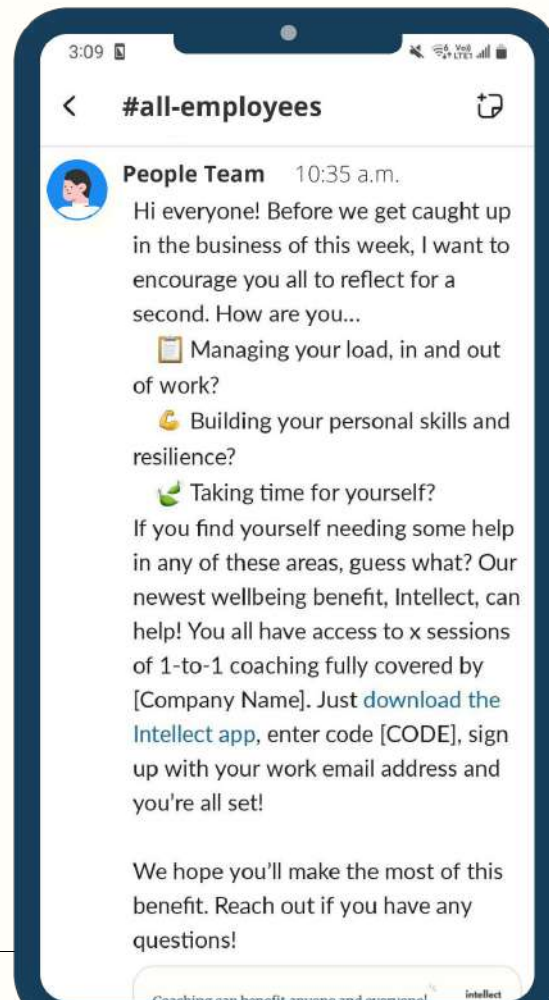
## Use cases:

- Send quick reminders
- Share wellbeing tips
- Start conversations on wellbeing in your organisation

**Provided by Intellect:** Images and short-form copy

## Suggested action items:

- Send a message to your company chat platform such as Slack or Microsoft Teams
- Encourage team leads and managers to send within their own teams



# Webinars

## Use cases:

1. Launch webinars: Rollout Intellect within your organisation and educate employees on how to get started
2. Topical webinars: Engage employees with relatable content and skill-building sessions

**Provided by Intellect:** Promotional materials, webinar set-up and presentation, follow-up resources (when applicable)

**Suggested action items:** Chat with your Client Success Manager about your webinar offering



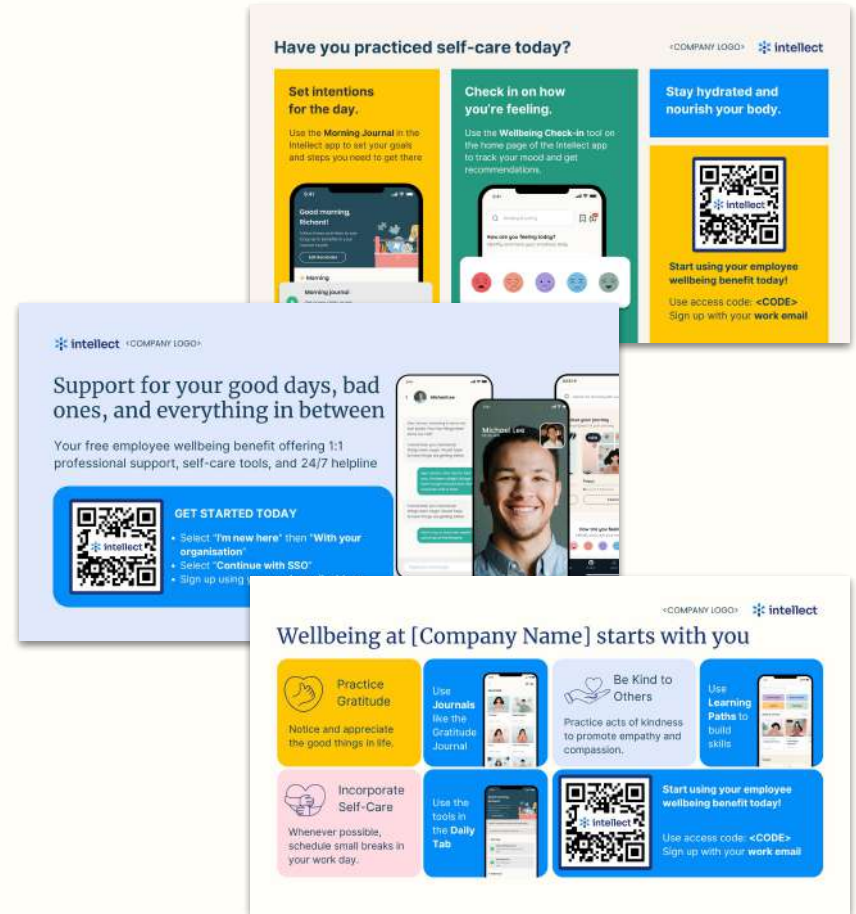
# Digital slides

**Use cases:** Keep Intellect in high-traffic areas

**Provided by Intellect:** Digital slides

**Suggested action items:**

- Display on TV screens/monitors around your organisation’s physical location
- Present during company meetings



# Intranet banners

**Use cases:** Highlight Intellect within your company's digital employee handbook or intranet

**Provided by Intellect:** Digital landscape banners

**Suggested action items:** Add the banner to your company's digital employee handbook or intranet and link to the relevant page for employees to learn more about Intellect

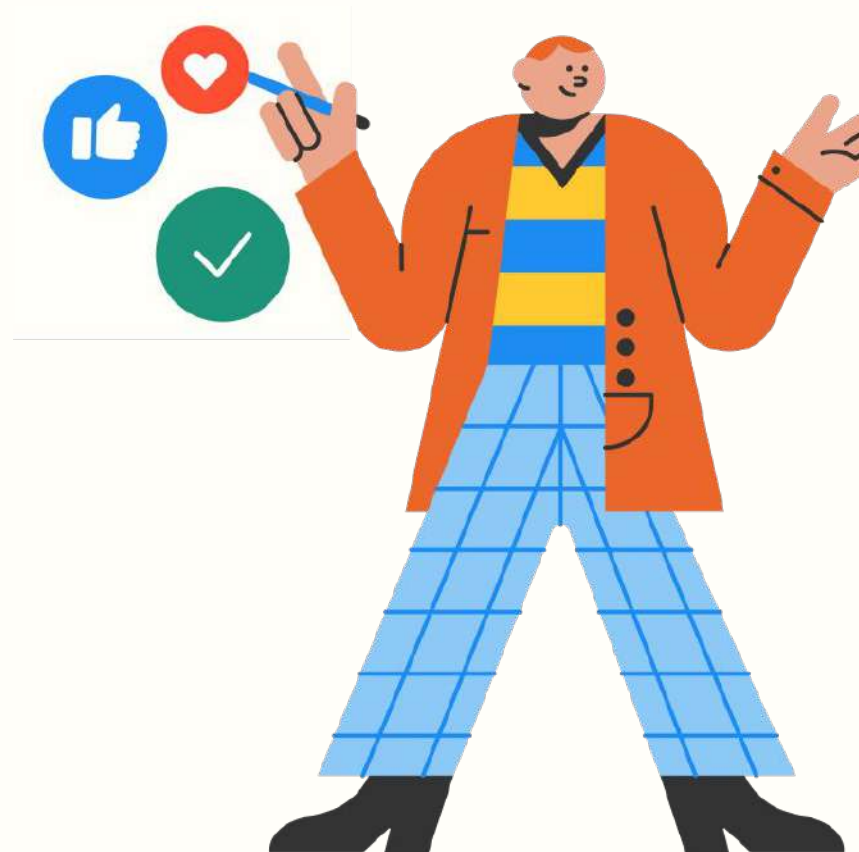


# Leadership sharing

**Use cases:** Have leaders within your organisation share their own experiences to normalise conversations on wellbeing, de-stigmatise seeking help, and inspire people in your organisation to care for their wellbeing

