

Global Smile Campaign 2020
Smile Inside Out



Chief Smile Officer (CSO)

- Social ambassador
- Share of best practices to BU



The Ideation team - Billion Smile Club

The Millennial CSR Committee – Billion Smile Club

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Mentor

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Global Smile Campaign

To create a culture of happiness
and to give more reasons to **smile**

Billion Smile Club (BSC)

To bring **1 billion smiles** to our
customers' faces

Global Smile Campaign 2020

Mental Wellbeing is highly relevant to **Smile**.

“Mental health is an integral and essential component of health.” - by World Health Organization

At least **10%** of the world’s population are affected by mental, neurological and substance use disorders (MNS)

20% of children and adolescents suffer from some type of mental disorder

According to the **ASW Global Health Survey 2020**

91% of respondents believe that smiling and laughing have lots of health benefits

60% of respondents indicate that stress is the top rate barrier to smiling

Global Smile Campaign will be relaunched this year... under the theme of

Mental Wellbeing





Health factors that matter

Based on a list of 12 positive mental health factors from WHO, **5 factors*** were selected based on BU votes on what is most relevant for their customers and also discussion with the advisors:

- HEALTHY LIFESTYLE
- SUCCESS AT WORK
- DIVERSITY & INTEGRATION
- FAMILY & SOCIAL SUPPORT
- MANAGING STRESS & ADVERSITY



The top 5 health concerns were streamlined to...

- GET ACTIVE
- THINK POSITIVE
- LOVE YOURSELF & OTHERS

*see appendix for survey results



Quality content source and advisors

To ensure the quality of the mental health advice provided is credible and professional, mental health advice should be from either:

Content Advisors / Partner

Advisors that helps to shape the foundation of our approach, focuses and topics. To provide support as strategic partner in selected BU local implementation.



Professors from Department of Psychology at the Chinese University, connected through CUHK Office of Research and Knowledge Transfer Services:

- Prof Winnie W. S. Mak ([Link](#))
- Dr Fiona Ho ([Link](#))
- Ms. Amanda C. M. Li

The prof. have already worked with BSC team for several sessions.



Superdrug have launched several successful mental health campaign, incl. partnership with brands such as Headspace, Gillette, TheBlueDot Project. Content has been circulated to BSC for reference.

Key Touch Points:

- Michael Henry (Healthcare)
- Gemma Mason (Marketing)
- Chloe Anderson (Digital Healthcare Service)



My Online Therapy is a new partner of Superdrug UK to provide online mental health solution. With the mission to make therapy accessible by providing on-the-spot access to first class psychologists in multiple different ways, alongside digital psychological and educational tools. ([Link](#))

Shown interest to support the program.

Creditable Source

Foundation materials are primarily derived from World Health Organisation (WHO) and World Banks materials.

It is suggested further messaging development by BUs to take reference either from this campaign guide or through leveraging reputable mental health resources (local or international).

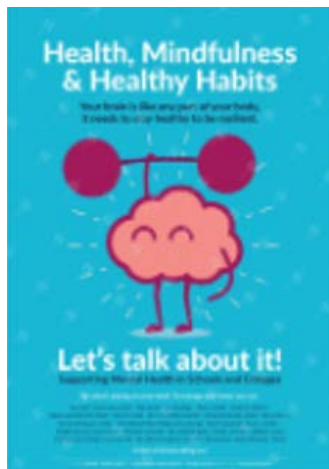
Resources link:

- Doing What Matters in Times of Stress WHO ([Link](#))
1. Risk to Mental Health – an overview of vulnerabilities and risk factors. WHO. ([Link](#))
 2. Mental Health, by World Banks ([Link](#))
 3. Active Listening skills (Chinese), by StoryTayler ([Link](#))

