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COMCAST

ENSURING A WARM AND INVITING WELCOME TO THE NEW COMCAST CENTER IN THE CITY OF BROTHERLY LOVE.

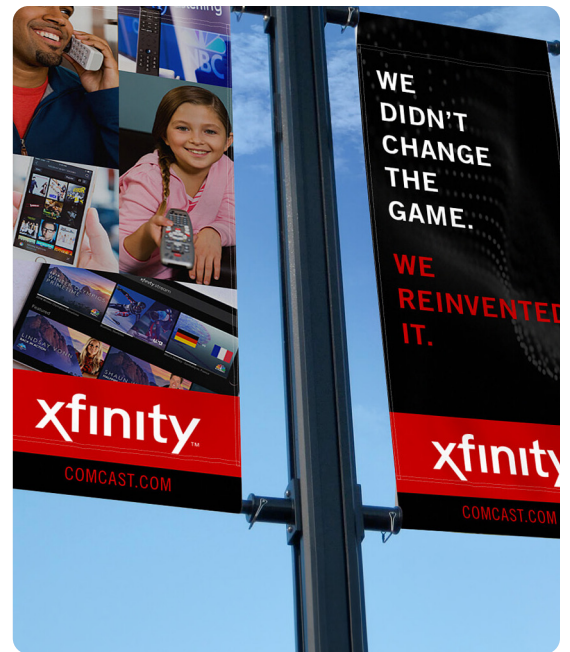


OVERVIEW

Facilitating Comcast's seamless integration of 5,000 employees demands cutting-edge onboarding resources and tailored orientation strategies that resonate with individual traits. Our collaborative efforts with HR experts and managers resulted in an onboarding process that not only impressed but deeply engaged, fostering stronger connections. Comcast reshaped Philly's skyline, and our efforts mirrored their dedication, setting the stage for thriving culture.

ENGAGE

Before the grand ribbon-cutting at its new offices, Comcast went above and beyond to exemplify its dedication to employees' pivotal roles in forging pioneering concepts. Our objective was to nurture a familial environment, ensuring these creative minds were not just welcomed but fully embraced within this cutting-edge, state-of-the-art setting. Recognizing the immense significance of this transition, we meticulously curated an experience that far surpassed mere accommodation, aiming to cultivate a profound sense of belonging that is pivotal for igniting and sustaining future excellence. In our endeavor to create this conducive atmosphere, we initiated collaborative workshops, mentorship programs, and inclusive forums, encouraging cross departmental interaction and knowledge exchange. We also prioritized wellness initiatives and flexible work structures, understanding the intrinsic link between individual well-being and productivity.



SERVICES

- Conceptual Design
- Corporate Image Library
- Content Creation
- Photography
- Video
- Cultural Engagement
- Employee Handbook
- Mood Boards
- Storytelling

EXCITE

Collaborating seamlessly with a team of real estate, facilities, human resources, and design specialists, we meticulously crafted a comprehensive welcome package. Our goal was to extend comfort beyond the workspace, ensuring Comcast employees felt at ease within the vibrant neighborhood. This package encapsulated not just directions and local insights but also community engagement initiatives, dining options, and cultural experiences, fostering a deeper connection and integration within the broader environment. Crafting a tailored onboarding experience, we integrated personalized touches reflecting Comcast's values and ethos. This bespoke approach catered to diverse employee needs, from neighborhood exploration to cultural immersion.

INSPIRE

In addition to the welcome kit jointly developed with Comcast teams, our quest involved gaining insights into the specific needs of employees relocating to the new premises. Through direct inquiries, we gleaned valuable information and a genuine eagerness to surpass expectations. This profound desire to astonish and captivate led us to create an engaging storybook. Carefully crafted, it answered questions, fostering personal connection and encouraging exploration, adding excitement to their relocation journey.



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