The 2016 Hermes Awards

Public Relations/Communications
Category 77c: Internal Communication Campaign

AECOM Work Sample — Open Enrollment

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AECOM is a global provider of professional technical and management support services to a broad range of markets, including transportation, energy, water, sports arenas and government, to name a few. With expertise in architecture, design, engineering and construction, their 100,000 global employees serve clients in more than 150 countries and generated revenue of USD \$18.7B in 2015.

In just one year, due to the acquisition of two competitors, AECOM's U.S. workforce increased from 10,000 to 40,000. The cost to provide health care to 40,000 employees plus their dependents under the existing AECOM benefits program would impact the company's bottom line so significantly that it would jeopardize long-term competitiveness and viability. AECOM needed to introduce significant changes to their benefits program, in particular to health care benefits. They also needed to ask employees to contribute significantly more toward the cost of their medical coverage and to be more informed health care consumers.

COMMUNICATION AND CREATIVE STRATEGY

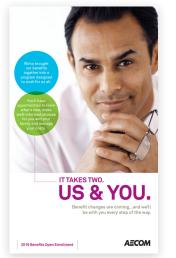
To tackle this challenge AECOM engaged three agencies — Blue Communications, Towers Watson and Aon Hewitt — to provide change management expertise and communications throughout the process. Together we created a successful multi-media campaign that delivered enrollment results exceeding everyone's expectations.

A particular challenge was cutting through the "noise" created by significant integration anxiety and continuous change. Engaging our audiences — including senior managers and Human Resources Directors, Change Agents, employees, spouses and domestic partners — required compelling visuals, clever copy and a variety of creative materials to get employees' attention; and support materials for staff to help employees make informed enrollment decisions.

Note: Please see our campaign results at the end of this work sample.













A NEW CONCEPT, A NEW MESSAGE

Our materials were built around the tagline, **It Takes Two. Us & You.**, which represented a fresh new approach to align with AECOM's new benefits direction and conceptually shifted the focus from the needs of the employee to the needs of the employee and the shared needs of the business. It emphasized that both employees and the company have important needs and responsibilities, and must work together to manage costs, build a strong business and achieve AECOM's ultimate goal: to deliver a better world.

Our communications highlighted what the company provides (Us) and what is needed, in return, from the employee (You). The new brand continued the positive and uplifting feel of past campaigns while acknowledging that change is happening, incorporating warm but more subdued imagery. We carefully chose and incorporated beautiful, light and airy images, close-up photos of individuals with personality and pleasant, somewhat contemplative, expressions, but not enthusiastic or exuberant. The writing style was conversational, friendly, informal and casual ... but not too casual, respecting that this is a difficult transition for many. The tone was empathetic, communicating that the organization cares about what employees and their families are going through and wants to help them through the benefits transition.



Open Enrollment Concept: It Takes Two. Us & You.

DESIGN TOOLKIT AND GUIDING PRINCIPLES

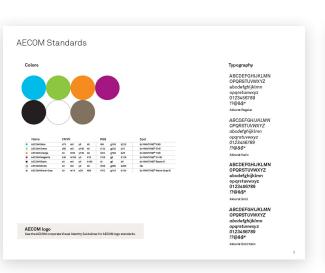
With three agencies providing communications and change management assistance and numerous vendors creating supplement communications for employees, we understood the importance of providing specific guidance for the look, feel and tone of all our campaign materials. To ensure our **It Takes Two. Us and You.** brand was applied consistently across all benefits transition and Open Enrollment materials, we created a detailed Design Toolkit and shared it with all our communications partners. It included guidelines for color choices, typography, and images; an image library; artwork assets; and sample treatments.

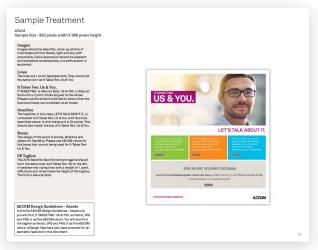
In our communications Guiding Principles, which we created at the outset of this project, we specifically outlined how we wanted to communicate. In the words of one of our Benefits leads, we need to be as "optimistic, transparent and honest throughout this process" as possible.

