



PROMOTION IDEAS

130+ WAYS TO PROMOTE OLA ALA

We put out a call to friends asking for their *kokua* (help) developing fun, creative promotions for our new Hawaiian-themed physical activity program. The response was overwhelming — more than 200 ideas were submitted. We've consolidated excerpts for you to download in this pdf. *Nani*.

1. Provide participants with a fresh pineapple to take home and enjoy with their families.
2. Tie in to the TV series “Lost”, which was filmed in Hawaii — “Don’t get Lost on the way to well-being.”
3. Consider a contest for the most creative pineapple dish.
4. Offer to visit staff meetings with a 10-minute *Ola Ala* presentation. Each group that signs up gets a macadamia nut sample.
5. Set up a surfing Barbie and Ken at the work wellness station, with an *Ola Ala* promo poster behind them.
6. Ride the Big Wave of Wellness on the Big Island of (insert company name) — those who participate get an incentive item related to waves.
7. Use fresh fruit to create the letters of the company name on a huge platter.
8. Provide a few tropical dishes during the week; offer educational stop-by on fitness/exercise at the *Ola Ala* registration table.
9. Do a healthy Hawaiian-themed meal of the day or samples in the cafeteria or break room and provide recipes.
10. Set up different areas of the office to look like different areas of the virtual tour — and have people handing out information at each location.
11. Introduce *Ola Ala* on a bulletin board. Display could include a surfboard for each person who registers, or each registration could be represented by a flower on the lei.
12. Figure out the number of miles from your city to Hawaii and have each group walk/jog and log those miles.
13. Incorporate additional Hawaiian “universal” values; see *Managing With Aloha* by Rosa Say.
14. Offer a taste of Hawaii by hosting a lunchtime or afterhours mock-tale low-calorie exotic drink, or asking a local chef to come in and do a healthy Hawaiian cooking demo.
15. Place posters in stairwells to promote and carry through the challenge.
16. Play songs on a ukulele while passing out fliers.
17. Serve pineapple juice or a healthy smoothie in pineapples with a little umbrella or in a plastic glass that has the *Ola Ala* program logo.
18. Earn points by doing activities to obtain a Hawaiian lei to wear on Fridays.
19. Host a Hawaiian luau during lunch and invite people to hear about the program, see a demo, and sign up afterward.
20. Hold a healthy Hawaiian luau with tropical fruits including kiwi, mango, passionfruit, etc.
21. Encourage staff to wear Hawaiian attire (grass skirts, leis, floral shirts, etc.) one day without announcing the new program. Unveil the program on this day with a traditional Hawaiian lunch.
22. Have a kickoff breakfast including fresh fruit salad and smoothies (pineapple, papaya, strawberries, mango with Greek yogurt).
23. Make tent cards that read “You could use a Hawaiian vacation today... how about a little exercise to go with it?” (Provide a link to the program flier.)



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24. Share the basics of Walking Meditation... to clear the mind of negative thoughts, better blend body-mind-spirit, and gain a synergy that is relaxing and energizing. (In many worksites employees walk a lot, but they don't take advantage of their walking time to really destress.)
25. Send out Aloha/Wish You Were Here postcards (electronic or paper) inviting employees on the virtual tour.
26. Offer a hula-based fitness class that allows everyone to earn physical activity minutes for the challenge.
27. Have employees make their own leis and submit in a contest.
28. Give paddleboard lessons at a local lake for anyone who wants to try it.
29. Create an *Ola Ala* bulletin board with tropical eye-catching 3D flowers and basic program information.
30. Play Hawaiian music in the lobby and greet members with a lei around their neck. Staff can also wear leis and grass skirts or Hawaiian shirts.
31. Link different color leis to *Ola Ala* locations... the goal would be to collect 5 that represent natural wonder sites that they visit.
32. Provide a "taste of Hawaii" by distributing kabobs of pineapple, mango, and papaya along with an *Ola Ala* flier.
33. Engage participants by throwing a happy hour Hawaiian-themed party on Fridays at set times in the fitness center as a fun reason to use the facility.
34. Teach individuals how to hula or have Hula Hoop™ contests.
35. Get the community involved and send out a company challenge to other employers in the area through local HR groups, social networks, and clinics.
36. Sponsor employees in an event that promotes health — such as local 5k, 10k events; not so much a race as it is a challenge.
37. Award bonus points when they try a new food — even extra if it is poi, tropical fruit, or any healthy food native to Hawaii.
38. Hold team competition for highest average fitness minutes earned with prizes for winning team members (those who earned a minimum amount of minutes in a month). Prizes could include ownership of a trophy for a year and a catered breakfast with a jeans day. Participants who meet their minimum minute goal earn a water bottle.
39. Award fun participation prize each week such as Hawaiian dance lessons, healthy Hawaiian lunch, or fruit drink break.
40. Designate a mascot animal, native to Hawaii, for folks to follow across the islands (almost like a tour guide).
41. Have hula dancers host a workshop for employees as a kick-off event for *Ola Ala*.
42. Share mahalo as the Hawaiian word for "thank you" — the Hawaiian attitude of gratitude. Ask people to submit what they are most thankful for; once collected, do a top 10 reasons; have manager read or use in employee communication.
43. Place fresh Hawaiian flowers at each person's desk/station.
44. Distribute tropical salad (pineapple, mango, etc) along with a program flier. Play island music over the intercom system during breaktime.
45. Have a Walk at Work day, where at lunch time all the employees (even if in different locations) go out for a walk and have a healthy snack or lunch waiting for them when they return. Add door prizes for all who walked.
46. Serve up sliced pineapple on a stick and give away pineapple corers in drawings for those who sign up on the spot.
47. Hold a healthy luau at the end of the program for all who complete the challenge, with a special prize for the top achiever. Have games and contests like limbo.



