



mini customer story

# How Unique used Ambassify to launch an initiative in support of De Warmste Week



## How did Unique put this idea into action?

For this year's edition of **De Warmste Week**, Unique came up with an idea to engage their entire company. The concept was easy but effective, straightforward but brilliant: every employee got the chance to propose a talent of theirs, and all other employees could bid on the talents they liked the most.

Like in an actual auction, employees are also allowed to overbid each other – the idea here is that this could spark competition and raise more money. All the money they collect goes directly to **De Warmste Week!**



# How did Unique put this idea into action?

**STEP 1**

First, they created a form campaign in Ambassify in which they explained the whole idea so people knew how it all worked and how to participate.

Employees could describe their talent.

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**Auction your Unique talent to support De Warmste Week! 🔥**

**AUCTION YOUR UNIQUE TALENT TO SUPPORT DE WARMSTE WEEK**

Every year before Christmas, De Warmste Week puts one specific topic in the spotlight and organizes solidarity actions around it, and all over Flanders, people support different initiatives to raise money. This year's theme is social exclusion.

At Unique, we are launching a **talent auction**: can you cook the best homemade meal? Can you give private padel classes? Or maybe you're a rockstar who can give a private concert? Auction your talent, and your colleagues will bid on it — the money raised goes directly to De Warmste Week!

Fill in the form below to participate!

Write here the talent you want to auction

Starting amount for your bid (not mandatory)

**This is my talent! 🔥**

And, optionally, set a minimum bid.

Form campaign

# How did Unique put this idea into action?

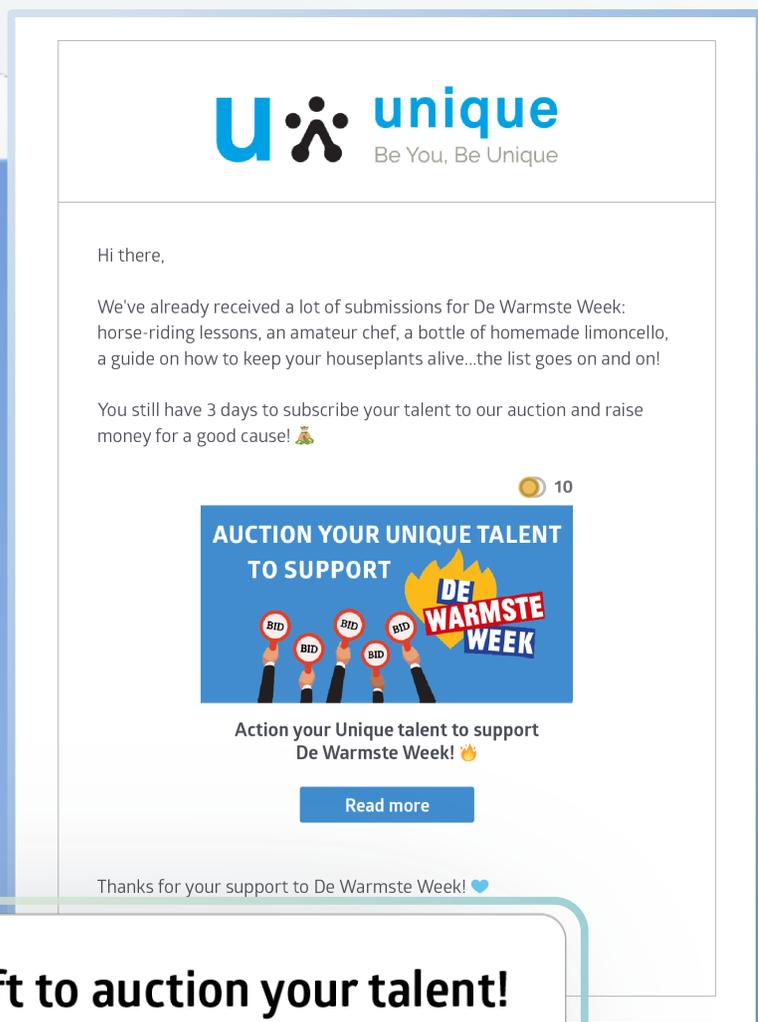
**STEP 2**

The community manager gathered the names of all the incoming participants and their talents as the initiative started to take shape.

To stimulate more engagement, generate more buzz, and grow the initiative, they created a campaign promotion message linking back to the initial form campaign. They gave more examples of the talents they had already collected and others that could still join. By highlighting several aspects of the project, they drew more attention and received even more subscriptions.

*Campaign promotion message*

A detail worth highlighting; they added an excellent subject to their email message. It has an emoji, it's short and precise, AND it holds the feeling of scarcity, as it tells the reader that they only have three days left to send in their talent.



 **Only 3 days left to auction your talent!**

# How did Unique put this idea into action?

**STEP 3**

They created and spotlighted a campaign explaining how the bidding works to ensure smooth participation.

The campaign explains the initiative clearly and gives all the details of the cause using an appealing tone of voice. Yes, emojis are included 😊

Once read, community members could click on the “I understand it” button to confirm!

The screenshot shows a community post with the following elements:

- Header:** 10 coins, title "How do I bid on a talent?", and a progress bar.
- Image:** "AUCTION YOUR UNIQUE TALENT TO SUPPORT" with "DE WARMSTE WEEK" and several "BID" signs.
- Text:** "How do I bid on a talent? Check out this campaign to see how you can bid on talents! 💰 The auction closes on Dec 9 at 5 pm!"
- Spotlight:** A yellow tag with a lightbulb icon and the word "Spotlight".
- Instructions:**
  - Scroll through the community to check out all the talents you are auctioning off. Do you see a talent you're interested in?
  - Click on the campaign for more info
  - Leave your bid in the comments (careful, you can't bid less than someone else)
  - Click on 'I placed a bid'
  - Keep an eye on this campaign to see if someone places a higher bid than you
- Additional Info:** "You can place as many bids as you like: the auction closes on Dec 9 at 5 pm!" and "Let the games begin! 🔥"
- Button:** "Got it! 😊"

💡 *Extra Tip: Spotlighted campaigns stay pinned at the top of your community, and are easily recognizable thanks to the yellow tag!*

# How did Unique put this idea into action?

A whole range of talents was submitted by employees all over the company, belonging to all kinds of departments and from different regions.