Guiding Principles for Benefits Communications - Clarity – We will write in a clear, concise style in all communications to enable our employees to understand ideas and information. - Transparency – We will be candid, honest and torthight in our communication at all times, regardless of its impact, to the best of our ability. - Human – We will strive for, and continually look for, alternatives in the vocabulary/terminology we use to avoid insurance, technical or legal-oriented language. - Strategic – We will be thoughtful and deliberate in determining our communications plans and activities, mindful of AECOM's business objectives as well as the well-being of our employees. When possible, we will align our messages with AECOM's emerging transfer prossible, we will align our messages with AECOM's emerging transfer prossible, we will align our messages with AECOM's emerging transfer prossible, we have a supported to the proposition of the propositi

Guiding Principles







Design Toolkit

Leadership Communications

KEEPING LEADERSHIP IN THE LOOP: PRESENTATION MATERIALS

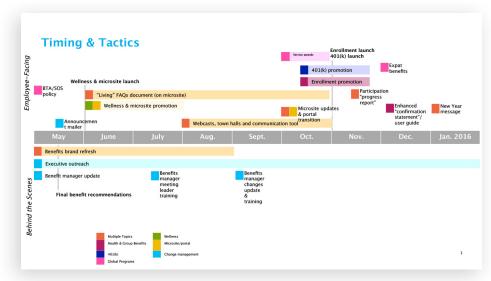
From the beginning, the Corporate Communications team collaborated on the design, development and deployment of the campaign with the leadership group, which included the Senior Vice President of Total Rewards, Human Resources (HR) leads in the U.S., site managers, and on-site Change Agents.

To ensure buy-in, concepts and strategy were presented to the leadership team for feedback early on.

The presentation board below showed leadership how the Open Enrollment branding has evolved over the years.



Open Enrollment Materials Presentation Board for Senior Management

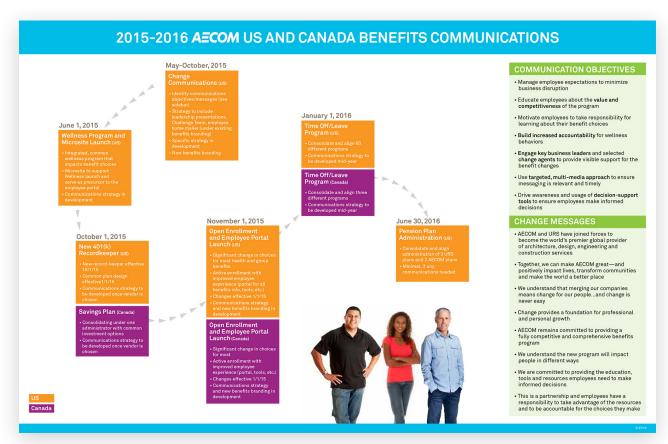


Change and Communication Plan for Senior Management





Designs at a Glance for Senior Management

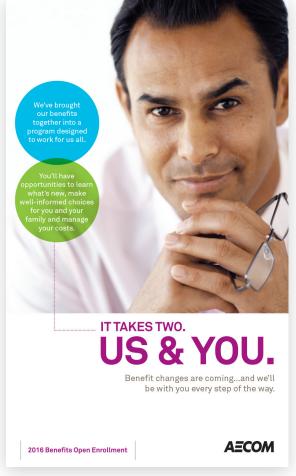


Communications Strategy and Timeline Presentation Board for Senior Management

PREVIEW PLEASE! EMAILS FOR HR AND MANAGERS

This was the first in a series of emails to HR leaders and managers, providing important reminders about upcoming communications. Each email also asked leadership to help with the benefits change process in specific ways — for example, this email asked leadership to direct employees to their decision-making resources and reinforce the message that everyone must enroll this year. Attached to this email was an advance copy of the Announcement Mailer sent to all employees at home.