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48. Offer a beach towel as an incentive item.
49. Compare the old Hawaii Five-0 to the new ones and point out how much healthier they are (at least they quit smoking).
50. Hark back to high school science class and set up an active volcano display in the cafeteria or other high traffic area. Include volcano information, quizzes, etc.
51. Have staff award leis to other staff participating in the program and take a picture to be entered in a drawing.
52. Create an interactive email showing a surfer or a hula dancer and using the sound of waves crashing.
53. Decorate the fitness center in a Hawaiian theme and have posters announcing the program.
54. Greet employees with a Hawaiian post card inviting them to a lunch 'n learn on fitness exercise as medicine.
55. Have a convenient station where employees can try out their skills with a Hula Hoop, with Hawaiian music playing.
56. Hand out tips, and introduce *Ola Ala* as the key to healthy habits for a lifetime of wellness.
57. Substitute tiny umbrellas for stir sticks in the coffee/lunch/break room along with fliers announcing the program.
58. Use the slogan "Catch the wave — to a life of wellness."
59. Send an email about the benefits of coconut water.
60. Do inserts on pay day with a "visit the islands" teaser and email address for more information.
61. Hold an Aloha Friday contest for the best Hawaiian shirt and muumuu.
62. Use Hawaiian-themed celebrations to recognize participants reaching *Ola Ala* destinations.
63. Offer kona coffee and leis at the next staff meeting.
64. Hand out healthy recipe cards that use tropical ingredients.
65. Use phone and/or onsite health coaches to promote *Ola Ala* in all scheduled sessions, call clients to inform of launch, and assist with registration.
66. Spray paint or buy a golden lei as the big prize. Have it on display at various locations throughout the program.
67. Broadcast exciting sound bites (plus music) about the program, such as "Have you seen Hawaii... do you want to?"
68. Assign a different island to various departments/divisions and see who can get the most seashells on their beaches by the end of *Ola Ala*.
69. Offer a vacation day as an incentive; ask employees to submit pictures of their last vacation to inspire great ways to spend it.
70. Use traditional Hawaiian values to extend reach of this program into improving company culture.
71. Set up a map of the *Ola Ala* trail in the building and track each team's avatar weekly so everyone can see progress.
72. Make a vacation photo scrapbook (paper or digital) where employees send in Hawaiian-themed photos (wearing a colorful shirt or taking a walk outside during break) and compile them at the end of the challenge. Get people excited to see their coworkers and how they came up with a creative Hawaiian theme.
73. Work with garden stores to donate colorful plants to decorate promotion/registration areas; use garden center gift cards as incentives.
74. Hold a contest to guess how many seashells are in a jar.
75. Pose participants in Hawaiian shirts or grass skirts, then post the photos throughout the location(s).
76. Produce and post a short video that gets employees to imagine living a well-being path in Hawaii.