**Provided by Intellect:** Suggested scripts and digital slides

**Suggested action items:** Identify an influential leader(s) in your organisation who would be open to sharing to encourage others to utilise Intellect and lead by example

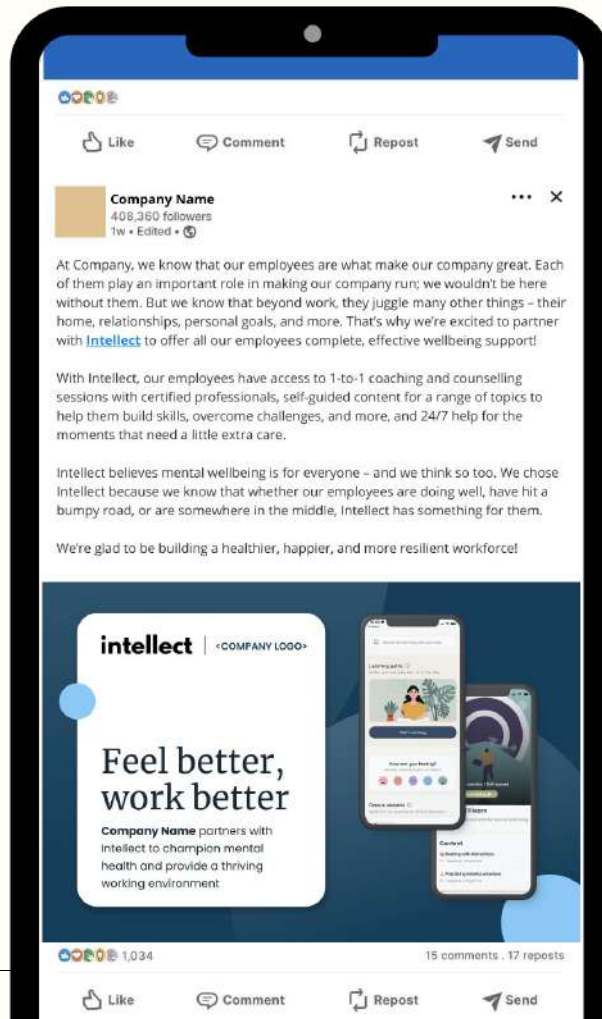


# Social media announcement

**Use cases:** Announce your partnership with Intellect and commitment to your organisation’s wellbeing

**Provided by Intellect:** Social media post image (customisable) and caption copy

**Suggested action items:** Post the image and caption on your company’s social media pages



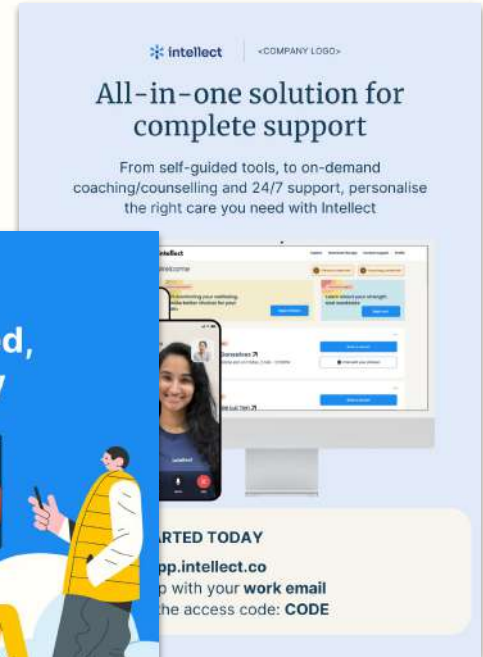
# Posters and flyers

**Use cases:** Remind your organisation of Intellect with physical collateral around their place of work/gathering

**Provided by Intellect:** Digital printable image file

**Suggested action items:**

- Print the poster and flyers, then distribute them on-site and post them around the office
- Share the posters and flyers digitally



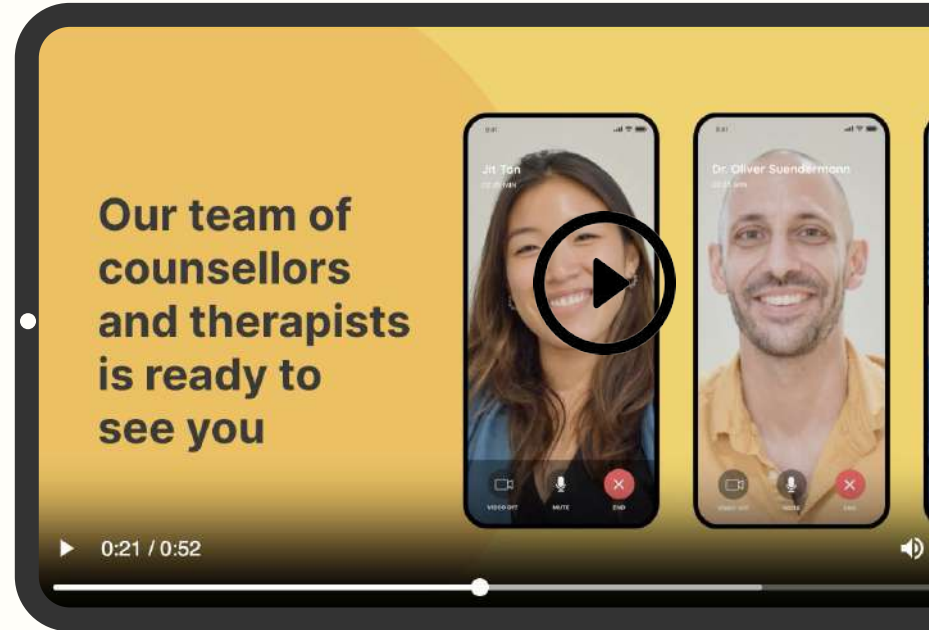
# Videos

**Use cases:** Engage your organisation with eye-catching videos that educate them about Intellect and how they can use the services and features

**Provided by Intellect:** Video files

**Suggested action items:**

- Add to your intranet or internal handbooks
- Share during company-wide meetings or town halls



# Monthly campaigns

**Use cases:** Engage employees with timely content on relatable themes each month throughout the year and share actionable tips to keep the wellbeing conversation going within and break stigma your organisations

**Provided by Intellect:** Campaign materials such as EDMs, copy, and more

**Suggested action items:** Use the campaign materials as a standalone campaign, or incorporate into existing newsletters or employee engagement plans

**Dealing with Workplace and Career Challenges**  
Creating a healthy work environment is essential to dealing with workplace and career challenges. Such an environment not only fosters productivity but also contributes to the overall wellbeing of employees. But what exactly does a healthy work environment look like, and how can we achieve it?

