

2019

CORPORATE
Humor  Awards

Winners

www.thehumorawards.com

Best Onboarding Program - Humorous Beginnings Award

For the organization that shows a commitment to bringing in new employees in a way that is effective, engaging, and fun.

Organization: Digital Ocean (www.digitalocean.com)

Submitted by PoppingBottles

Digital Ocean's People team strives to make Day 1 inspirational and elevate the employee experience. When a new hire arrives, Digital Ocean wants them to be excited, and to see more than just a working computer. That's why they provide all new hires with:

- A balloon on their desk so other employees can find and welcome them.
- A handwritten welcome note.
- A bottle of champagne.
- Some DigitalOcean swag.

Organization: Zazzle (www.zazzle.com)

Submitted by Forrest Gump

Online retailer Zazzle has a unique approach to the onboarding experience, as they encourage all their new employees to take part in an in-office Scavenger Hunt to get their new hire materials. This encourages bonding with teammates, as it is necessary to visit all departments and to ask for help from other employees. By the end of the Scavenger Hunt, the employees know more than just where the printer is.

Organization: Perkbox (www.perkbox.co.uk)

Submitted by Pusher

Perkbox helps businesses attract top talent and make a winning corporate culture. What makes a winning corporate culture, you ask? Well, every new hire onboarded at Perkbox is asked to push the beer trolley through the entire office on their first Friday at work. That's right, new hires walk through the office handing out libations to everyone. It's a great way to introduce them to the team and puts a smile on everyone's face (or maybe that's the beer). New team members also get their own Perkbox account, with discounted cinema tickets and gym memberships.

WINNER: Zazzle. What I like about Zazzle's approach is that it incorporates game elements into an otherwise mundane task. In doing so, it encourages the new hire to meet new people in a fun way while also setting the stage for established employees to help out as they get settled into the company, something that hopefully continues past the first few days.

Best Training Program - Learned Me Good Award

For the organization that is committed to developing their people with skills they can use at work and in life.

Organization: Twitter (www.twitter.com)

Submitted by Theatrekids

Twitter is well-known for providing employees with great technical training and classic Silicon Valley treatment, like 3 catered meals a day and on-site massages and acupuncture. A lesser known fact is that Twitter also provides employee training on improv and sketch comedy to continuously improve employees creative writing skills, ability to think on their feet, and be in the moment. Twitter's ex-CEO Dick Costolo initiated the program, since he started his career working in the famous improv comedy troupe Second City, alongside Steve Carrell. Twitter works directly with the [Improv Asylum](#) theatre and often brings the Improv Asylum Innovation team on-site to do their Corporate Training programs.

Organization: Evernote (www.evernote.com)

Submitted by Chef E

Employees at Evernote have a wide range of software and technology courses and some unique, non-work related courses available through Evernote Academy. Evernote offers team-building classes like Barista training, to learn how to make a perfect Espresso and amazing Latte Art, and Macaron baking, to bake a delicious French treat to have with your coffee. These programs have been found to promote employee engagement and retention.

Organization: Etsy (www.etsy.com)

Submitted by VintageVinny

Etsy is a custom and vintage focused e-commerce company with a great employee training and development program called Etsy School. Etsy School is a series of classes taught by employees, for employees. The program, one of several the company has developed for its staff, offers a wide range of classes, from coding and tango to cocktail-mixing and nail art. The idea is to foster a creative workplace where employees don't feel the need to separate their work lives from their personal lives, and where employees can pursue personal development through both teaching and learning.

Winner: Etsy. What makes Etsy stand out is that the programs are taught by employees, for employees. That means people not only get a chance to learn something new, they can also give back and build relationships by sharing something they're passionate about.

Best Marketing – The Funny Voice Award

For the organization that effectively uses humor as part of their branding, marketing, and communication with their customers.

Organization: Wendy's (www.wendys.com)

Submitted by ChickenNuggetsfordays

Wendy's has been impressing many with their Twitter moves, and the company was recently nominated for 'Best Use of Twitter' at the 11th annual Shorty Social Media Awards. The most recent use of humorous marketing was when Wendy's tweeted, "if you guys can get our tweet (this one right here) to 2 Million likes, they will bring SPICY CHICKEN NUGGETS BACK."

Once 2 million likes was hit, Wendy's confirmed, "THIS IS NOT A DRILL! Spicy Chicken Nuggets are coming back! Y'all are crazy! That took like a day and a half! WHAT?!"

This marketing has re-introduced positive energy and excitement for the fast-food restaurant's product.

Organization: The Onion (www.theonion.com)

Submitted by Jumanji

The Onion online satirical news site has a long history of humorous articles. This year, they made headlines with their article, "Company Commits To Hiring More Bengal Tigers In Effort To Improve Office Biodiversity".