Cc:	
ubject:	Advance copy of the 2016 Benefits Preview Mailer
e hon	d is the 2016 Benefits Preview Mailer, which is going in the mail today, to nes of all U.S. employees. We want you to have this advance copy, so you what employees will begin receiving in the next few days.
ommu	eview Mailer is the first of our 2016 Benefits Open Enrollment nications. Here is a quick list of all the enrollment communications we have if for the weeks ahead:
We Be We eP vid En (o) La No re: En	is Benefits Preview Mailer: mailing today sekly Chatter posts: starting October 23 nefits Day events at larger locations: October 26 – November 13 sbinar series: starting in late October (schedule to come) ublication articles (Focus, Cornerstone, others) with links to new education leos: October, 29, November 5, November 12, November 19 rollment kit: for core harmonized employees and Tishman/Hunt employees or around November 6) unch ecard with link to myAECOMbenefits.com: opens for enrollment vember 6, with personalized options/costs and new decision-making sources rollment reminder postcard: mailed to homes November 11 rollment reminder e-card: November 13
	R representative, you play an important role in helping AECOM and our ees have a successful enrollment period. You can help by:
ab an	recting employees to our new benefits resources when they have questions out their 2016 benefits. The personalized myAECOMbenefits.com website d the new AECOM Benefits Service Center will both be available starting wember 6
• Re	weniber 6 minding employees that Benefits Open Enrollment is November 6 – 20 reading the word that everyone must enroll this year.
	vou!

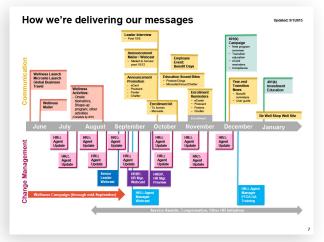


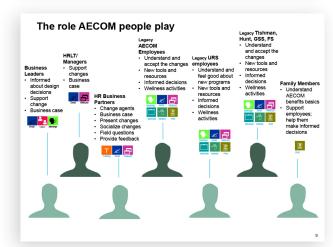
Announcement Mailer

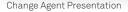
OUR CHAMPIONS OF CHANGE!

From the outset of the integration, we enlisted a core group of local HR representatives to be our Change Agents, to play a role in setting a positive, but realistic tone for employees. We trained our Change Agents to help employees accept the changes and encourage them to use the tools available to make informed choices. Leading up to and throughout Open Enrollment, we conducted bi-weekly meetings with our Change Agents to let them know what communications and events were coming up and to give them opportunities to ask us questions and tell us what they've been hearing in the field from employees. This is a sample of one of these meeting presentations.











GUIDANCE FOR CHANGE AGENTS, MANAGERS, HR, CALL CENTER

An FAQs and Talking Points tool was developed to aid the new Benefits Service Center, managers, HR leaders and our Change Agents in addressing inquiries and potentially negative feedback around the cost-sharing changes and non-wellness medical plan options, so that everyone from the HR staff to the Benefits Service Center representatives were prepared with consistent messaging. The tool was updated regularly to keep these key audiences current and "in the know" throughout Open Enrollment.

2016 Benefits Open Enrollment Frequently Asked Questions (FAQs) and Talking Points

The following FAQs and talking points are designed to help you respond to AECOM employees who have questions about their 2016 benefits, the new <u>myAECOMbenefits.com</u> and other new resources.

When responding to an employee, either in writing or verbally, customize the messaging below as needed and please thank the employee for the inquiry. You do not necessarily have to use the entire answer.

These Benefits Open Enrollment FAQs and talking points address:

- 2016 benefits and costs
 Non-wellness medical plan options for those who chose not to complete the Wellness at AECOM program
- myAECOMbenefits.com and other new resources

For additional information or if you need to escalate a question or issue about our 2016 benefits and resources, email benefits@accom.com. Please direct wellness-specific inquiries to wellness@accom.com.

BENEFITS COSTS FOR 2016

 In the past, I've received benefits cost information in the enrollment materials mailed to my home. Why do I have to go online to see my costs for 2016?

Under our new benefits program, AECOM offers a variety of wellness and non-wellness medical plan options, plus regional options in some locations, along with dental, vision and other benefits. In some cases, plan options differ for those who don't work regular full-time schedules or who are subject to a contract or collective bargaining agreement. We want to ensure you see 2016 employee contribution amounts that are accurate and specific to you, based on your location and employee status. The best way to do that is through your personalized account at myAECOMbenefits.com, beginning November 6.

2. Why are my medical plan contributions increasing in 2016?

One of the most difficult tasks of bringing URS and AECOM's benefits together has been reviewing and consolidating eight different benefit programs and creating a comprehensive program that meets everyone's needs. Each company's approach to sharing the cost of benefits with employees also varied.

When determining how best to combine these different cost models into an affordable program for everyone, we ultimately chose to create a new program and cost-sharing approach for both employee groups. This new approach allows us to offer a comprehensive and competitive benefits program that is also sustainable — for you and for AECOM.