**How to use:** Copy the text below and attach the image as shown. Edit the text in red and delete the yellow highlighted text. Send over chat (e.g. Teams, Slack, etc.) to your whole organisation. You may also include this in your company-wide newsletter.  
**Suggested send date:** 2 May 2024

Copy	Images to attach
<p>Hi all, I trust you enjoyed a refreshing and healthful mid-week pause yesterday. Speaking of health, how would you describe a healthy work environment? Is it a space that encourages open communication or fosters strong teamwork? A healthy work environment lays the groundwork for your growth and success.</p> <p>That's where our employee wellbeing benefit, Intellect, steps in! They can help you identify what your perfect healthy work environment looks like through a fun quiz. <a href="#">(please hyperlink here)</a> Enjoy!</p> <p>Keen to explore further? Visit the "Boost productivity" <a href="#">(please hyperlink here)</a> curated collection on Intellect under the Explore tab to kickstart your journey.</p> <p>If you haven't already, head over to Intellect Web <a href="#">(please hyperlink here)</a> on your desktop, sign up with your work email address and use the code <b>[CODE]</b> continue with SSO <a href="#">(delete the non-applicable one)</a> to create an account or log in.</p>	<p>Select either the PNG version or GIF version. Once this has opened up in a new tab on your browser right click the image then select "Save image as" to save the image.</p> <p><a href="#">PNG version</a> <a href="#">GIF version</a></p>

**Hannah L** 1:52 PM  
Think of happiness as a result of living an engaged life. A positive mindset can help you find solutions to problems or realise that what seemed like a problem isn't such a big deal after all.  
Luckily, positive thinking is a skill that anyone can learn. Our wellbeing benefit, Intellect, shares three ways to cultivate a positive mindset. Put these tips into practice and notice how much better you feel.  
Remember, positivity is a journey, not a destination. Even small changes can lead to a more optimistic outlook on life.  
Not sure where to start? Explore the "Rediscover Joy" curated collection within the Intellect platform and work with a professional to guide you. If you haven't already, visit Intellect Web on your desktop, sign up with your work email address and continue with SSO to create an account or log in.  
3 Ways to Cultivate A Positive Mindset.png

# Infographics

**Use cases:** Engage employees with eye-catching and graphic content that educates them on the importance of wellbeing, shares wellbeing tips, and guides them on how Intellect can support them in their goals

**Provided by Intellect:** Digital infographics

## Suggested action items:

- Share an infographic with your teams each month or on an ongoing basis
- Add these infographics to your intranet or internal portals where relevant



# On-sites

**Use cases:** Engage your organisation with wellness initiatives and drive awareness and adoption of Intellect through in-person sessions or an Intellect booth at a larger event

**Provided by Intellect:** Materials, activities, collateral, and more, as agreed upon in your contract or as discussed with your CSM

**Suggested action items:** Chat with your Client Success Manager for more details



# Intellect-sent communication assets

**Examples of what Intellect sends to  
users and PICs**

# A deeper dive into Intellect-sent communications

Understand the types of communications sent by Intellect

## **User Marketing Comms (*opt-in, non-mandatory*):**

Emails, push notifications, and in-app pop-ups that get sent to the user directly based on their opt-in status.

These comms aim to drive adoption and utilisation of Intellect's services.

Users can either:

- Self-opt in to receiving these comms when they sign up
- Enable these comms on their devices
- Get opted in by their organisation's PIC (you) prior to them signing up.

Check this [sheet](#) for opt-ins/opt-outs

## **User Transactional Comms (*mandatory*):**

Emails and push notifications that get sent to the user directly, regardless of whether they have opted in or not.

These comms are informational and service-based (such as session confirmation and reminder emails).

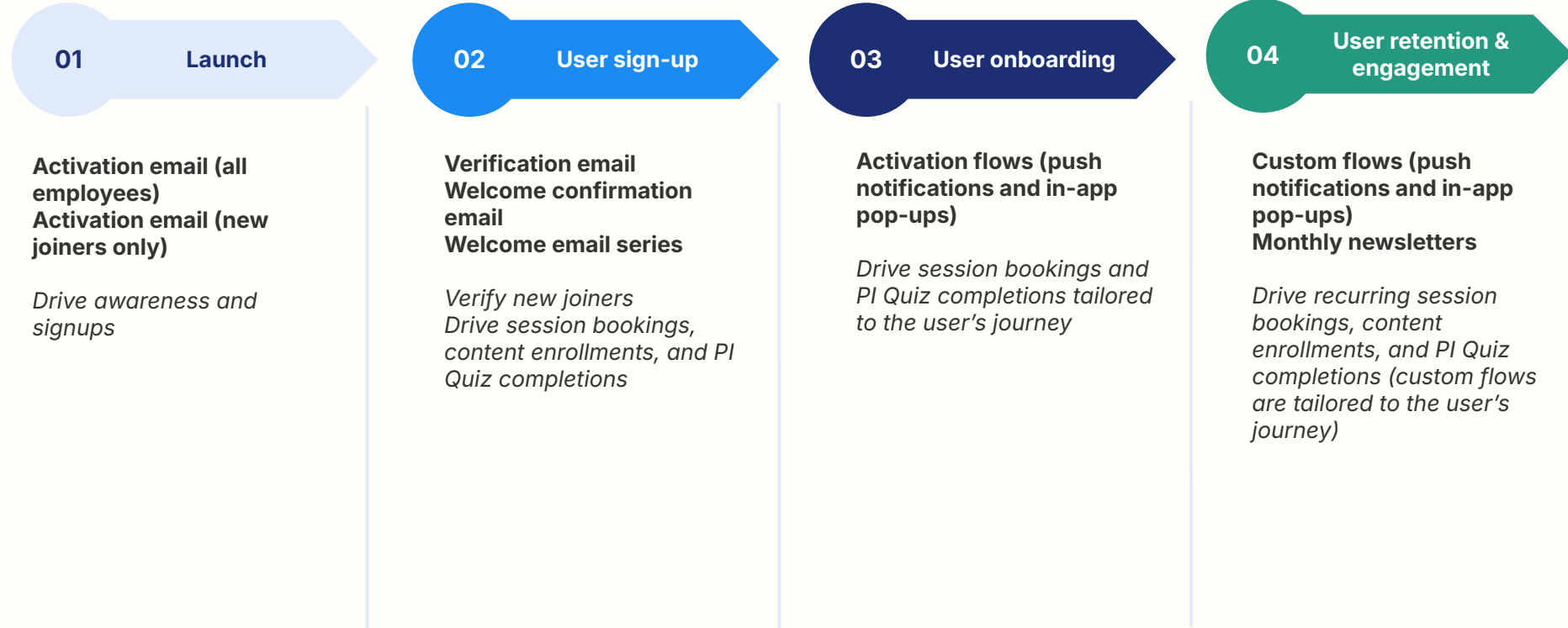
## **HR comms:**

Emails that get sent to organisation PICs directly based on their opt-in status. Each organisation should have at least one PIC opted in.

