

## CASE STUDY

# Google Get Active



## OBJECTIVES

In June 2020, we were approached by Google UK for an active engagement project for 200 of their London office staff during the early stages of the pandemic.

The Get Active platform was utilised for a motivational 30 day challenge for all participants, including Google's UK CEO and other senior staff. A fully branded online challenge site and mobile phone app was developed with leaderboards, instagram feeds, FAQs and other features, along with a high quality Google medal.

## OUTCOMES

Google's London team eagerly got involved in the challenge, with cycling, running and spinning emerging as the most popular activities conducted.

As Google's corporate charity of the year, MIND the Mental Health charity, was selected as the beneficiary for the challenge.

It became evident quickly that the app was much more popular than the web site, and useful feedback was received which allowed for a range of technical and functional improvements to the app (both Android and iOS versions).

## HIGHLIGHTS

### Engagement

Google staff working from home took part in a team project when staff engagement was a key issue.

### Experience

The Get Active team gained valuable insight, experience and feedback from one of the world's technical leaders.

### Fundraising

Over £4,000 was raised for MIND which goes directly into their work supporting and assisting people all over the UK with mental health issues.



"As part of the Google Get Active Challenge, I'm challenging you to go onto my YouTube channel, pick any workout - smash the workout and see how you feel afterwards.

I promise you one thing, you always feel better after a workout" ([video](#))

**Joe Wicks MBE**  
The Body Coach

