

CLIENT:
Edw. C. Levy Co.

INDUSTRY:
Environmental Solutions

PROJECT:
100th Anniversary



CASE STUDIES

The Anniversary Company

CELEBRATING BUSINESS MILESTONES

OBJECTIVES

- Celebrate 100 years of accomplishments and, at the same time, look forward toward a future of continued growth and innovation.
- Thank employees, retirees and partners for making Edw. C. Levy a century-long success.
- Continue its longstanding tradition of supporting the communities that host the Edw. C. Levy family of companies by selecting the same organization worldwide that all Levy companies and employees could support in its centennial year.

SOLUTIONS

- Kicked off the centennial year with a "100 Years in 100 Seconds" historical video.
- Mailed every Levy employee worldwide a package of cookies iced with the centennial logo, accompanied by a note from the Levy chairman, and the president and CEO.
- Held a "Past Forward" contest to gather company memorabilia from employees and retirees.
- Commissioned a custom, 3D piece of art commemorating Levy's history, leadership and accomplishments.
- Coordinated the selection and distribution of the centennial gift – a Carhartt backpack – to every employee worldwide, with a personal note from the chairman, and the president and CEO.
- Managed 20 festive "Employee Appreciation Events" in six countries for Levy employees and their families.
- Organized and implemented 20 Habitat for Humanity builds throughout the US, Australia and Thailand – and HFH advocacy projects in France, India and Mexico – at Levy's request to identify a global nonprofit it could support nationwide.
- Organized a gala "Partner Tribute" for 350+ Levy partners, civic and community leaders, and employees as a thank-you for their role in contributing to Levy's success.
- Produced a commemorative centennial brochure and video mosaic.

RESULTS

- "The Partners Tribute celebration was a roaring success... that truly captured the 'spirit' of our Centennial," according to the president and CEO.
- In the summer of 2018, more than 3,300 employees and their families in 6 countries participated in the 20 Employee Appreciation Events.
- Employees donated approximately 2,300 hours in 18 cities in 6 countries to support Habitat for Humanity.
- Levy has a permanent display of the first 100 years of its history in its headquarters.