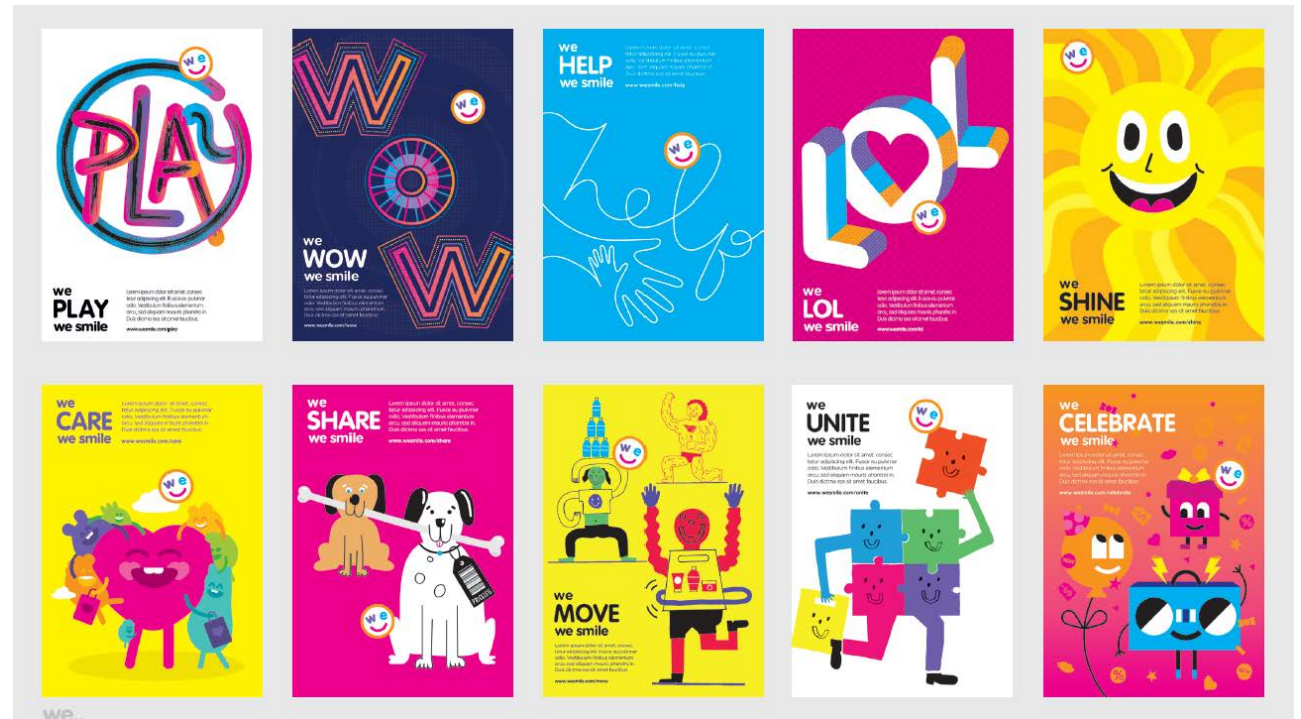


Campaign Visual Style

Top 3 visual styles voted by BU Marketing and Operations



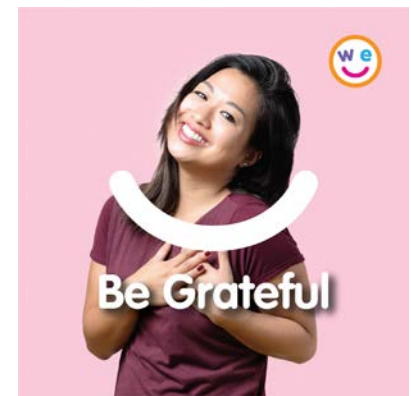
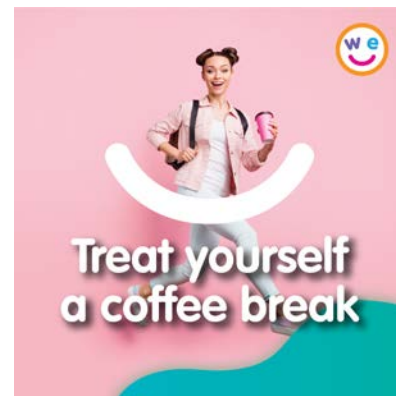
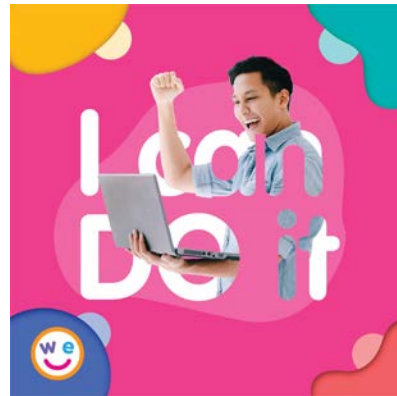
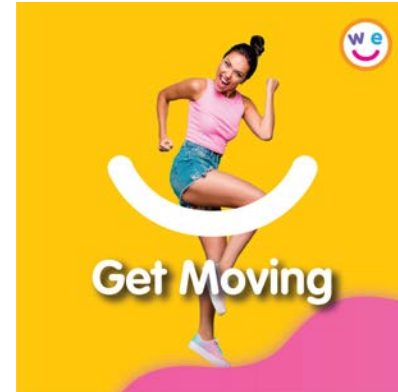
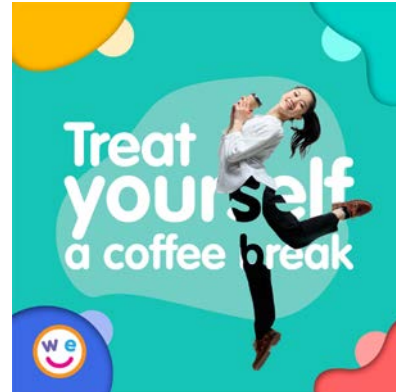
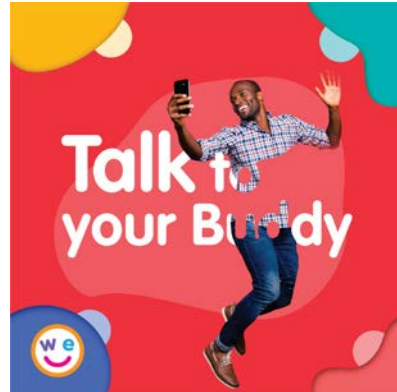
Global Smile Campaign 2016 Key Visuals





Smile
Inside Out

Campaign Visual Identity





Objective Create a culture of happiness

Strategy 3 positive mental health factors to address mental wellbeing



Get Active

Eating healthily and exercising regularly can help you boost your mood and keep your mental health on track.



Think Positive

Gratitude and mindful practice can help reduce stress that your body and mind feel



Love Yourself and Others

Loving yourself is about replenishing your love supply, so you always have enough supply to express your love to others. And love yourself means taking care of the physical body and taking care of our inner world.

Suppliers

Own Brands

CSR Partners

Our People

Our Customers

How to involve **Frontline, Own Brands, Suppliers and CSR Partners** in support of **Smile Inside Out?**

Store

Involvement and engagement of store teams is crucial to the success of the campaign



Marketing

It's a potential to commercialise - health supplements, food and drinks & stress relief products...



Smile For Good!

(New Normal Way)

Do Good Feel Good!
Virtual Volunteering Opportunities



Charitable Donation

Supplier In-kind, Staff / Customer CRM points donation to CSR partners



watsons

we smile.



watsons



Store Activation Ideas

Store Activation Ideas



POSM

Store Activation Ideas



Smile Badge



Thematic Deco



Smile Ambassador



Balloon Deco



Store Team members together with CSO serve as **Smile Ambassadors** to give smile surprise to customers

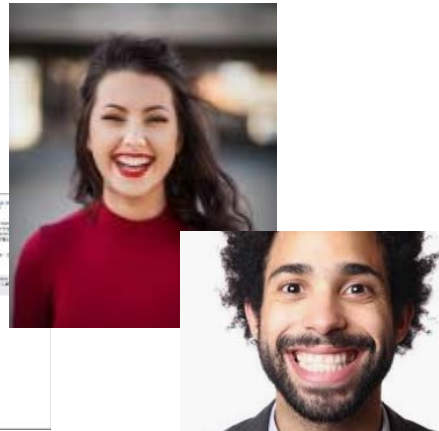
Store Activation Ideas



Smile Frame



Smile Props



Facebook/IG Smile Photo Competition



BU can invite customers to take photos using a “**Smile Inside Out**” frame/ props and upload to Social Media with hashtag **#SmileInsideOut**, and then customers can enjoy **shopping discount / freebies** as incentives.

Smile Competition can be organised on social media to engage customers to submit, like & share their smile photos.



