THE MISSION
In 2019, Groupon was on the lookout for a dynamic, sustainable, and novel way to deepen connections with its employees, partners, and community.

THE SOLUTION
A rooftop hive located on the east side of the 600 West roof, where employees could gather for workshops and meaningfully engage with the broader ecosystems around them.

1. Picking the right partner
Groupon was drawn to Alvéole’s turnkey hive service and popular educational workshops. Once they met their dedicated beekeeper Travis, they were convinced.

2. Creating stories to engage employees
The Groupon team leveraged storytelling to build interest, drama, and education into the hive life.

   - Naming contest for the Queen Bee (now Queen Debbie)
   - Regular updates through their MyHive profile

3. Maximizing reach and impact through partnerships
The Groupon team connected with a local charity and began fundraising for the Garfield Park Conservatory.

   - Selling their honey jars at fund drives
   - Partnering with a local brewer and neighboring restaurant to create and sell their special-edition honey beer

THE RESULTS ARE IN!
Physical and digital workshops are fully booked within minutes

Hundreds of employees engage with the bee emails and social media posts

Brand recognition with personalized corporate gifts from the hive

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