These comms are informational and educational, and aim to equip PICs with the relevant resources and tools to ensure a successful programme.

# Communications Timeline (*Intellect-sent comms*)

These Intellect-sent communications are an easy way to drive adoption and utilisation among your users



# Activation email series

**Send time:** Launch day or week (set by client)

**Sent from:** [success@comms.intellect.co](mailto:success@comms.intellect.co)

**Type:** User Marketing Comms

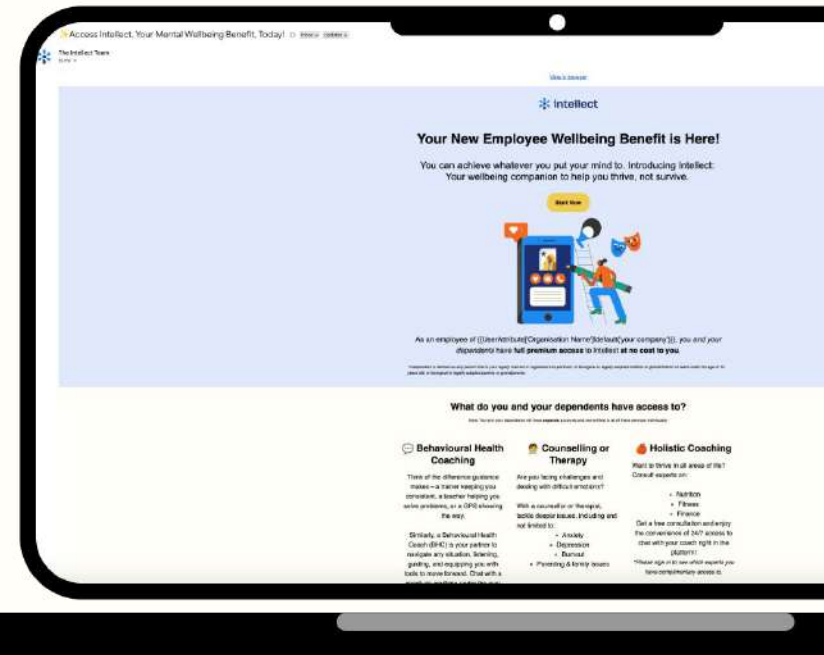
**Audience:**

- Eligible people in your organisation, using the email list shared by you
- New joiners
- Set group of people on an as-needed basis selected by you (e.g., a specific team or department)

**Benefits:** Informs users about **specific benefits** available to them. Allows users to create their account easily just by setting their password via Intellect Web; Intellect Web automatically pulls in the user's email address and company information

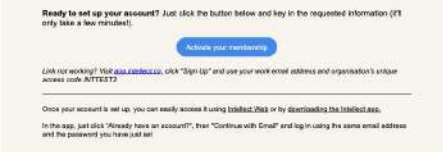
*Optional, can be opted in by you as an additional lever to drive signups during launch*

**Languages:** EN + translation in progress for 10 languages

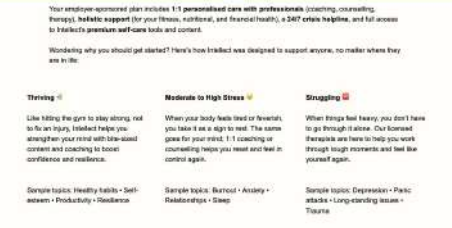


# Standard activation email flow (all services)

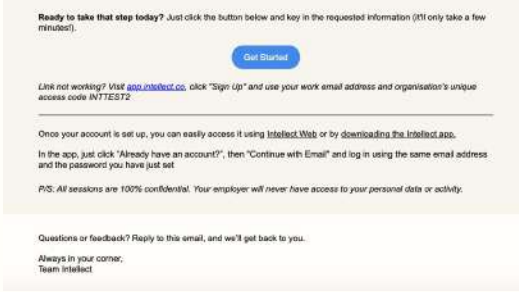
This is for illustrative purposes only. Intellect may modify the copy, content, and cadence of these emails according to data to further optimise the flow. The list and description of services will be tailored according to your organisation's plan. The sign up instructions and footer will remain consistent across all emails.



+ 3 days



+ 7 days



+ 20 days

Triggered on launch date set by client

# Activation email flow for SMB clients

This is for illustrative purposes only. Intellect may modify the copy, content, and cadence of these emails according to data to further optimise the flow.



As an employee of [User/Default/Organisation Name] [default/your company], you have full premium access to Intellect at no cost to you.

### What do you have access to?

- Behavioural Health Coaching**  
Get a coach to help you understand and deal with difficult situations. Our coaches are a GPS showing the way. **Behavioural Health Coach (BHC)** covers anything you struggle with, including personal finance and how to move forward. Chat today.
  - Productivity
  - Health & Lifestyle
  - Stress management
  - Boundary setting
  - and more!
- Counseling or Therapy**  
Are you facing challenges and dealing with difficult emotions? With a counselor or therapist, you'll explore your thoughts, feelings and emotions, and work on solutions.
  - Anxiety
  - Depression
  - Burnout
  - Parenting & Family Issues
- Holistic Coaching**  
Other areas impact wellbeing too, like your physical health or finances. Our holistic coaches who are experts in different domains can help and offer sessions, between online and in-person. **Coaches** to support holistic wellbeing!
  - Productivity
  - Health & Lifestyle
  - Stress management
  - Boundary setting
  - and more!
- Personal Insights**  
Take 5-minute quizzes to assess your strengths and areas for growth.
  - Personality
  - Strengths & weaknesses assessment
- Self-Help Content**  
Browse inspirational resources to boost motivation, focus, and emotional well-being.
  - Insights
  - Audible audiobooks on motivation and other topics



### How can our counsellors and psychologists help you?

Sometimes, we need someone to help us process life's challenges—stress, mental fatigue, or personal struggles. Our licensed counsellors and psychologists are available to provide confidential support designed to fit your unique needs and schedule.

You have access to professional online counseling and therapy as part of your company's employee wellbeing benefit. Activate your account with today your first complimentary session.

[Book a session](#)



### Here's your mental workout plan to start training today:

- Personal Insights - Your Fitness Assessment**  
Every great workout starts with a baseline. Take a 5-minute test to assess your strengths and areas for improvement. Get a **personalized training plan** and re-take the test monthly to track your progress.
- Self-Help Content - Your Array of Equipment**  
Just like a gym has machines for different muscles, we've got **workbooks, guided journals, and meditation exercises** to train different areas of your mind — from building concentration to managing focus.
- Habit Builders - Your Daily Reps**  
Consistency is key. Build mental strength with **daily habit tracking, reminders, and a mood tracker** — your progress log to keep you accountable and motivated.