As a result of our new cost structure (and rising health care costs across the country), many of our employees will see higher increases in their medical plan contributions than in past years.

FAQs and Talking Points Tool

Despite the increases, our 2016 employee contribution changes are aligned with similar companies in our industry. How you will be personally affected depends on the choices you make during Benefits Open Enrollment and the decisions you make when receiving medical care next year.

3. In prior years I was able to see the cost share between myself and AECOM on the benefits enrollment portal. Why can't I see the cost share this year?

As in past years, AECOM continues to pay the majority of the cost of health care for you and your family. However, we no longer share specific employer cost share amounts in our new enrollment system as one-time subsidies for certain employees during this transitional year and additional contributions for non-Wellness medical plans, etc. made this difficult to accomplish this year.

4. Why is AECOM providing a subsidy only to legacy URS employees who earn less than \$60,000 a year?

When determining how best to combine URS and AECOM's eight different benefits programs into an affordable program for everyone, we ultimately chose to create a new program and cost-sharing approach that meets everyone's needs. This new approach allows us to offer a comprehensive and competitive benefits program that is also sustainable — for you and for AECOM.

Under our new cost structure, employee payroll contributions will no longer be based on salary bands, which is a change for legacy URS. As a result, legacy URS employees earning less than \$60,000 a year will see a significant increase in their medical plan contributions for 2016. To help offset this increase, legacy URS employees who enroll in the Premier Plus HDHP and whose annual base pay is less than \$60,000, as of January 1, 2016, will be eligible for a one-time subsidy to help them transition to our new cost-sharing approach. The subsidy is specific to the Premier Plus HDHP medical plan and is for 2016 only. The details of the subsidy distribution are being finalized and will be shared at a later date.

5. What is the amount of the subsidy?

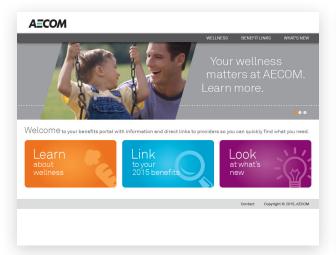
The amount of the subsidy will be based on an employee's annual base salary on January 1, 2016 and the coverage level chosen, as shown in the table below.

2016 ONE-TIME SUBSIDY AMOUNT (Annual amount paid in installments)					
Annual base salary on January 1, 2016	Employee only coverage	Family coverage (employee + 1 or more dependents)			
Up to \$30,000	\$500	\$1,000			
\$30,000 - \$60,000	\$150	\$300			

6. If I qualify, how will I receive the subsidy for 2016?

INTRODUCING ... OUR NEW MYAECOMBENEFITS.COM

As part of our benefits redesign, we decided to bring all our employees together under a single, new benefits information and enrollment website — myAECOMbenefits.com. The challenge: the site would not be ready to launch until the very first day of Open Enrollment. Our solution was to introduce a microsite before Open Enrollment to help employees and their family members become accustomed to the new URL. The microsite provided information about our wellness programs, news about the benefits integration and reminders that Open Enrollment was coming soon!



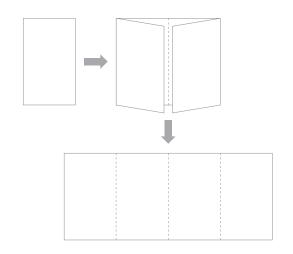


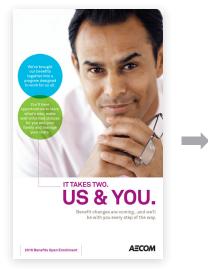


myAECOMbenefits.com

THE PIECE THAT STARTED IT ALL ...

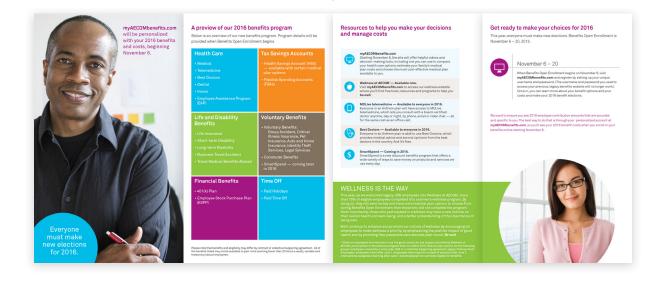
This Announcement Mailer launched the campaign, creating awareness that important benefit changes were coming and the importance of taking time to learn about this year's Open Enrollment choices. This piece was mailed to the home to engage spouses and domestic partners in the decision-making and educational process, right from the start. For our Spanish-speaking population, we provided a Spanish version to local HR reps to distribute as needed.