Pledging to foster a workplace environment more representative of the animal kingdom at large, local accounting firm Hilltop Partners announced Thursday a commitment to recruiting and hiring more Bengal tiger candidates as part of a new office biodiversity initiative. "Hilltop Partners recently welcomed a Bengal tiger junior accountant and a Bengal tiger administrative assistant—the first, we hope, of many such hires," said Hilltop CEO Glen Shaw, who pledged to seek out biodiverse employees and cultivate a more inclusive workspace that would open doors to all walks of life, not just individuals lucky enough to have been born human.

This marketing and writing style has benefited The Onion for years, and continuously increased their online following.

Organization: Seamless (www.seamless.com/)

Submitted by 4amHungry

Seamless is an online food ordering and delivery service, and is known around New York City for having clever, witty, and relevant marketing on the subway. Recently, they have channeled their communication into one-liner ads on how New Yorkers

eat and New York-related struggles. When you live in New York City for a while, you develop a certain impatience for, well, a lot of things, and Seamless makes it cool to not be in the mood to talk to anyone and eat at home.

Some of the classic 1-liner ads are:

"Go from Starving Artist... to just Artist"

"Avoid cooking like you avoid Times Square"

"The L train may shut down. We won't"

Winner: Seamless. What can we say, we're suckers for a little New Yorker banter. Just lights up your day while avoiding the rats on the subway. Seriously, though, Seamless is being creative and getting people talking in a playful and casual way. It's more than an advertisement, it's connecting people on realities everyone faces in the big city and creating more of a sense of community. Well done!

Best Perk - Money Isn't Everything Award

For the organization that understands that engagement requires more than just a paycheck and that their employees are humans, not resources.

Organization: Reebok (www.reebok.com)

Submitted by Witness the Fitness

The sportswear company's commitment to athletics extends to its staff: Reebok provides an onsite gym, which includes free Crossfit classes throughout the work day. As many employees state, "it's ok to take an hour for fitness throughout the day and fitness events are encouraged to participate in. It's more than ok, it's encouraged to power clean with your colleagues!"

Organization: Scripps Health (www.scripps.org)

Submitted by Doglover

The nonprofit health care system cares about its employees' pets as much as the employees themselves. Scripps Health gives employees the option of getting pet insurance for their pets, as part of their Benefits & Wellness package.

Organization: Goldman Sachs (www.goldmansachs.com)

Submitted by Travel Bug

The financial giant treats its employees to a wide-range of sweet perks, from five-day-a-week pilates and tai-chi, to bubble tea in the cafeteria. But they also give workers a fun way to raise money for charity by way of an all-night scavenger hunt in New York City. Described by The Atlantic in 2018 as "part performance art, part nerd Olympics, and part urban scavenger hunt," it has raised more than a million dollars in a single outing.

Winner: Reebok. It's important for companies to practice what they preach, and by giving employees a chance to take classes throughout the day, Reebok shows that they're commitment to fitness isn't just for profit. Both the time (during work hours) and the cost (free) help this perk stand out from others.

Best Recognition Program - Better Recognize Award

For the organization that understands that a job well done deserves some attention, to both honor the employee and showcase the values the organization strives for.

Organization: Burton (www.burton.com)

Submitted by Snowyy

The snowboard company is known for its creative design and apparel, and treats their employees well. Top employees of the month are given free season ski passes and “snow days” that can be used to hit the slopes anyday after a big snowfall.

Organization: Kimpton Hotels & Restaurants (www.ihg.com/kimptonhotels)

Submitted by Big spender

Kimpton Hotels celebrates and rewards all levels of employees. The company has an annual event called Housekeeping Appreciation Week, filled with game days, spa days, stacks of pancakes for days and, oh, TP-ing the general manager that day, just because. This Kimpton tradition celebrates the Housekeeping heroes for all they do in creating beautiful and comfortable experiences for our guests.

Organization: RoundPegg (<https://www.achievers.com/roundpegg>)

Submitted by Musclemoman

RoundPegg is in the business of culture and engagement, specifically they consult on Employee Rewards & Recognition Programs. And so, they have a creative recognition program themselves. Outstanding employees at RoundPegg get their very own handheld action figure, customized to them. It gives the person nominating someone the opportunity to design something creative, and it encourages individuality.

Winner: Kimpton Hotels. Recognition is important at all levels of an organization, and while it’s easy to sometimes focus on the more visible roles (sales, customer service), the other roles are just as important to making a company a success. The focus on appreciating all levels at Kimpton, and in a fun way, is a great example of how recognition can be done.