- Curated lesson plans for building skills and self-improvement.
- Guided meditations and journaling for peace and clarity.
- 1:1 expert care for lasting change.

### Get started today!

- Step 1:** Activate your account in one click. Click the button below and say hi to the required information.
- Step 2:** Download the Intellect app for easy access.



Triggered by Launch Date



6 Days Later



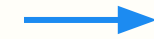
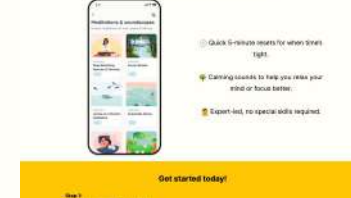
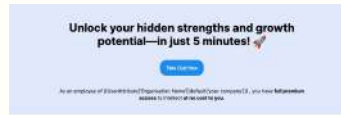
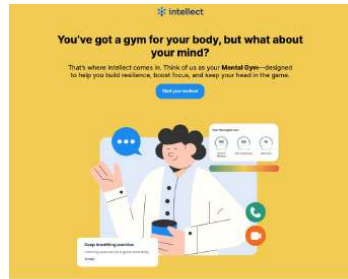
7 Days Later



16 Days Later

# Activation email flow for clients with app-only access

This is for illustrative purposes only. Intellect may modify the copy, content, and cadence of these emails according to data to further optimise the flow.



Triggered by Launch Date



3 Days Later



4 Days Later



5 Days Later



7 Days Later

# Activation email flow:

## INTERNAL REFERENCE ONLY

Note: The content of these emails are standard and cannot be customised per client (except the organisations specified [here](#)). Users will receive information that pertains to the services they have access to.

### General segments (clients with coaching +/- clinical +/- holistic)



### Self care-only clients (e.g. Ameriflex)



# MoEngage CRM Action Item Summary

[MoEngage Comms Audience and Exclusions](#) - Full list of Comms + Audience

CRM Marketing Comms	CS action item	CS-ops action item	Marketing action item
<p>NL - image ver.</p>	<ul style="list-style-type: none"> <li>- Work with <b>CS-ops</b> to ensure new joiners and lists provided in the past are updated as per opt in status of user i.e. '<b>Subscribed to NL</b>' = <b>True</b> per user who opted in</li> <li>- Let marketing know if any organisation level opt-ins or outs</li> </ul> <p>NOTE: Legally allowed for orgs to opt in their users upon onboarding as long as stated as a deliverable in contract</p>	<ul style="list-style-type: none"> <li>- Ensure the preferences are correctly reflected and uploaded into MoEngage</li> </ul>	<ul style="list-style-type: none"> <li>- Send only to subscribed users in non-opted out orgs</li> </ul>
<p>Activation email (sent 10am daily for launch date = today)</p>	<ul style="list-style-type: none"> <li>- Work with <b>CS-ops</b> to ensure the people who need to receive <b>activation email</b> (overview of benefits and features + Sign up now CTA) have a valid future date for column '<b>Launch Date</b>'. This must be uploaded the day before the launch date so do give min 3 days heads up.</li> <li>- Send a request form to <b>marketing</b> for any special cases e.g. unique corporate plan, special copy requests (only for Tier 1 clients)</li> </ul>	<ul style="list-style-type: none"> <li>- Work with <b>Marketing</b> for any further queries and changes to SOP</li> <li>- Add new <b>orgs</b> to the right segment on MoEngage</li> <li>- Ensure <b>new joiners</b> are added with the right attributes as per SOP</li> <li>- Ensure <b>leavers</b> are deleted from platform as and when</li> </ul>	<ul style="list-style-type: none"> <li>- Ensure flows are updated and live</li> <li>- Optimise the content</li> <li>- Work with <b>CS</b> on special requests via request form</li> <li>- Work with <b>CS-ops</b> to update SOPs as and when</li> </ul>

# Verification email

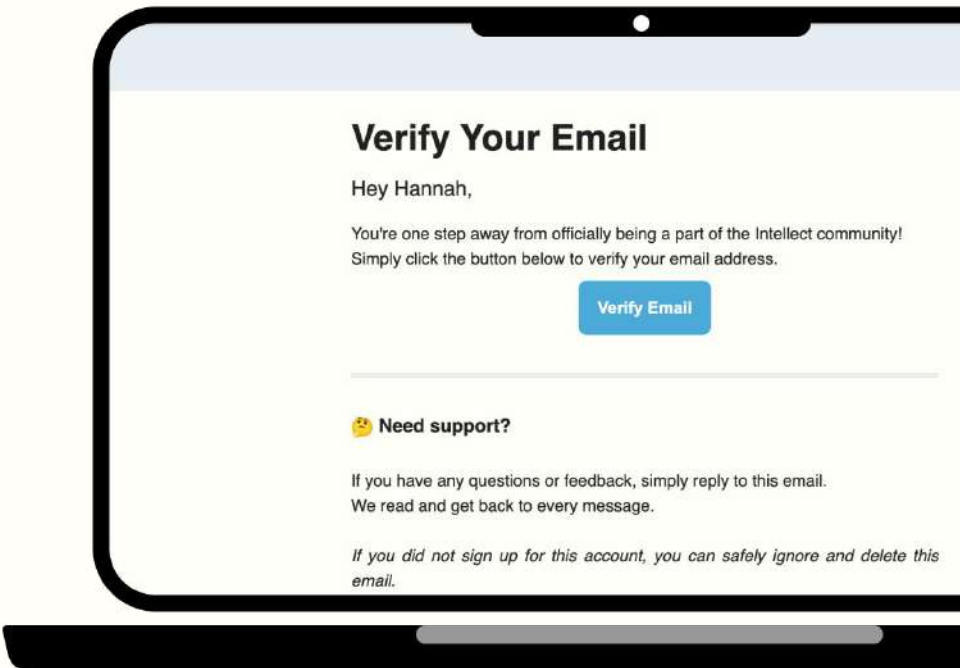
**Send time:** Upon new user sign-up for non-SSO users only

