

Amentum Open Enrollment

2021 MarCom Awards

Amentum is a leading provider of operations and maintenance, engineering, technology and mission support services for some of the most complex government and commercial clients worldwide. Their experience, passion and purpose drive mission success.

Blue partnered with Amentum to provide 2021 benefits open enrollment communications for their employee population of 20,000 after the new company was formed in February 2021. Our mission was to develop a benefits brand and communications plan that would promote the new Amentum benefits program, which focused on protecting the health and well-being of employees and their families.





Poster

Posters were placed in break rooms and other common areas, as well as on Amentum's intranet, to help create awareness about open enrollment.







Open Enrollment Kickoff e-Card

The e-Card was emailed to employees to launch the communications campaign; it included live links to get more information, download apps and log on to the benefits portal.







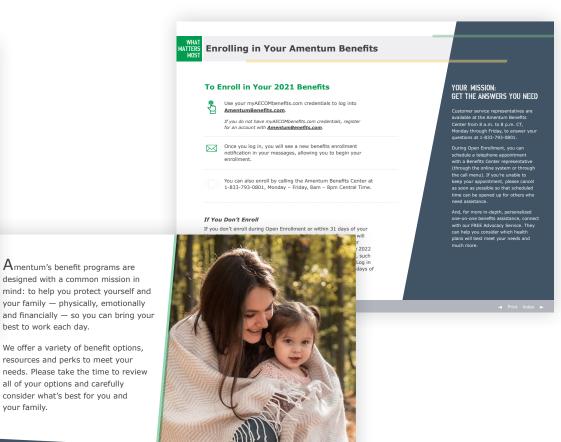
Benefits Guide

A benefits guide, which was sent to all employees as a reminder of the open enrollment deadline, outlined details around Amentum's health care, disability, voluntary benefits and perks programs. The guide was posted on Amentum's intranet, Javelin, and distributed through email.

> all of your options and carefully consider what's best for you and

your family.



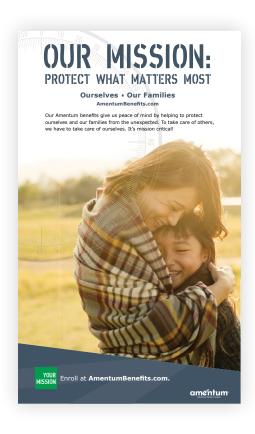






Launch Mailer

This printed mailer was sent to homes to help ensure both employees and spouses were aware of the open enrollment dates and involved in the decision-making process.









Manager Communications

Toolkits, which included this presentation, were provided to managers to summarize benefit offerings, highlight changes in plan coverage and cover FAQs to help their employees enroll.

