

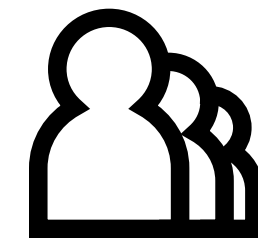
Amway's European Online Birthday Campaign



We asked – how could we further demonstrate our genuine appreciation for the wider Amway family? How could we improve the customer experience, strengthen bonds and have fun, all at the same time?

The answer – localized birthday wishes for almost 600,000 Amway Business Owners, all around Europe & South Africa. Entertaining, inspiring and enhancing our commitment to the Amway family, all in one!

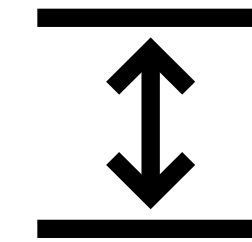
*The response was overwhelming
– a wave of appreciation,
thank you messages and
energized enthusiasm among
hundreds of thousands of
Amway Business Owners.*



PEOPLE

N. of volunteers

Voices of 25 volunteers strengthen the bonds with our customers



SCALE

Scale of the reach

A small in-house recordings reached almost 600,000 people

The Team