**Sent from:** [team@intellect.co](mailto:team@intellect.co)

**Type:** User Transactional Comms

**Audience:** Newly signed-up, non-SSO users

**Purpose:** Nudges users to verify their email address and eligibility



# Welcome confirmation email

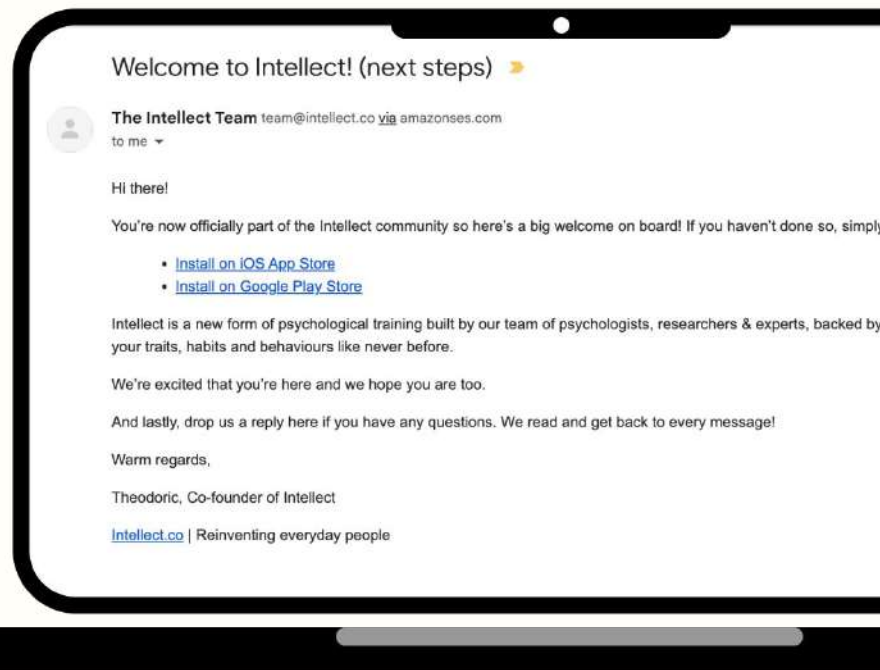
**Send time:** Upon new user sign-up, after email verification (or immediately for SSO users)

**Sent from:** [team@intellect.co](mailto:team@intellect.co)

**Type:** User Transactional Comms

**Audience:** Newly signed-up users

**Purpose:** Confirms successful account creation



# Welcome email series

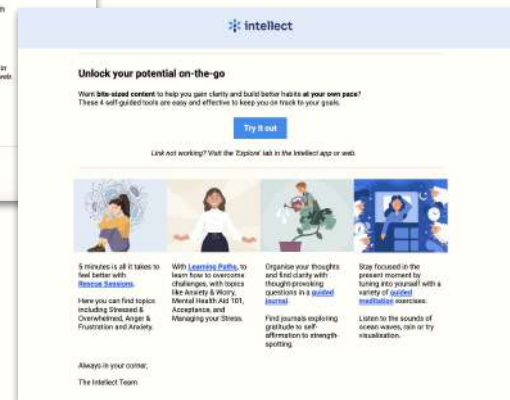
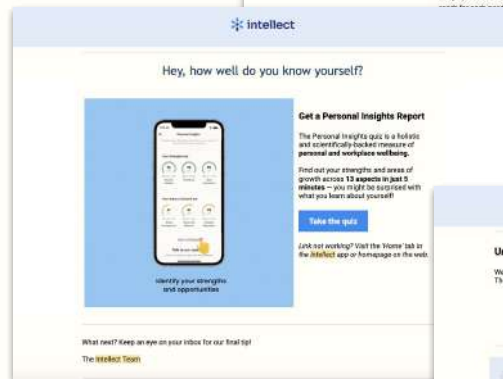
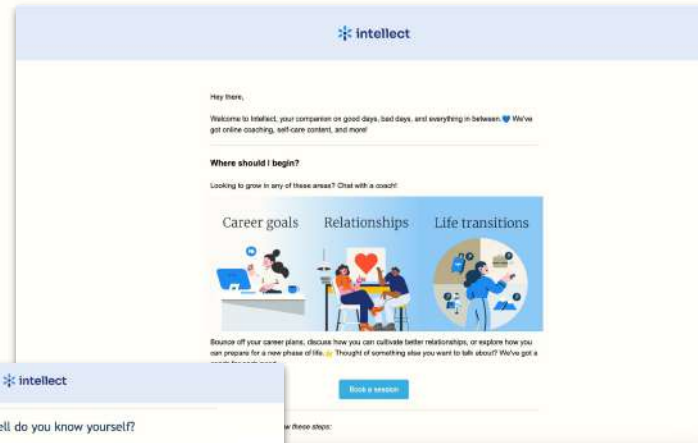
**Send time:** Upon new user sign-up, over 3 days

**Sent from:** [success@comms.intellect.co](mailto:success@comms.intellect.co)

**Type:** User Marketing Comms

**Audience:** Newly signed-up users who have opted in to receiving comms from Intellect

**Benefits:** Immediately recommends actions for users to take to get started on their wellbeing journey in a 3-part series



# Welcome flow

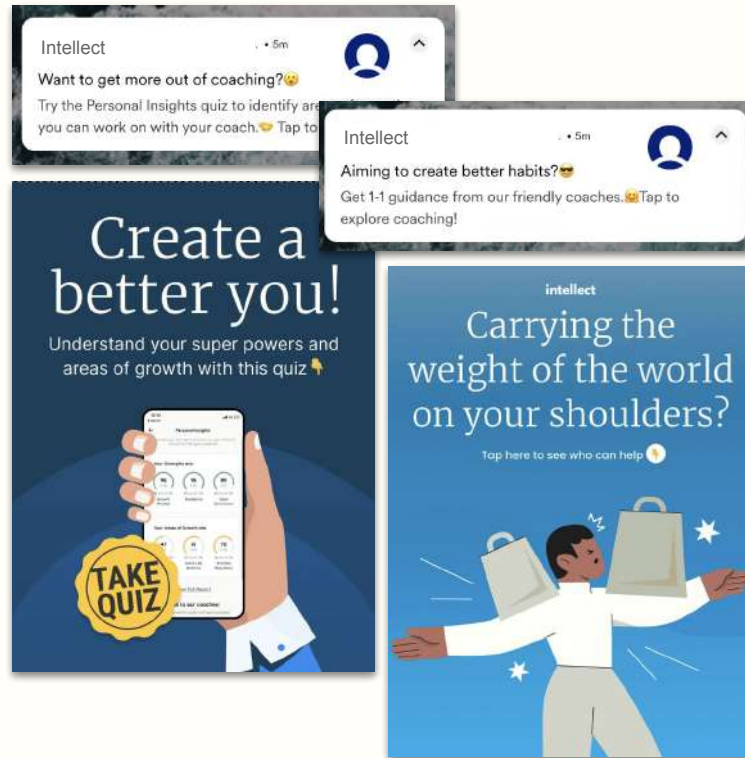
**Send time:** Upon new user signup, over one week

**Type:** User Marketing Comms

**Audience:** Newly signed-up users\*

**Benefits:** Immediately recommends actions for users to take to get started on their wellbeing journey, tailored to the actions they've taken on the platform

*\*Sent to all users. Users who turn off push notifications will not receive push notifications but may still receive in-app pop-up notifications.*



# Monthly newsletter and pushes

**Send time:** Newsletters sent on the last Wednesday (or following business day) of every month. Push notifications are sent at differing times

