

Spectrum

A HEART DAY'S WORK

How's your day going so far? What was the first thing you did this morning? Any plans later this evening? Go on, we'll give you a minute to think about your day.

If you're like us, you'd probably rattle off the first 10 tasks you've got at hand. But taking breaks in between are just as important, so why aren't they on our to-do list?

Ahead of this month's celebration of World Heart Day (29 September), this year's **My Heart, Your Heart** campaign calls for each of us to be Heart Heroes by making a promise to make a simple change for our heart health. It's as simple as brewing a cup of tea, settling down at the coziest part of the office and of course, reading our Spectrum newsletter.

**WORLD
HEART
DAY**

SEPTEMBER 29



Happy



scrolling!



Heart Hour: Meditation in the Workplace

Last 17 July, we invited Heartfulness trainers Chris and Meenakshi to guide us on our first group meditation session right here at Prism HQ. No yoga mats required! Just our regular office chairs and the willingness to try something new. After 1 hour of meditation, we instantly discovered a surge of energy very rarely experienced on a Wednesday night.

Throwback World Heart Day: #BeatForThem



Objective: To educate the target audience in choosing a healthy lifestyle with the help of Philips domestic appliances.



Challenge: To change the prevalent mindset that a hectic work schedule leaves little to no time for a healthy lifestyle.



Creative Strategy: We arrived at a simple insight: Start by taking care of yourself because your family's lives depend on yours.



Strategic Creatives: We created a health movement: #BeatForThem. A Philips platform that provides you with the tools to take care of your health, such as a heart age calculator at an interactive mall stand.



View the case film here:

https://www.youtube.com/watch?v=MzcE_-Bwzlo&feature=youtu.be

