

The background of the entire image is a dense field of blue, 3D-rendered sad face emojis. Each emoji has a simple black outline for a mouth and two dots for eyes. In the center of the image, a single yellow happy face emoji stands out, smiling broadly with a wide, curved mouth and two dots for eyes. The perspective is from a slightly elevated angle, looking down at the sea of blue emojis.

BP:
Beat the Blues on Blue Monday

Opening Doors, Opening Minds

Location: BP's Head Office

Project: Raise Awareness Within the Business

Background & Objectives

Opening Doors, Opening Minds

BP Accessibility Team breaks down barriers related to visible and invisible disabilities, long term illnesses and injuries, to ensure everyone is able to reach their full potential by providing the tools and resources to make BP an inclusive and productive work environment for all staff.

Blue Monday, reported to be the most depressing day of the year, was the perfect opportunity for the BP Accessibility Team to raise awareness within the business of the support and services offered by the team to the wider business community.

The Event

MotivAction commissioned a flash mob of dancers to perform Pharrell Williams 'Happy' at BP's Head Office. Each show was a surprise, choreographed to the accommodate the challenging surroundings of open plan offices on multiple floors, plus two performances in the staff restaurant. Such was the infectious nature of the music and dancing, we event got members of the team joining in with the dancers! Within the space of 4 minutes, we had uplifted the workforce, bought a smile to everyone's faces on a rather gloomy January day and raised awareness of the BP Accessibility Team in a highly impactful, memorable way.

Further internal communication supported the initiative, including e-blasts, printed leaflets distributed by the performers, banners, posters, videos and photographs posted on the intranet.

Everyone was HAPPY!