Social platform is the key communication channel with below content ideas:

- Post Contents
- Video
- Gif/Animation
- Gamification
- Engagement Post



Social Media Guide



Smile Inside Out

Suggested Topics on Social Media



Get Active

- Healthy living at lockdown
- Get moving



Think Positive

- It's ok, take a deep breath
- What're the 3 things you are grateful for today?
- Think positive
- I can do it!
- You can be not angry



Love Yourself & Others

- World is much better with your friends/ family!
- Share your love
- #SmileEmpowers
- Beat Monday Blue
- Real me. Real beauty
- Find your workplace values





Get Active

Eating healthily and exercising regularly can help you boost your mood and keep your mental health on track.

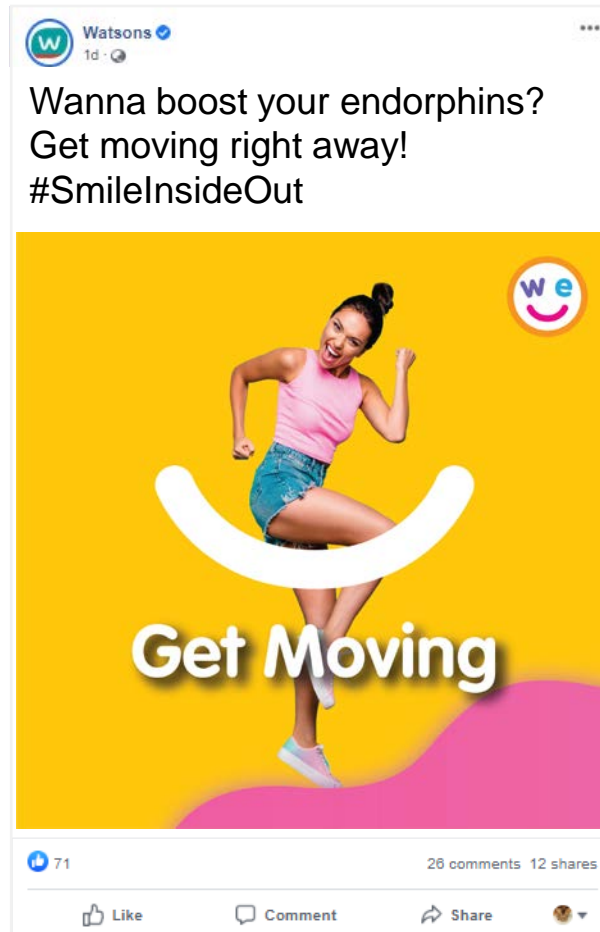


Get Moving

Physical exercise can make daily life better and happier - Regular exercise can have a profoundly positive impact on depression, anxiety, ADHD, and more. It also relieves stress, improves memory, helps you sleep better, and boosts your overall mood.

Sample post

Post idea



Gif game

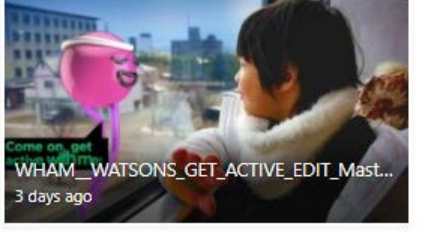
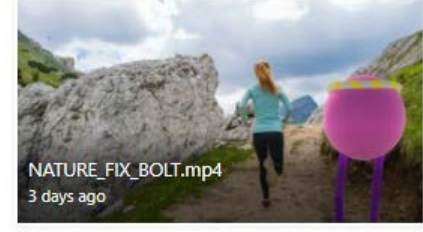
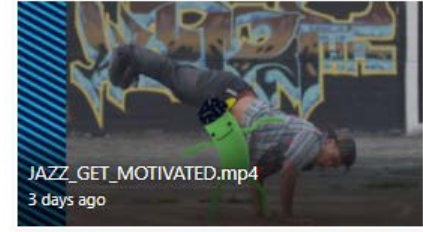


1. Get Active – Get Moving (Animation Resources)

Animation



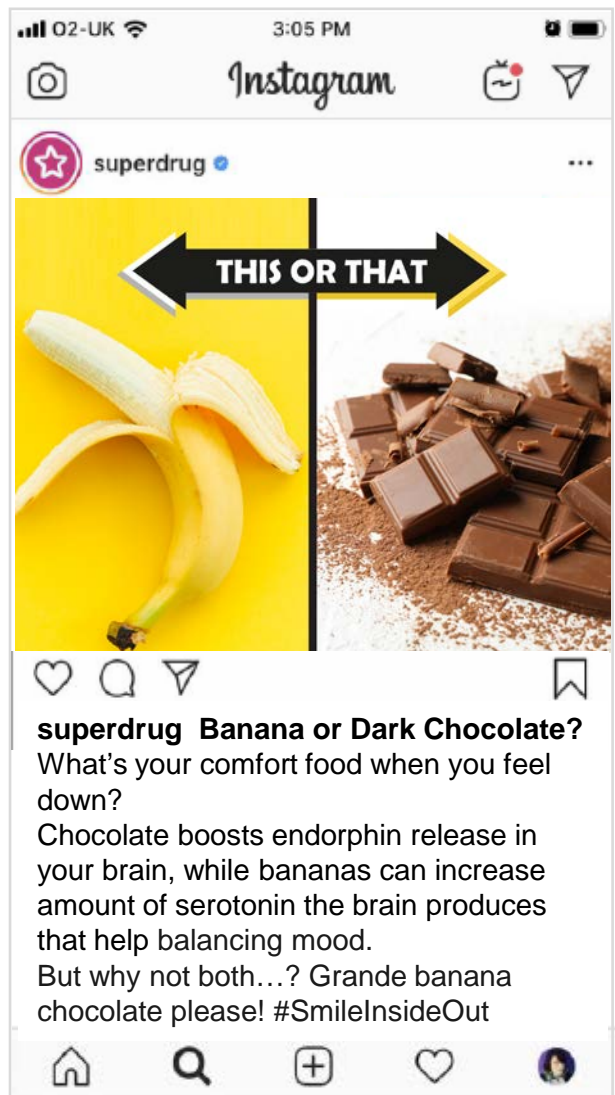
Other resources



This or That game

- Engage fans with 2 options for healthy lifestyle
- Not about picking the “right” answer, both options are things/ food that make people feel happy/healthy
- It’s more to arouse attention and reaction from customer to tell each other their preference

Sample post




Run or Meditate

Get sweat with a 30min jog, or a dose of natural happiness and inner well-being by sitting mindfully... Both are perfect morning rituals, which would you prefer? #SmileInsideOut