To showcase the talents, a custom tab called “De Warmste Week” was created. A separate tab and version of the game were made with a similar setup for the French-speaking part of the company and the country, namely “Viva for Life.”



# How did Unique put this idea into action?

Unique then created separate campaigns for each of the auctioned talents. Take a look at some of the most creative submissions! 📌

**BID ON MAAIKE'S TALENT!**

3 cards for special occasions, designed specifically for you!

Bidding starts at €6. Maaïke will design three cards in your theme of choice! 🎨

Maaïke will design 3 unique cards for you. You can choose the theme (Christmas, baby shower, birthday, wedding...).

👤 Bidding starts at €6!  
🔥 Let's raise money!

I placed my bid 📌

### Comments

	<b>Melissa</b> 25€
	<b>Margot</b> 20€
	<b>Melissa</b> 15€
	<b>Leen</b> 12€
	<b>Delphine</b> 10€ 🥰

One colleague with graphic design skills offered to create three original cards to give to loved ones on special occasions.

# How did Unique put this idea into action?

A guaranteed night out of fun with the boys in the city of Leuven 📌

🕒 10

A night out in Leuven with the boys. Let's goooo 🍷



Your favorite duo from Leuven is taking you out for a night in Leuven 🍷  
More winners allowed -- the more the merrier, right??  
And the more fun! 😊

I placed my bid 🔥

## Comments



**Nora**  
10€ for the boys!



**Liesa**  
UPDATE - Confirmed by your favorite duo: "Multiple winners possible, the more the merrier, and the more fun!" 🍷🍷



**Pieter**  
12€



**Valerie**  
10€, LET'S GO BOYSS!!!



**Mariska**  
11€

# How did Unique put this idea into action?

Someone else offered to make a set of 6 coasters out of clay and also teach them how to make them themselves in a TikTok tutorial!

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**Get a set of 6 colorful & Handmade clay coasters!**



The offer of professional Gen-Zer at work: a set of 6 handmade coasters & a TikTok tutorial on how to make yourself!

**I placed my bid 🔥**

### Comments

-  **Livia**  
23€
-  **Julie**  
20€ 😬
-  **Livia**  
15€ 🍷
-  **Delphine**  
Ooh, cool! 10€ 🌟

# How did Unique measure the results of this initiative?

What's also interesting is that Ambassify allows you to measure which talents were the most popular based on the number of bids they got.

In the engagement report, you can see the results in the "campaign view" and by sorting on the column "comments" to see a descending overview. On top of that, you can filter on the tag "De Warmste Week" to clear out all other campaigns and focus on the initiative-related campaigns. If you want to check out the details of a specific auctioned talent, such as how high the bids were, for example, you can do that by diving into the specific talent campaign.

Engagement Help Date Range: In the last 30 days

[Tag] De Warmste Week

Member	Group	Country	Campaign	Campaign type	Tag	Source	Channel				
			Campaign	Campaign views	Unique views	Interactions	Conversion Rate	Active members	👍	🗨️	Engagement Value
			<a href="#">DWW Helena</a>								
			<a href="#">DWW Maaïke</a>								
			<a href="#">DWW Abi</a>								
			<a href="#">DWW Kimberly</a>								
			<a href="#">DWW Nora</a>								
			<a href="#">DWW An</a>								
			<a href="#">DWW Carmen</a>								
			<a href="#">DWW Fien</a>								
			<a href="#">DWW Annabel</a>								
			<a href="#">DWW Jorien EM</a>								
			<b>Totals (44)</b>								

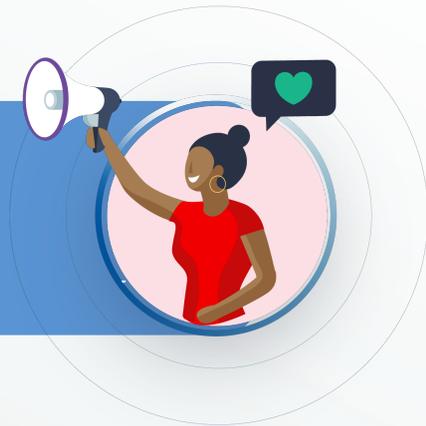
<
1
2
3
4
5
>

294

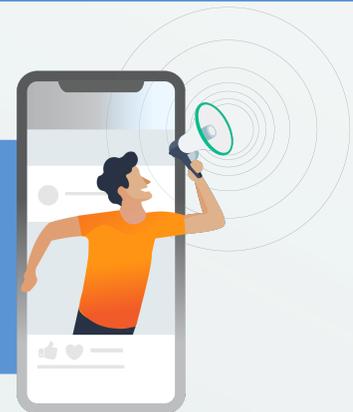
# How did Unique measure the results of this initiative?

Not only does Unique support the DWW project with this original initiative, a lot more benefits were reaped because of it:

Employees who weren't yet part of the ambassador community were drawn to the platform and registered to it, thus enlarging Unique's advocate base.



They managed to stimulate a lot of engagement among the community members, drew people closer to each other and collaborate on such a good cause.



Everyone found out new things about their colleagues' talents and discovered a new side of them – both those with whom they'd work closely but also those they might hardly know.



They got to learn more about each other, both from the comments but also from the talents that were most popular.