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77. Decorate a signup area with a Hawaiian theme and a set of luggage. Those who register put their name into a fish bowl for a drawing to win the luggage.
78. Ask a bold leader to wear a grass skirt around the office on kickoff day.
79. Request teams to sign up for *Ola Ala* using an “explosive” team name that sounds like a volcano, for example, Mount Movealots.
80. Post notices reading “Let us take you to Hawaii” with a pull-off flier to redeem for a trial registration.
81. Provide small banners to place around the worksite that become markers along a walking trail. Participants can sign these banners, or leave some bit of Hawaiian wisdom.
82. Give employees travel documents/itinerary to Hawaii with date of departure (start of program and details).
83. Offer a biking class and set up a biking club at work; partner with local bike shop to offer discounts.
84. Include a swimming competition — to swim from island to island.
85. Use facts about Hawaii in a game to create a teaser for the program or a way to earn bonus points.
86. Hold a coconut bowling contest to gain extra points.
87. Have an incentive drawing for everyone who joins *Ola Ala* such as for a \$10 lunch card at a local restaurant.
88. Host a Surf Clinic for employees as a kick-off event.
89. Create mahalo cards to give to employees while thanking them for something. Once the card has been signed and passed through 10 people, it's dropped into a random drawing to win a prize for the group whose card is drawn.
90. Turn up the lunchroom heat for a day and allow employees to come dressed in shorts for a program introduction.
91. Have a Tacky Tourist fashion show where employees wear white socks/sandals, cameras, fanny packs, etc; winner participates for free.
92. Hire an Elvis impersonator to host a Hawaiian signup party.
93. Keep a chart of fitness activity measured by Hawaiian flowers or something similar, with a prize for the winners.
94. Hand out flip flops with the *Ola Ala* flier attached.
95. Give Hawaiian shirts to the first participants who sign up.
96. Hold a company pot luck luau; discuss *Ola Ala* as a way to create a healthier work environment — inspiring them to get active and reduce stress.
97. Ask participants to submit photos of the most relaxing/fun vacation they have had or a place they want to go.
98. Paint a people-size display (include *Ola Ala* logo) of a buff surfer and hula dancer with cutouts where employees can stick their faces; take photos and email to them.
99. Have everyone wear tags showing their Hawaiian name and hand out a picture of Hawaii to keep at their desk.
100. Give the breakroom an island theme makeover with blow-up palm trees and a big cut-out sun on the wall.
101. Hold an extreme sunglasses contest.
102. Ask senior leadership to sponsor and participate in *Ola Ala* functions/events.
103. Send an email to all potential participants with a short video using top executive faces doing a Hawaiian dance. Have those top executives be a team; if they lose they have to wear grass skirts for a day and do a hula.



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104. Conduct an office or cube decorating contest, with a prize for Most Like Hawaii.
105. Give each registrant a chance in a drawing for a beach towel, flip flops, and sun screen.
106. Have a grand prize raffle drawing with flight miles or airline ticket gift cards for the lucky winner to put toward a trip to Hawaii.
107. Bring in a fender blender — a stationary bike that can blend smoothies.
108. Hire a massage therapist to do chair massages; play Hawaiian music and hand out registration forms.
109. Distribute macademia nut treats.
110. Climb a virtual Hawaiian volcano and earn points toward a fit card/club membership.
111. Do a week-long tribute to Hawaii with a different activity each day until kick-off.
112. Print a boarding pass to Hawaii for all participants; encourage them to hang it on office doors or cube walls.
113. Place a surfboard (real or paper) displaying the program components/details in a prominent spot; use it as a message board throughout *Ola Ala*.
114. Post a notice on your internal website homepage: “Is today the day that you visit Hawaii?” Link to the program flier and a free trial registration if redeemed within the next 48 hours.
115. Award teams that register by a certain date tropical fruit salad (pineapple, mango, etc.) once a week for a month.
116. Ask participants to write a vacation story to be shared with other participants.
117. Have participants create an alternative of what *Ola Ala* could stand for, such as Only Live Active, Always Live Active.
118. Sponsor 3-month gym memberships for participants on the winning team.
119. Hold a department relay race to kick off the challenge in the company parking lot.
120. Have a stand-up paddle event for employees as a kick-off for *Ola Ala*.
121. Invite a World War II veteran to come in for a lunch ’n learn about Pearl Harbor.
122. Host a Lunch ’n Limbo Tournament; winner gets a 3-month gym membership.
123. Do a cook-off with healthy Hawaiian-inspired dishes or a tropical smoothie contest in fake coconut cups.
124. Ask participants to share their best memory of staying active and fit while on vacation; give a prize for the winner, voted by other participants.
125. Create a PowerPoint of images from the islands along with information on *Ola Ala* and how to sign up.
126. Conduct a health fair (local wellness professionals, free screenings, massages, exercise class, good walking shoes, etc.); decorate site with Hawaiian images/props.
127. Feature a question of the day about Hawaii.
128. Put up a table top display with sand, seashells, grass skirts, coconuts, leis, etc., surrounding a poster promoting the campaign and provide fliers for employees to take.
129. Coordinate a tropical bird display with a local zoo or pet store.
130. Show Hawaiian-themed movies in the break room or over lunch hour.
131. Offer recipe book of Hawaiian/Polynesian cuisine as a raffle prize.
132. Make sand castle centerpieces, with a contest for the best, funniest, etc.
133. Set up a surfing video game in break rooms. Give prize for top scores at end of the promotion.
134. Hold contests for opening a coconut the fastest, making your own Hawaiian T-shirt using stencils and sponges dipped in dyes, and creating your own volcano.