**Sent from:** [success@comms.intellect.co](mailto:success@comms.intellect.co)

**Type:** User Marketing Comms

**Languages:** [11 languages](#)

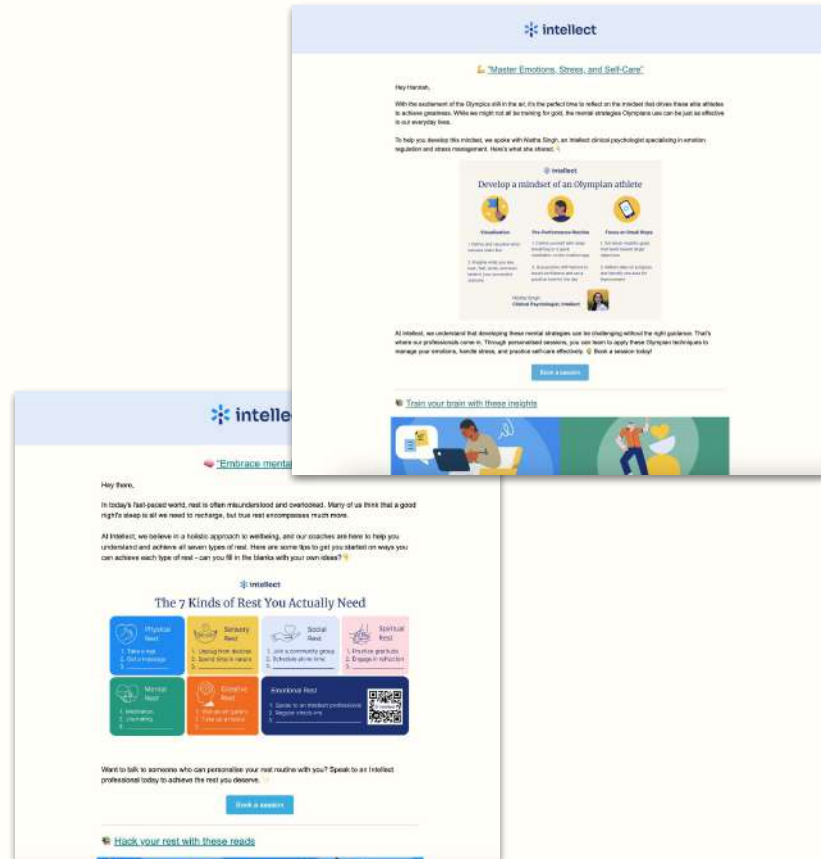
## Audience:

- Everyone in your organisation, if you have shared your full email list with Intellect\* (automatic opt-in; users can choose to opt out at any time)
- Newly signed-up users who have opted in to receiving comms\*\*

**Benefits:** Provides users with tips, updates, and news related to their care journey to inspire them to take action and use Intellect to meet their goals

*\*Clients under SSO who do not share their email list with us are excluded*

*\*\*Push notifications are sent to all users unless they turn off push notifications on their device*



# Mid-month newsletter

**Send time:** Newsletters sent on the second Wednesday (or following business day) of every month.

**Sent from:** [success@comms.intellect.co](mailto:success@comms.intellect.co)

**Type:** User Marketing Comms

**Language:** EN

**Audience:**

- Organisations that opt-in, if you have shared your full email list with Intellect\*

**Benefits:** Provides users with a a short EDM with an infographic comprising tips related to their care journey to inspire them to take action and use Intellect to meet their goals

*\*Clients under SSO who do not share their email list with us are excluded*



# HR PIC newsletter

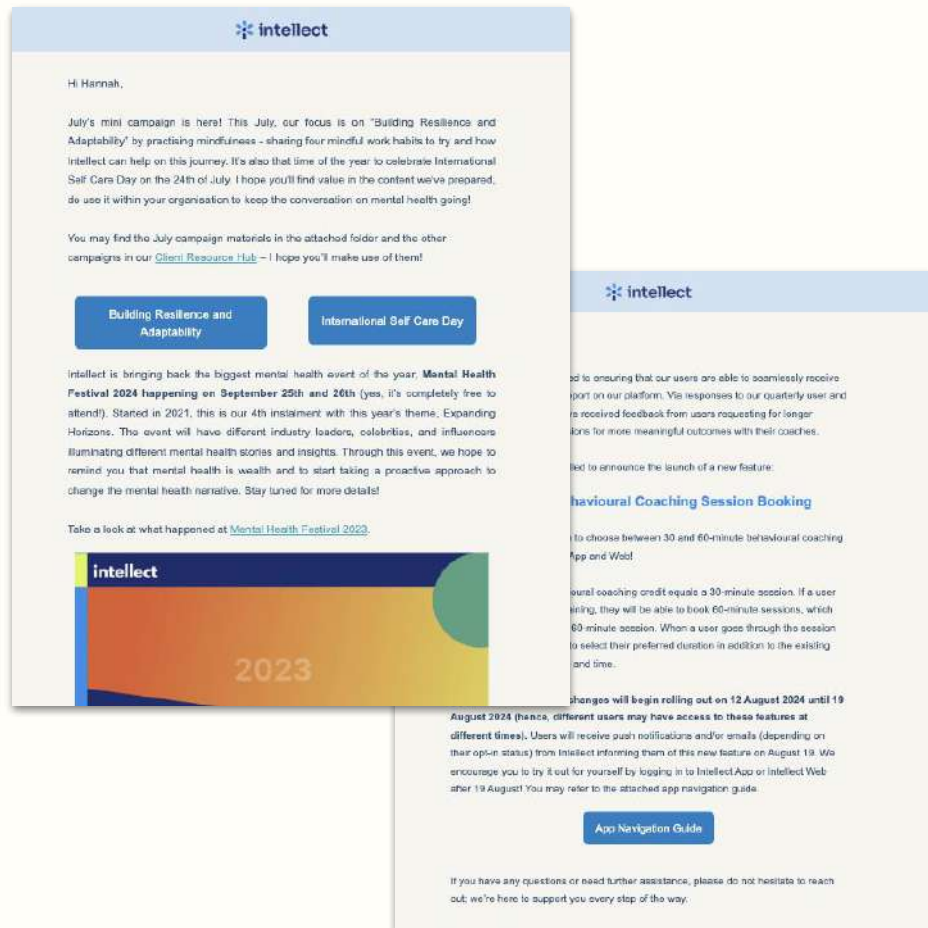
**Send time:** Monthly on the third Monday of each month and on an as-needed basis

**Sent from:** Your Client Success Manager

**Type:** HR Comms

**Audience:** Select HR PICs for each organisation (recommend at minimum one PIC per organisation)

**Benefits:** Keeps you updated with monthly campaigns and new collateral you can use to engage your organisation, important product and service updates, and client engagement initiatives.



# HR circular

**Send time:** Monthly on the last week of the month

**Sent from:** Your Client Success Manager

**Type:** HR Comms

**Audience:** HR teams and leaders within the organisation who opt in (no minimum or maximum)

**Benefits:** Keeps you up to date with important news, notable findings, and valuable resources from Intellect that can support the wellbeing work you do in your organisation

**intellect**  
HR CIRCULAR

Hey Hannah,

As performance review season approaches, many employees and managers may find themselves juggling heightened expectations, goal-setting, and constructive feedback. These periods can be both motivating and challenging, making it essential to approach them with a balance of productivity and care.

In this guide, Intellect's Clinical Engagement Expert Li Yuan discusses five difficult conversations that might come up and how you can handle them professionally and genuinely.