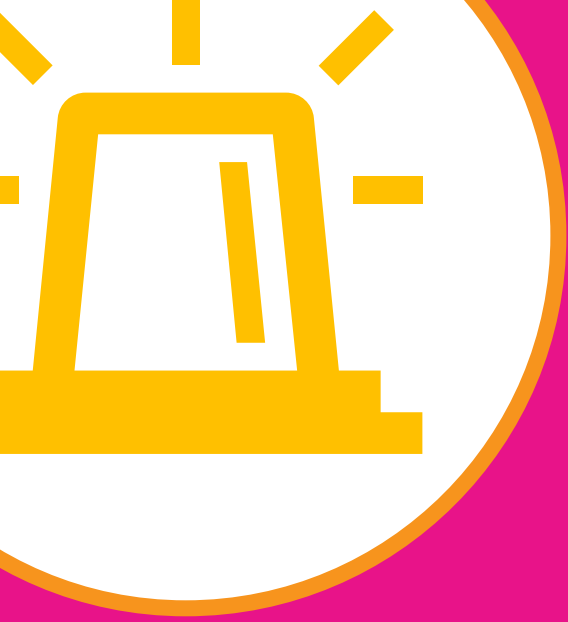


Ice cream or Yogurt

Crave for a spoonful of chilling delight? Probiotics from yogurt has a calming effect to temper of yourself...or the ones next to you. #SmileInsideOut

 Engage suppliers on product promotion!

Source : [USA Today](#); [Very Well Mind](#)



Think Positive

Gratitude and mindful practice can help reduce stress that your body and mind feel

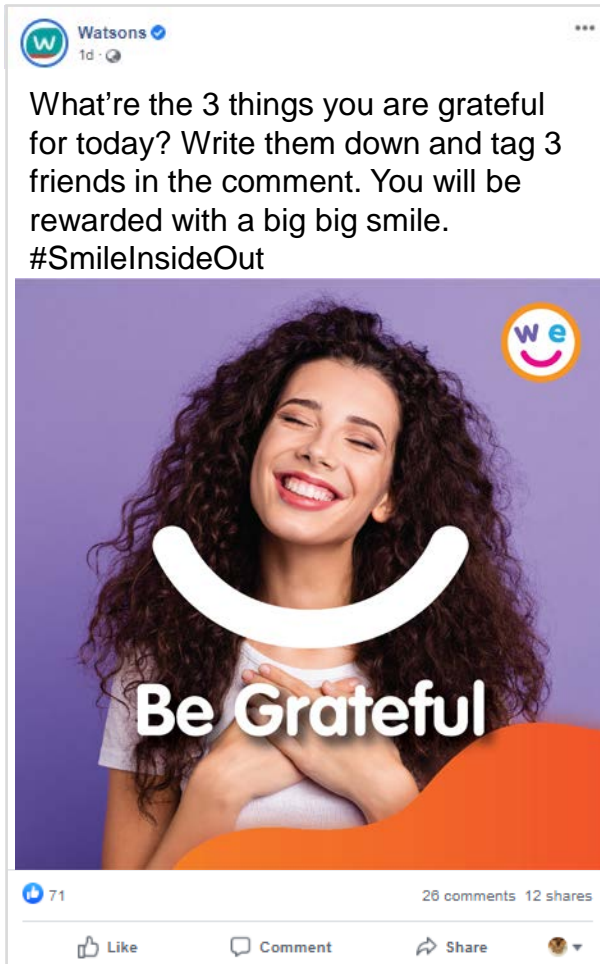


Be Grateful

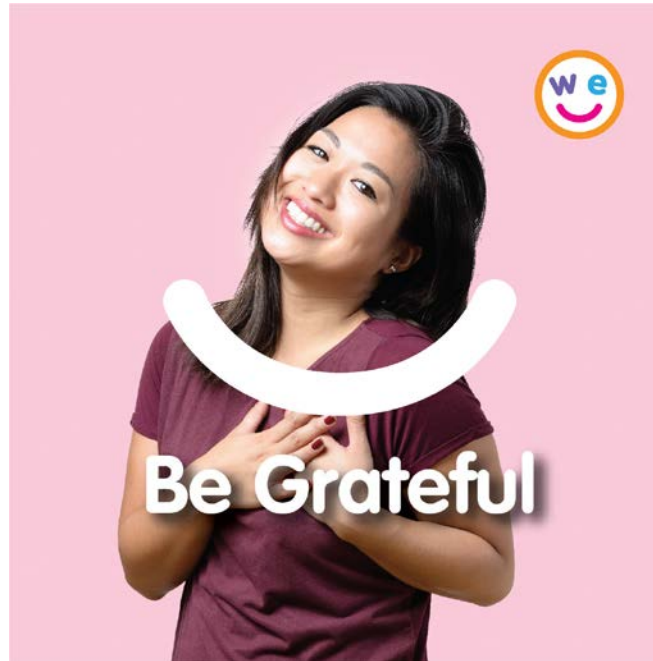
2. Think Positive - What're the 3 things you are grateful for today?

- Focusing on the good things in your life can make you more positive.
- Engage your fans to write down 3 things they are grateful for and tag 3 friends

Sample post



Other photo options



Mindfulness can be very simple, just be aware of your breath.
Make a breath break part of your daily routine to calm your body and mind.

Sample post



Other photo options

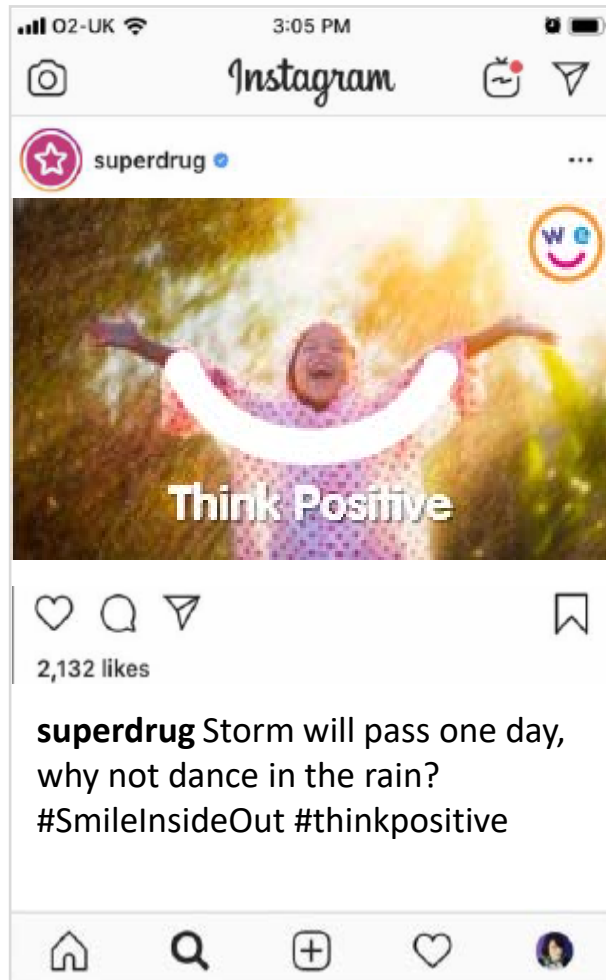


Engage OB or suppliers on stress relief product promotion.

