

AJIO



About Ajio



Our understanding

- ◆ Ajio – launched in 2016 by Reliance Retail – is an Indian e-commerce company in the fashion space
- ◆ With a diverse customer base, the company is in need of an equally diverse internal team that can reach out to their audience with ease

Objective



To develop an internal communications campaign around Diversity and Inclusion (D&I)



To promote and inculcate the values of D&I among Ajio employees



To address two primary themes under D&I through the campaign – Gender and Disability

Approach

We're aiming to position D&I as not 'just another monthly communication theme' but a 'way of life at Ajio'

We intend to achieve this through the below steps:

- ◆ Inform and educate on the true meaning and elements of D&I
- ◆ Trigger thought-proving and self-realizing beliefs around D&I
- ◆ Become a D&I-friendly workplace



Concept 1



#Unlearn

Rationale

- ◆ Move away from pre-held reservations on gender and disability
- ◆ Unlearn perceptions in order to see the world with an open mind
- ◆ Rethink pre-held notions and reservations held against women and the differently abled

Just because we're all
unique,
doesn't mean we're
different.

#Unlearn



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unique,
doesn't mean we're
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#Unlearn



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Mock-up

Just because we're all
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#Unlearn



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Concept 2



Tear-off the label

Rationale

- ◆ Uses 'Label' as an umbrella term to encompass stereotypes, prejudices etc.
- ◆ Emphasizes that labels should not be used to judge people
- ◆ Encourages people to tear-off these labels, as people are about more than their gender or disabilities

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LABELS ARE
FOR CLOTHES,
NOT PEOPLE.

**#TEAR
OFF THE
LABEL**

A person wearing a white dress shirt and a black necktie is holding a white rectangular sign with a dashed border. The sign has the text '#TEAR OFF THE LABEL' in bold black letters. The person's face is obscured by the sign.

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LABELS ARE
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**#TEAR
OFF THE
LABEL**

A woman with long brown hair is holding a white rectangular sign with a dashed border. The sign has the text '#TEAR OFF THE LABEL' in bold black letters. She is holding the sign with both hands, and her face is partially visible behind it. The background is a solid blue color.

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LABELS ARE
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**#TEAR
OFF THE
LABEL**

A woman with long dark hair is holding a white rectangular sign with a dashed border. The sign has the text '#TEAR OFF THE LABEL' in bold black letters. She is holding the sign with both hands, and her face is partially visible behind it. The background is a solid pink color.

#TearOffTheLabel

Mock-up

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Concept 3



See beyond

Rationale

- ◆ Emphasizes the belief that we must see people for who they are, not judge them for their gender, disabilities etc.
- ◆ Urges people to look beyond what meets the eye in order to create an inclusive, open minded workspace

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What
do you
see?

See beyond gender.

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What
do you
see?


See beyond disability.

#Seebeyond

Mock-up



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What do you see?

See beyond disability.





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PASSIO'
TAX PAYER
EMPLOYEE
OF THE YEAR
LISTNER
MOTHER
SISTER
SINGER
POET
HAPPY

What
do you
see?

See beyond gender.



Communication Strategy

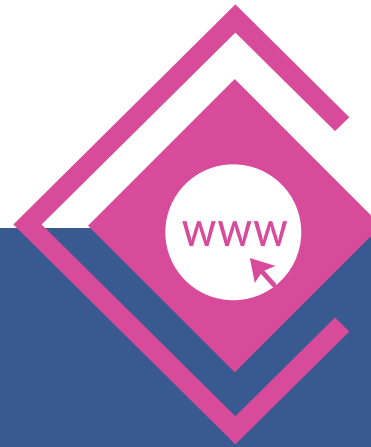
The campaign can be carried out across multiple mediums including:



Microsite



Internal radio



Online platforms



Offline platforms

Engagement ideas

The campaign will engage employees in the following ways:

◆ **In-office events**

These will include award ceremonies for the best ambassador of the week etc, discussion forums, cultural shows, etc to keep up the tempo of the campaign

Leadership declaration

- ◆ This will essentially consist of powerful messages or quotes from the leadership to further drive home the theme of the campaign (Which will also be broadcasted on the radio), etc.

Testimonials – employees speak

- ◆ A compilation of messages, quotes, and opinions on D&I from the employees will be gathered and featured on various online and offline channels

Biases quiz

- ◆ A quiz with multiple questions to reveal people's 'bias quotient' will help inform and educate employees on any subconscious perceptions they may hold

◆ **Ajio D&I day**

A dedicated day in the name of D&I where awards and cultural events are organized to encourage employees to showcase their talents

◆ **Ambassador of the week**

Each week, one employee across every branch is anointed the 'Ambassador of the Week' title to promote and encourage discussions on D&I within the organization

Exchange programme

- ◆ A buddy system wherein individuals from different departments are put in touch to get to know each other better

Box of opinions – feedback box

- ◆ An open suggestion/feedback box that allows employees to voice their opinions, queries, concerns in a private and confidential manner

Communication channels

For this campaign, the following collaterals & giveaways can be explored:



Engagement mediums

- ♦ Radio podcasts
- ♦ Flyers
- ♦ Posters
- ♦ Mailers
- ♦ Social Media posts
- ♦ Puzzles / Quizzes
- ♦ Videos



Office branding

- ♦ Floor branding
- ♦ Danglers
- ♦ Tent cards
- ♦ Lenticular standees
- ♦ Feedback box
- ♦ Screensavers



Giveaways

- ♦ Badges
- ♦ Coasters
- ♦ Bookmarks
- ♦ Body knockers
- ♦ Vouchers
- ♦ Pen drives



Thank you