Announcement Mailer





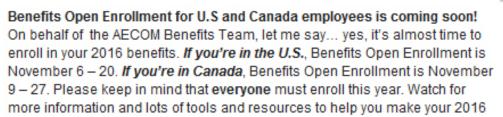
SOCIAL NETWORKING WITH EMPLOYEES

Chatter is AECOM's internal social networking platform, which we used to let employees know that Open Enrollment was coming.



Bernie Knobbe

benefits choices. Thanks!



Comment · Like · Share · November 6, 2015 at 8:24 AM

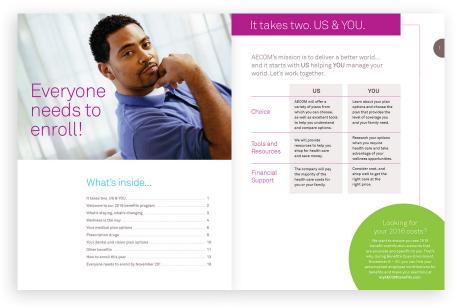
Chatter Post from VP, Global Benefits

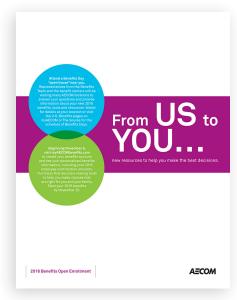
GETTING THE MESSAGE OUT TO EMPLOYEES AND THEIR FAMILIES: HIGHLIGHTS BROCHURE AND RESOURCES INSERT

The enrollment packet was mailed to employees' homes. The packet explained AECOM's redesigned benefits program, with an emphasis on new health care options, encouraged employees to consider their personal health care spending, and urged them to use all the new decision-making resources available to them. For our Spanish-speaking population, we provided a Spanish version to local HR reps. These enrollment packet materials were also available online.









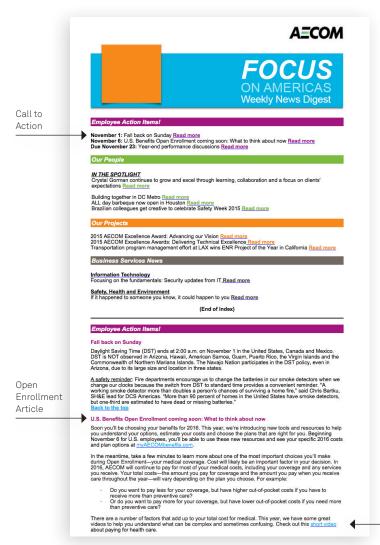
Resources Insert



Envelope

SOUND BITES TO FOCUS EMPLOYEES

The week before Open Enrollment launched, our first "sound bite" article ran in the weekly Focus on Americas internal ePublication. This first article reminded employees of the Open Enrollment dates and featured an important call to action: Everyone must enroll! Each article focused on one "sound bite" of information, along with a link to a fun and compelling whiteboard video on that topic. Because costs would be increasing significantly for nearly all employees, our first Focus article linked to the Paying for your health care video.







Whiteboard video: Paying for your health care

Link to

Video

"Sound Bite"

ON-SITE VISUALS: POSTER, FLYER, eSIGNAGE

To keep the key messaging out in front of employees, we created a poster, flyer and eSignage with the Open Enrollment dates, where to find new resources and a reminder that everyone must enroll. Each was available in English and Spanish. We asked local HR reps to use the pieces however would work best at their location.



IT TAKES TWO. **AECOM** 2016 Benefits Open Enrollment

Flyer



eSignage

Open Enrollment was held from November 6 to 20, 2015. This was a mandatory enrollment, meaning that employees needed to make elections for 2016 — or automatically receive default coverage that might not fully meet their needs.

IT'S TIME TO ENROLL: LAUNCH AND REMINDER ECARDS

eCards were used again to launch Open Enrollment and later to remind employees to enroll before the November 20 deadline. Each eCard allowed them to easily click through an interactive Guided Experience video to learn about the decision-making resources and the new benefits website where they could find those resources and enroll.