E.g. essential oils, herbal tea, vitamin B, dark chocolate, seeds, yogurt...

- Positive thinking is very helpful to us in **stress management**
- Not only are positive thinkers healthier and less stressed, they also have greater overall well-being. A number of studies show that optimists are in general both psychologically and physiologically healthier.

Sample post



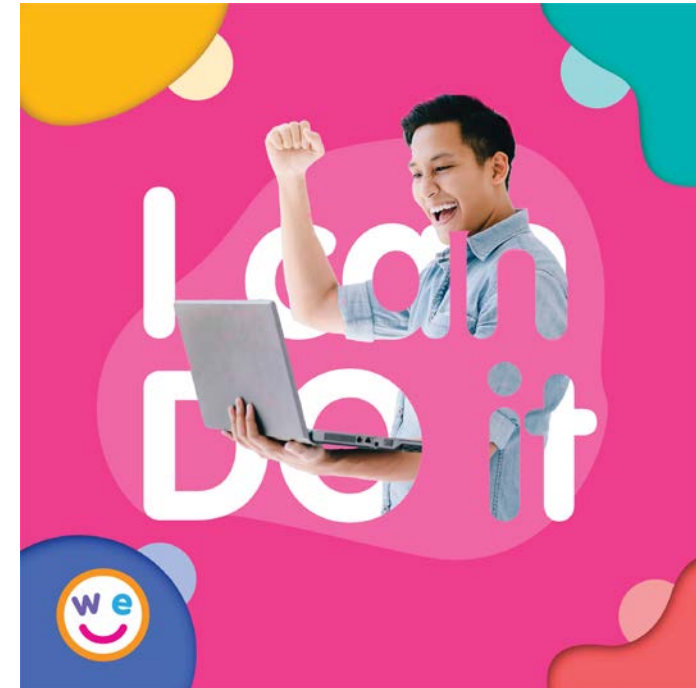
Other photo option



Sample post

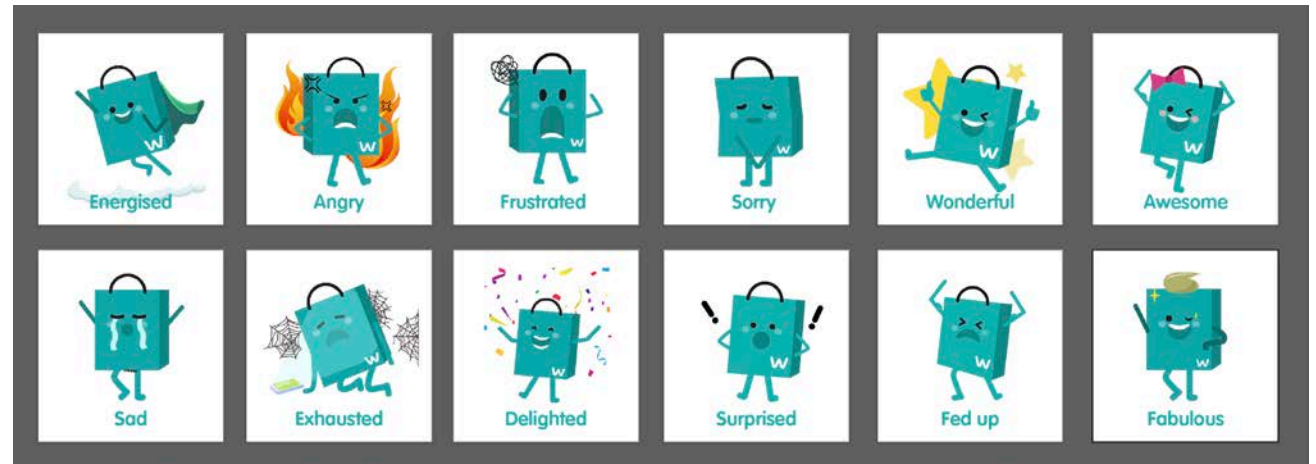
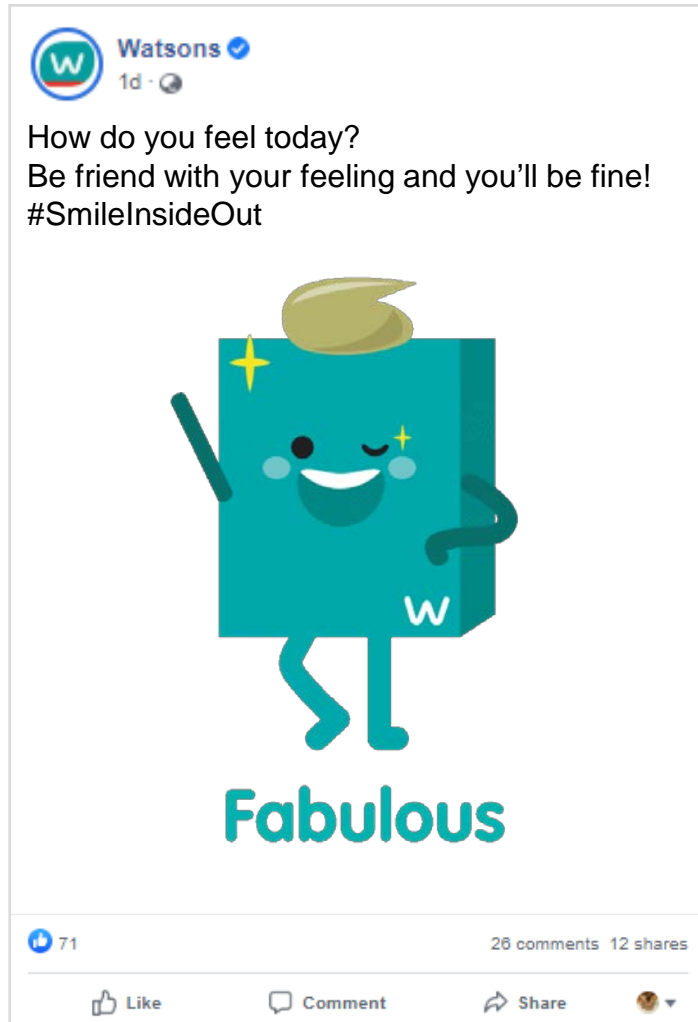


Other photo options



Aware of oneself's feeling is an important step to improve mental wellbeing.

