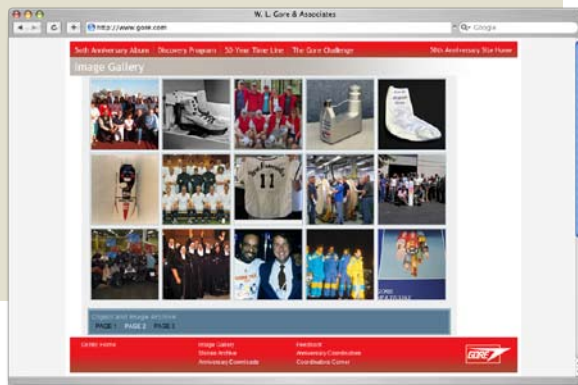
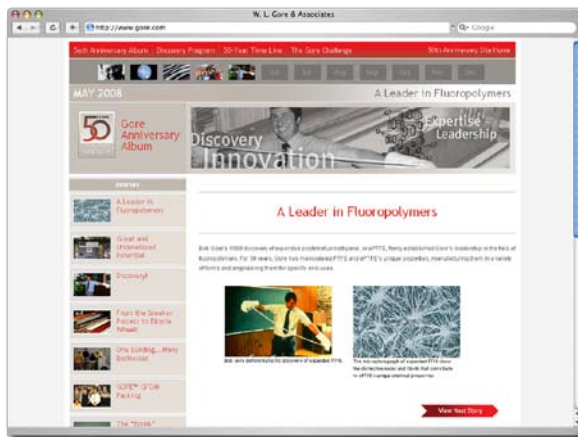


W.L. Gore & Associates

See how we used the creation of a corporate archive to develop content and excite employees for W.L. Gore's 50th anniversary program...



A year before its 50th corporate anniversary, W.L. Gore was working with The History Factory on ways to celebrate the upcoming milestone, but it faced a dilemma. Despite its rich heritage, Gore's anniversary options were limited by the lack of a corporate archive. With The History Factory's help, Gore launched an internal Discovery™ campaign to gather appropriate content for the foundation of a corporate archives program. The campaign included awards, training sessions and collection drives. The campaign's main component was an intranet site that transitioned into the official anniversary site. Although the site included trivia quizzes, timelines, a 50th anniversary countdown clock and other elements, it also served as a collection mechanism for associates from around the world to submit content for the archives.

The Discovery™ campaign successfully accumulated thousands of assets, which served as the foundation for the company's archives program and were used in 50th anniversary communications. By tailoring the program to be both engaging and fun, Gore more than achieved the necessary level of participation required to make the effort a success. Moreover, W.L. Gore maximized the anniversary's impact by spreading the activities across two years.

The program was very successful. Parts of the intranet site were permanently incorporated into Gore's home page, and the program was featured in *Fortune Magazine* as one of the reasons W.L. Gore was one of the "100 Best Companies to Work For" in 2009.



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