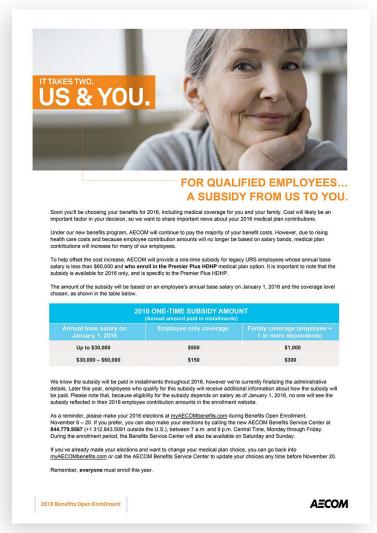
Announcement /Launch eCard



Reminder eCard

TARGETED MESSAGING: SUBSIDY AND EXPAT eCARDS

Targeted eCards were developed for employees who were eligible for a one-time, transition premium subsidy and for international assignment employees who were moving to a new expat plan, which would be their only medical plan option.



Subsidy eCard



Expat eCard

TAKING OUR MESSAGES ON THE ROAD: LET'S TALK ABOUT IT!

During Open Enrollment, our Benefits team members and representatives from our benefits carriers visited more than 60 AECOM U.S. locations for a Benefits Day. Employees were invited to bring their benefit questions, learn about their new 2016 benefits and resources, and pick up some fun giveaway items. We gathered great questions and input that was used to keep our FAQs and Talking Points tool updated throughout the process. We promoted the Benefits Day events though an on-site poster and the Enrollment Kit insert.





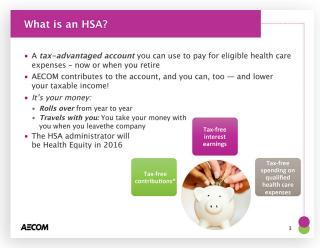
Enrollment Kit Insert

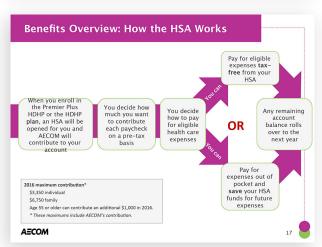
RECORDED PRESENTATIONS

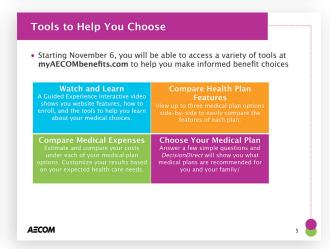
Employees who couldn't attend a Benefits Day or those who simply wanted another way to learn about the 2016 benefits program and new resources had the opportunity to watch a 30-minute recorded benefits presentation. The presentation was created as a PowerPoint deck with some animation and a narrated voiceover. There were two versions of the presentation for our two main audience groups, and a Spanish language version as well.











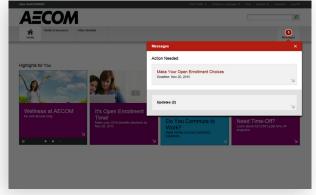


Recorded Presentation

GREAT NEW RESOURCES FROM US TO YOU

What benefits are right for me? That was the question on everyone's mind during Open Enrollment. To help employees make the best choices, AECOM offered a new benefits information and enrollment website — myAECOMbenefits.com — along with enhanced decision-making tools and resources, including a new Medical Expense Estimator, Decision Direct medical plan selection tool and informative whiteboard videos. Here are some images from the website and our Guided Experience interactive tool, which provided a quick video tour of the new website and decision-making resources. The Guided Experience tool was an off-the-shelf resource customized for AECOM. It was available on myAECOMbenefits.com and was linked to directly from our Launch and Reminder eCards. You can find the Guided Experience at http://myaecombenefits2.com/videos/guided-experience.html.





New myAECOMbenefits.com Benefits and Enrollment Website







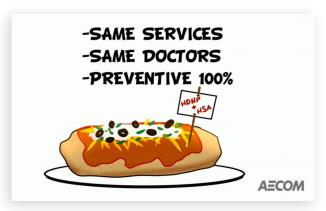
Guided Experience Interactive Video

WATCH ME! INFORMATIVE AND FUN WHITEBOARD VIDEOS

To help educate employees about key aspects of our new benefits in an engaging new way, we introduced five fun and informative whiteboard videos as part of this campaign. Four were featured links in our "sound bite" ePublication articles. All five videos were featured prominently on the myAECOMbenefits.com website. As these were off-the-shelf products partially customized for AECOM, we couldn't apply the It Takes Two. Us & You. brand to these videos. However, we were able to fully customize the content specific to the AECOM plans. To view a video, click on its image below.