There's nothing wrong and no need to judge emotion, just acknowledge and embrace it and take good care of ourselves.



Negative emotions at work influence your job satisfaction* ...
So, take good care of your emotion!

Sample post



A screenshot of a Facebook post from Watsons. The post text reads: "What would you do when you are angry? Research finds out that anger often leads to poor decisions. Have a timeout and come back to your breathing straight away. #SmileInsideOut". Below the text is a photo of a baby with a white smile sticker on their face. The text "You can be NOT angry" is overlaid on the bottom of the photo. The post has 71 likes, 26 comments, and 12 shares. The interaction bar shows "Like", "Comment", and "Share" options.

Other photo option



Engage our suppliers on **stress relief** product promotion.
E.g. essential oils, herbal tea, vitamin B, dark chocolate, seeds, yogurt



Source : [Harvard Business Review](#)

Sample post

💡 Engage coffee / energy drink suppliers!

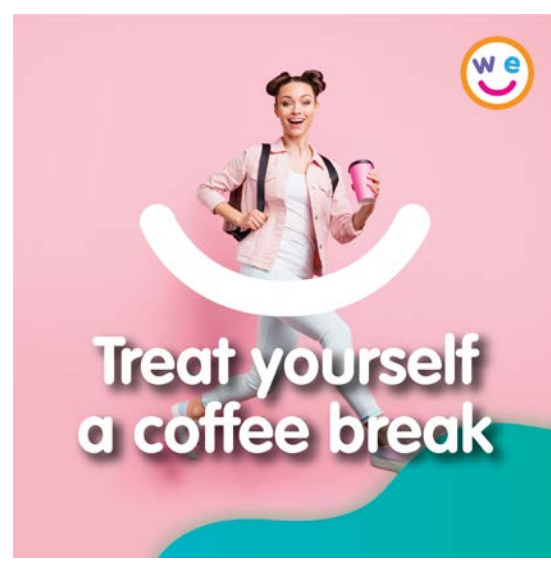
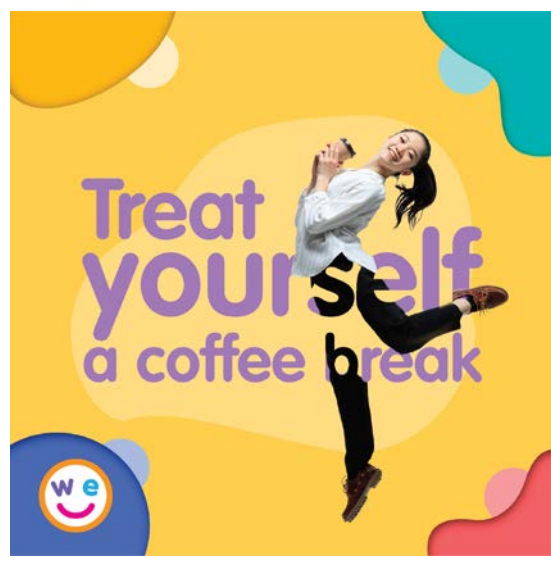
Watsons
1d · 🌐

Monday blues got you down?
Treat yourself a coffee break.
#SmileInsideOut #BeatMondayBlue
#recharge

Treat yourself a coffee break

71 26 comments 12 shares

Like Comment Share





Love Yourself & Others

Loving yourself is about replenishing your love supply, so you always have enough supply to express your love to others. And love yourself means taking care of the physical body and taking care of our inner world.



Present Moment Wonderful Moment

Enjoying every moment with your family and friends offers a sense of support, the positive vibe is no doubt a source of happiness

香港百佳超級市場 PARKnSHOP Supermarket HK

1d · 🌐

Quality time with your family is the best weekend recharge!
#SmileInsideOut

Present Moment
Wonderful Moment

71

28 comments 12 shares

Like Comment Share

Other photo options



02-UK 3:05 PM

Instagram

kruidvat

2,132 likes

kruidvat Show the most charming you doing sport with your friends!
#SmileInsideOut

Home Search Add Heart Profile

Shared worry is half. Shared happiness is double!

The best way to protect everyone from COVID-19 is maintain social distance. Let's reach out to friends online or over the phone.



Other photo options



Challenge your followers with good cause!

Let smile be also a medium for doing good, it could be supporting other NGO, or upholding a value which your brand embraces.

