

CLIENT:

STV Incorporated

INDUSTRY:

Professional engineering,
architectural, planning,
environmental & construction
management firm

PROJECT:

100th Anniversary



CASE STUDIES

The Anniversary Company

CELEBRATING BUSINESS MILESTONES

OBJECTIVES

- Use its 100th anniversary as an opportunity to thank employees for their hard work and reward them with fun, creative activities.
- Generate a sense of pride and camaraderie among employees.
- Partner with a charity.
- Focus special attention on budget considerations, given that the organization is 100 percent employee-owned.

SOLUTIONS

- An "Anniversary Building Contest with LEGO Building Bricks" in which employees competed and built structures out of LEGO bricks. Winners received cash prizes and donations were made in their names to the local Habitat for Humanity chapter, because both STV and Habitat aspire to improve people's quality of life through the built environment.
- An "employee photo mosaic," a 24" x 36" poster made up of individual employee photographs. When viewed close up, the employees' photos are visible, and when viewed from far away, the STV Incorporated 100th Anniversary logo comes into view.
- An authentic Parker Brothers Monopoly board game customized for STV Incorporated's 100th anniversary, with properties named after actual STV building projects and game pieces sculpted into a bridge, a hard hat, a school building and the like.

RESULTS

- Approximately 130 employees from 11 STV offices participated in the Anniversary Building Contest, building everything from a moveable bascule bridge to the Coney Island Parachute Drop to a topographic map of Manhattan. Donations totaling \$50,000 were made to Habitat for Humanity.
- Each of the approximately 1,700 STV employees received a copy of the photo mosaic, and framed copies were delivered to each of its nearly 40 offices.
- Each employee also received a custom Monopoly game and responded enthusiastically:
"Our office loves the gift! What a great idea! Can't wait to play it."
"We just received our Anniversary gifts at the Philadelphia office a short while ago. What a great idea and fantastic surprise. My personal thanks for this special gift."
"This is just way too cool! What a fantastic idea, wonderful Christmas fun, and great 100 year memento!"