Whiteboard 1: How you pay for health care video



Whiteboard 2: HDHP + HSA video



Whiteboard 3: ABCs of HSAs and FSAs video



Whiteboard 4: Choosing between a traditional plan and an HDHP video



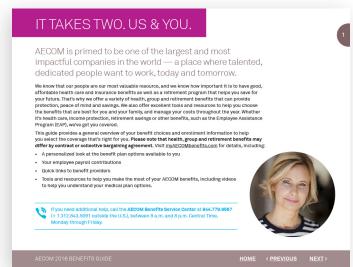
Whiteboard 5: Learn about the EAP video

ONLINE BENEFITS GUIDE

Our comprehensive, clickable Benefits Guide was available at myAECOMbenefits.com. It provided details about the 2016 benefits program and what employees needed to do make their elections.









CALCULATING AND COMPARING THE COST

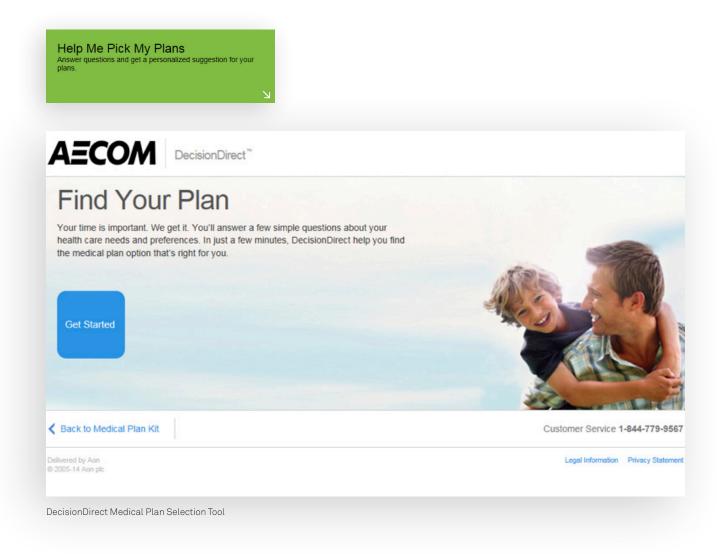
This Medical Expense Estimator tool was available to employees after they logged in to myAECOMbenefits.com. It helped them project their total out-of-pocket costs for the various AECOM medical plan options to decide which medical plan was best for them.



Medical Expense Estimator

PERSONALIZED PLAN RECOMMENDATIONS IN JUST MINUTES!

With our new DecisionDirect interactive tool, available at myAECOMbenefits.com, employees could answer a few simple questions about their health care needs and preferences and get personalized medical plan recommendations. In just a few minutes, DecisionDirect helped users find the medical plan option that was right for them and their family.



ONE MORE REMINDER FOR FAMILY MEMBERS

Before the enrollment deadline, we sent one more mailing to the homes to remind employees and their family members that this was their last chance to make elections for 2016.



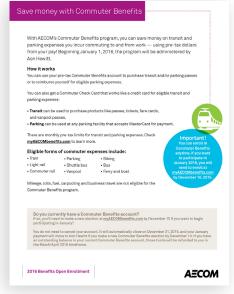
Enrollment Reminder Postcard to the Home



FRIENDLY REMINDERS FROM US TO YOU!

After Open Enrollment, there were still a lot of things we needed employees to do. This is the first of two Year-End Checklists we sent to employees in December, with important and timely reminders — for example, about opening new Commuter Benefits accounts and transferring HSA balances to our new HSA vendor. Employees received a friendly "todo" reminder checklist. When they clicked a button along the right, it provided additional information about that topic.