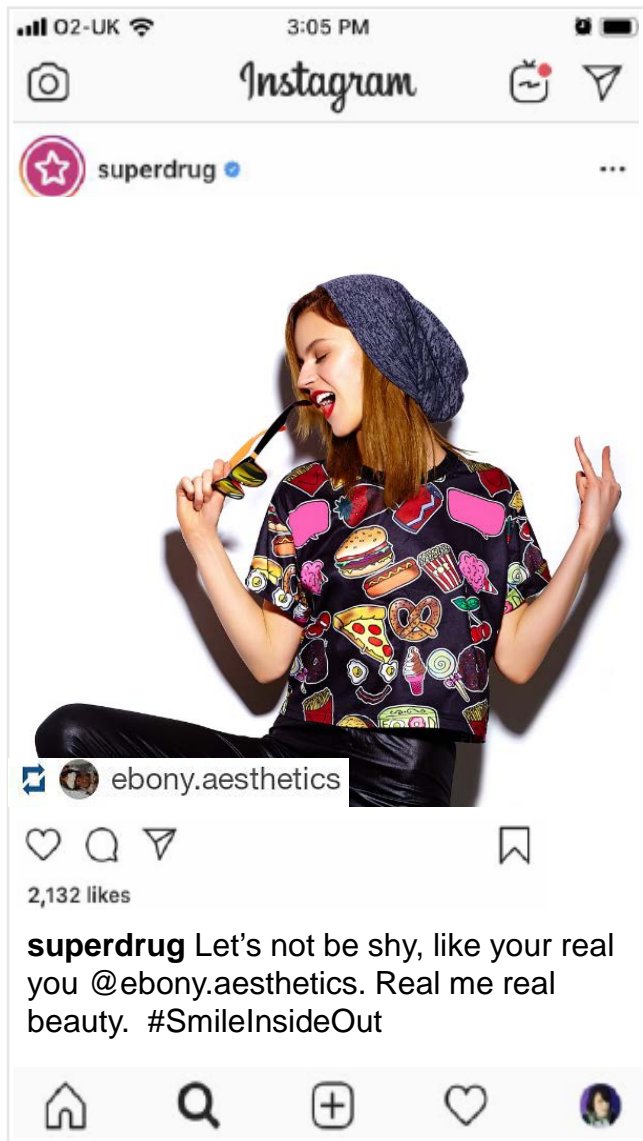


Other photo options



3. Love Yourself & Others – Real me. Real beauty.

Appreciating your beauty is about accepting who you are.
Show us the other side of you!



Idea : Filterless beauty
The best filter is authenticity.
Real me. Real beauty.



Think about engaging your suppliers on skin care/beauty products and health supplements

Sample post



Other BU examples





Global Smile Campaign

Supplier Collaboration Examples

1. This or That Game

香港百佳超級市場 PARKnSHOP Supermarket HK 1d · 🌐

Yellow is a happy guy who sees the good in everything. Orange always puts pressure on himself to perform the best he can. Which M&M's character do you prefer? Yellow or Orange? #SmileInsideOut




71 26 comments 12 shares

Like Comment Share

O2-UK 3:05 PM

Instagram

Watsons 1d · 🌐



2 132 likes

Watsons When you are exhausted, what do you prefer? Chocolate or Chewing Gum? Chocolate boosts endorphin release in your brain, while chewing gum can refresh your **breath and mind!** #SmileInsideOut

Home Search Add Heart Profile

2. Post Content

Instagram post from **Watsons** (1d).



Think Positive

2,132 likes

Watsons There's always a rainbow after the rain. #SmileInsideOut #thinkpositive #skittles

Facebook post from **香港百佳超級市場 PARKnSHOP Supermarket HK** (4h).

What would you do when you are angry? Research finds out that anger often leads to poor decisions. It's time to take care of your feelings, have a timeout! #SmileInsideOut #BEKIND




You can be NOT angry

71 likes, 26 comments, 12 shares

Facebook post from **香港百佳超級市場 PARKnSHOP Supermarket HK** (4h).

Wanna have a refreshing "mask breath" during the pandemic? Good breath can boost your mood. Let's keep your breath fresh! #SmileInsideOut #eclipse



Good breath Good mood

71 likes, 26 comments, 12 shares



X



Smile
Inside Out

Virtual Volunteering Suggestions

In this new day of **enhanced safety standards** and **social distancing**, we explore new ways to volunteer and **Smile for Good**. It opens the door for **Virtual Volunteerism**.

To Recap.... about **Smile For Good**

- A **hero CSR community campaign** to replace Global Volunteer Day(GVD) since 2019, to convey the message of doing good to cheer up yourself and others
- The aim of **Smile For Good** is to share **#LotsofLOVE** & **#LotsofLAUGH** with the communities we serve around the world
- The activities under **Smile For Good** should include staff volunteering and community involvement
- BUs should partner with charities, NGOs or government departments to hold the activities





Target Audience: Singleton Elderly / Residents in Elderly Home

Live event on social

Topic: Staying Healthy in lockdown (balanced diet, cooking demonstration, everyday stretching exercise)

- by BU health experts, e.g. Pharmacist & Dietitian, fitness trainer

One-on-one service by colleague (one-off)

Arrange followup phone/video call with the elderly

Listen to their stories & Send LOVE and CARE



Colleagues can go further if they want to develop a **long-term relationship** with the elderly

- Communicate with the them **regularly**
- **Be a friend** with them to help them combat loneliness
 - having phone/video calls
 - sharing pictures and stories for them to enjoy
 - sending letters/postcards to them, like a penpal





Target Audience: Patients

Live event on social

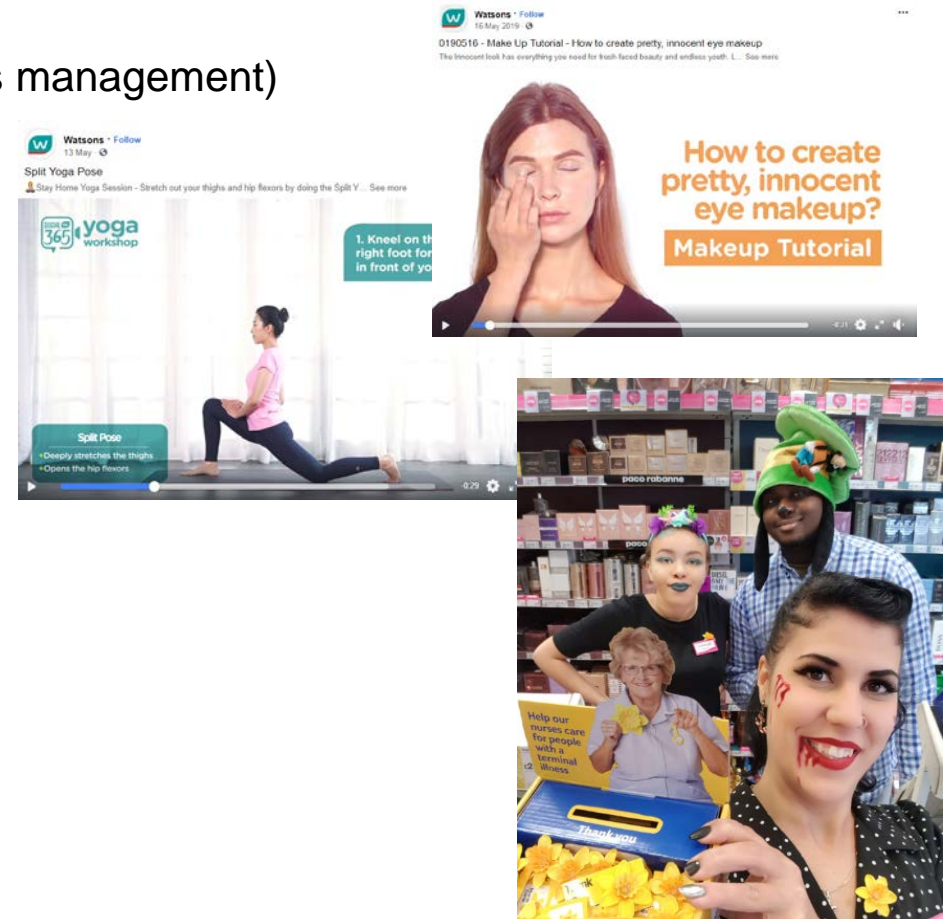
Topic: Look Good Feel Great (skin care, eye makeup, laughter yoga, stress management)
- By BU beauty experts, yoga instructor, mental health expert

