

# GROUPON

## HOW THEY HARNESSSED THE POWER OF INTERNAL COMMUNICATION WITH ALVÉOLE



The hive's digital updates and activities have given remote colleagues new ways to congregate around something uplifting.

### 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