Commuter Benefits Overview



HSA Transition Instructions

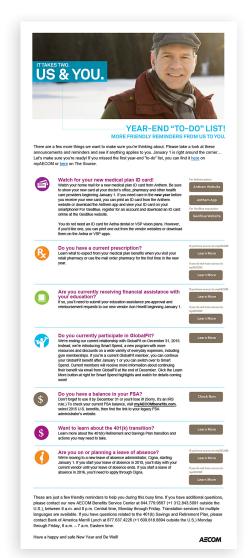


HSA Eligibility Requirements

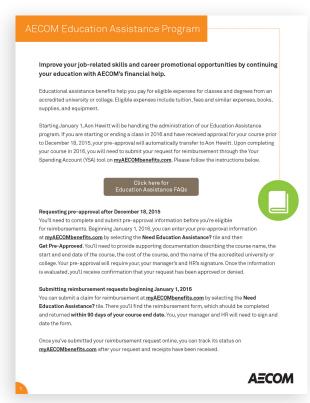
Year-End Checklist eCard #1

MORE FRIENDLY REMINDERS FROM US TO YOU!

This is the second Checklist eCard, with additional reminders about things employees needed to do before the year ended.



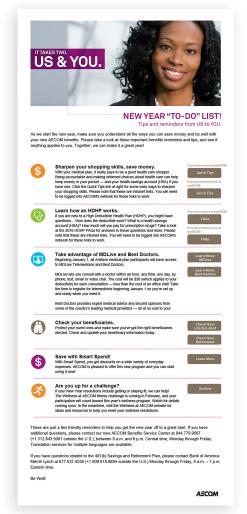


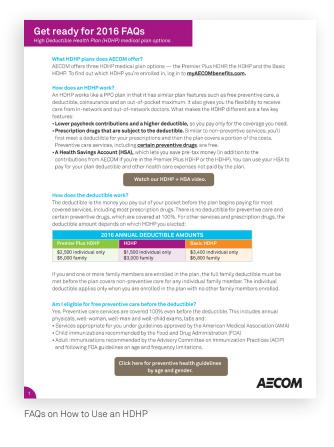


Education Assistance Overview

HAPPY NEW YEAR! TIPS AND REMINDERS FOR A GREAT 2016

As we started the new benefits year, we wanted to make sure employees in one of the HDHP options would be pleased with their selection. We developed a variety of materials to educate employees about how their plan works and potential cost savings opportunities. The New Year Checklist eCard also included a preview of our upcoming Fitness Challenge, emphasizing that wellness is important all year-round and not just during Open Enrollment.







Tips on How to Be a Good Health Care Shopper

EXCEEDING EXPECTATIONS MEANS SUCCESS!

At the outset, AECOM determined that this campaign would be considered an enormous success if employees engaged in the process, researched their medical plan options, and actively made new choices for 2016, and if AECOM achieved the same level of enrollment in the HDHP options (68%). The results far exceeded the goals established:

OBJECTIVE		RESULT	
lea th	To encourage employees to elect new 2016 benefits after learning about their new program, reviewing and understanding their medical plan choices (especially the HDHPs), and using new decision-making resources.	Open Enrollment launched on a Friday and on that day, 9% of eligible employees registered at the new benefits website and began learning about their benefits. Over the weekend that followed, an additional 26% of eligible employees registered online and began their research. By the end of Open Enrollment, 75% of employees had registered on the new benefits enrollment site and 80% of eligible employees enrolled for their 2016 benefits online or by phone. These numbers demonstrate that employees read the communications, understood the importance of making new choices for 2016, and wanted to make active, informed choices rather than be enrolled in default options. In addition to registering on the new benefits website, employees took the time to learn about their new benefits: the Guided Experience interactive video tool was viewed more than 14,400	
		times, the DecisionDirect plan selection tool was used more than 9,300 times, and the Health Plan Comparison feature was accessed by nearly 25,000 employees.	
2.	To educate employees and spouses/domestic partners about the advantages of HDHPs and maintain the current level of enrollment in an HDHP option (68%).	The enrollment results for the HDHP plans far exceeded management's goal to maintain current enrollment levels: enrollment in the HDHPs increased from 68% to 81%. In addition, more than half of the HDHP enrollees elected the Premier Plus HDHP, the option that provides the most overall plan value for AECOM and the majority of employees.	
3.	To manage AECOM's 2016 U.S. health care costs.	Due to the new benefits program, new approach to cost sharing and successful plan migration results, AECOM was able to limit their projected 2016 health care costs to approximately twice as much as their 2015 costs rather than four times their 2015 costs. AECOM expects to spend about \$250 million to provide medical coverage and services to eligible U.Sbased employees. The savings will be realized while continuing to provide excellent family-friendly, cost-effective choices for employees and their families.	