In-kind donation

Items: Skin care, beauty, stress relief products (OB or supplier partnership)

Fundraising activities

Staff donation, charity workout challenge
Customer direct donation at till/online, charity sales





Target Audience: Middle School Students

Live event on social

Topic: Educational Cybersecurity

- by eLab

Topic: Healthy habits during lockdown (homemade snacks, dental care, home workout exercises)

- by BU health experts, e.g. Dietitian, fitness instructor

One-on-one service by colleague (one-off)

Follow up video call with the student

Send LOVE and CARE and/or play educational online game together

One-on-one service by colleague (long-term)

Be a virtual tutor to help **student** with academic skills and lifetime development



For markets **without** social distancing/ movement control, Smile For Good non-virtual volunteer activities can also be held riding on **Smile Inside Out**





We look forward to seeing the smiles
you put on our customers faces and
don't forget to **#SmileInsideOut!**

Inter BU Smile Olympic Scoring Matrix



Channels	Get Active Healthy Lifestyle	Think Positive Managing Stress & Adversity	Love Yourself & Others Acceptance & Compassion	Benchmark
1 Social Media Communication				No. of social media posts during campaign <u>per pillar</u> Bronze: 1 Silver: 2 Gold: 5 or above
2 Store Activation				No. of store activation ideas Bronze: 1 Silver: 2 Gold: 3 or above
3 Volunteering (Virtual and non-virtual)				No. of volunteer activities held Bronze: 1 Silver: 2 Gold: 3 or above
4 Partnerships				Partnerships formed for Smile Inside Out Silver: 1 Supplier Gold: 1 Supplier & 1 NGO

**Channels are not mutually exclusive (i.e. Co-hosting an elderly visit with Supplier A can be counted under #3 volunteering and #4 partnerships)*

**To bring a billion smile to customers' faces...
Are you ready for the game?**



Business Units Execution Guide



BU Activity Plan Submission Deadline: 4 Sep 2020

Campaign Period: Oct – Nov 2020

BU Report Submission Deadline: 4 Dec 2020

Inter BU Smile Olympic results announcement: Mid Dec 2020



Q&A



Millennials CSR Committee - Chief Smile Officer (CSO)



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The purpose: To advocate mental wellbeing in the A.S. Watson Group Global Smile Campaign

Execution: The CSO is BU Team's internal smile partner for the delivery of Smile Inside Out. Each CSO does have other fulltime responsibility within your own BU and cannot provide full-time support on this campaign. However, with their passion and insight of the Millennials, they could give an extra smile/ input to the campaign design and/or execution.

There are many partnering possibilities that we will leave BU Teams to discuss with the CSO, this include but not limit to:

Social Ambassador:

- **Partner** with BU Marketing / CSR team to raise noise on the campaign on the social channel (ie Through using their own social media channel for sharing)
- **Support** the local BU social content brainstorming/ creation process (e.g. interaction with BUs CEO/MD)

Share of Best Practices:

- **Inter-BU ideas cross-seeding:** From the deck of all BUs idea/plans submitted on 4th Sept, CSO to further highlight ideas from other BUs that could be relevant to their BU for program enhancement



Smile Inside Out 2020 - BU Smile Olympics Data & Feedback*



Social Media

- **Input:**
 - Total number of social media posts published during the campaign
 - Communication channels utilized (i.e. Facebook, Instagram)
- **Outcome:**
 - Total number of engagement for all social media posts
 - URL of the most engaged post

Store Activation

- **Input:**
 - No of store activation ideas executed
 - List of store activation (Photo props, POSM, freebies etc)
 - No of activities for staff
 - List of staff activities
- **Outcome:**
 - Customers participated in the store campaigns (by #, photo)

Volunteering

- **Input:**
 - Total number of volunteer activities (virtual and non-virtual) held

Details to be provided by BUA via “Smile For Good” submission

Partnership

- **Input**
 - Number of partnership formed
 - Details of suppliers / OB collaborated
 - Details of charities / NGO / mental health partners
- **Outcome:**
 - Donation to charities / NGO partnered (dollar value)

Data Collection

Quantitative data: Microsoft Forms will be provided to BU to input

Qualitative data: Please provide a summary in PPT format. A SharePoint folder will be provided for the upload of original/high res content of photos & videos shared or any media report

*BU do not need to fill in “ALL” the data above, as some of the data element might not be relevant to some of the BU project. They are only provided as prompt.

Appendix – BU survey results

Word	Total	EU	Asia	UK	Malaysia
Self-esteem, confidence	1.62	2.21	1.00	1.33	1.00
Ability to solve problems and manage stress or adversity	1.34	1.54	1.13	1.33	2.00
Communication skills	0.64	0.83	0.43	0.50	0.86
Physical health, fitness	2.72	2.42	3.04	4.33	2.29
Substance free lifestyle	0.55	0.38	0.74	0.00	0.00
Social support of family & friends	1.81	1.54	2.09	2.33	2.29
Good parenting / family interaction	0.87	0.50	1.26	0.33	0.43
Economic security	1.89	2.00	1.78	2.17	3.29
Scholastic (school) achievement	0.40	0.38	0.43	0.00	0.00
Satisfaction and success at work	1.26	1.21	1.30	0.83	0.71
Equality of access to basic services	0.51	0.88	0.13	0.17	0.00
Social justice, tolerance, integration	0.85	0.88	0.83	1.17	1.71