[Read more](#)

**Intellect Brings Home Two HR Vendor of the Year Awards**

We're proud to announce that Intellect has been recognised at the **Human Resources Online HR Vendor of the Year Awards**, earning

- Silver for Best Digital Wellbeing Platform
- Bronze for Corporate Wellness Provider

This achievement highlights our successful partnership and dedication to delivering evidence-based, hyper-localised mental health solutions that meet the diverse needs of global workforces.

With a presence in 100+ countries and 100+ languages, we're here to empower businesses and their clients to make mental wellbeing a priority—leveraging trusted expertise and a robust network of providers.

[View More](#)

**NEW CASE STUDY** **intellect** **MSIG**

**Uncover the story of how MSIG Singapore elevated employee wellbeing with Intellect**

[DOWNLOAD NOW](#)

Is high employee engagement in company wellbeing **realistic** merely an idealistic dream? Our partnership with MSIG Singapore proved that it's not.

Together, we created a genuine touch for the Intellect platform which incentivised achievements and successfully involved 75% of employees. Moving beyond traditional EAPs, which only activate during crises, MSIG Singapore teamed up with us to support employees at every stage of their mental health - whether they're stressed or struggling.

Discover how MSIG Singapore partnered with our team to roll out workplace wellbeing **realistic** on a daily basis.

# Communications for new joiners

**How to introduce new joiners to Intellect  
and encourage early adoption**

# Introducing your organisation's new joiners to Intellect

01

Week one

**Intellect-driven:**

**Activation email** (triggered to new joiners)

**Client-driven:**

**One-pager and flyers** to be included in new joiner welcome packets

**Digital slides** for new joiner orientations

**App navigation guide and video guides** to encourage immediate sign-up

02

Weeks two - four

**Intellect-driven:**

**Standard monthly launch webinar** (available to all clients; content in the webinar is meant to introduce Intellect and is not client-specific)

03

Ongoing engagement

**Client-driven:**

**Monthly content-driven campaigns** to continually introduce your organisation to Intellect

**Topical webinars**

**Evergreen collateral and infographics**

# Languages and add-ons

# Languages

Comms	Languages
<p>Activation email                      Welcome email series                      Activation flow                      Intellect-sent monthly newsletter and pushes                      Client-led monthly campaigns                      Client led assets (Posters, flyers, digital signage, intranet banners, eDMs, and chat blurbs, infographics, etc.)                      Select videos</p>	<p>English                      Simplified Chinese                      Traditional Chinese                      Thai                      Vietnamese                      Japanese                      Korean                      Bahasa Indo                      Spanish                      Portuguese (Brazilian)                      Malay</p>
<p>HR PIC newsletter, HR circular, verification email</p>	<p>English</p>
<p>Welcome confirmation email</p>	<p>English                      Japanese                      Korean                      Malay                      Thai                      Vietnamese                      Simplified Chinese                      Traditional Chinese</p>

# Core offering + add-ons

Item	Notes
Self-serve Client Resource Hub with comprehensive range of plug-and-play assets including posters*, flyers*, digital signage*, intranet banners*, email signatures*, eDMs*, chat blurbs*, infographics, videos	<p>All assets are included as part of the core offering at no additional charge.</p> <p>Items <b>marked</b> with a * indicate the ability to be <b>self-customised</b> by the client (e.g. to change colours, copy, logos, etc. as needed) at no additional charge.</p> <p>Items <b>not</b> marked with a * can be customised for a fee.</p>
Monthly campaigns	<p>Included as part of the core offering at no additional charge.</p> <p>Customised versions are available as an add-on for a fee.</p>
Intellect-led communications including activation email, welcome confirmation email, welcome email series, activation flows, monthly newsletters, custom flows	<p>Included as part of the core offering at no additional charge.</p> <p>Customised versions are available as an add-on for a fee.</p>

# Annual engagement calendar

# 2026 Engagement Calendar

Note: All themes and topics are tentative and subject to change. Intellect will monitor user and client behaviours and requests and tailor content to their needs accordingly. The topics in bold are Intellect's core focus areas for each month. The observance days listed (e.g., World Mental Health Day, World Sleep Day) are global awareness events that may coincide with these campaigns, but are not the campaign themes themselves.

## Monthly Campaigns based on topical themes

Building Strong Foundations and Connections		
<b>January</b> <b>Better Habits</b> <i>New Year (1st)</i>  Shift from resolutions to micro-routines: simple habit stacks that stick	<b>February</b> <b>The Power of Connection</b> <i>Valentine's Day (14th)</i>  Discover why belonging matters, and how connection makes it possible	<b>March</b> <b>Pause &amp; Recharge</b> <i>Women's Day (8th)</i> <i>World Sleep Day (15th)</i>  Reframe rest as essential; spotlight women's health and recovery
Prioritising Care and Awareness		
<b>April</b> <b>Preventive Care</b> <i>World Health Day (7th)</i> <i>Stress Awareness Month</i>  Create systems of care that prioritise prevention over intervention	<b>May</b> <b>Conversations with Purpose</b> <i>Mental Health Awareness Month</i> <i>Women's Health Month</i>  Move beyond token gestures to intentional conversations that reflect real needs	<b>June</b> <b>Strength in Balance</b> <i>Men's Health Month</i>  Balance performance, health, and emotional resilience
Empowering Productivity and Growth		
<b>July</b> <b>Sustainable Productivity</b> <i>International Self Care Day (24th)</i>  Cultivate productivity that is in harmony with one's pace and nourishes wellbeing	<b>August</b> <b>Joy of the Inner Child</b> <i>International Youth Day (12th)</i>  Discover how reconnecting with creativity and curiosity supports overall wellbeing	<b>September</b> <b>Personal Safety Net</b> <i>National Suicide Prevention Month</i>  Build coping strategies, hope, and support systems
Reflecting and Renewing		
<b>October</b> <b>Foundations of Mental Wellbeing</b> <i>World Mental Health Day (10th)</i>  Reinforce the fundamentals of wellbeing: inclusive, proactive, and built into everyday life	<b>November</b> <b>Life with Meaning</b> <i>International Men's Day (19th)</i>  Find clarity and meaning in different stages of life	<b>December</b> <b>Beyond Comparison</b> <i>New Year's Eve (31st)</i>  Reflect and wrap up the year with focus on the self for sustainable growth

## Quarterly Campaigns on Intellect tools

<b>Q1</b>  <b>Intellect's Learning Paths</b>  Level up mental wellbeing skills to navigate the rest of the year with confidence
<b>Q2</b>  <b>Intellect's Assessments &amp; Rescue Sessions</b>  Discover immediate and effective relief for when it is most needed
<b>Q3</b>  <b>Intellect's Meditations &amp; Audio Guides</b>  Reconnect and unwind to cultivate mindfulness
<b>Q4</b>  <b>Intellect's Journals</b>  Track and manage thoughts for better clarity and personal reflection

Available in English, Simplified Chinese, Traditional Chinese, Thai, Vietnamese, Japanese, Korean, Bahasa Indo, Spanish, Portuguese (Brazilian), Bahasa Melayu

Thank you for partnering with us to make  
mental health support radically more  
accessible and stigma-free.