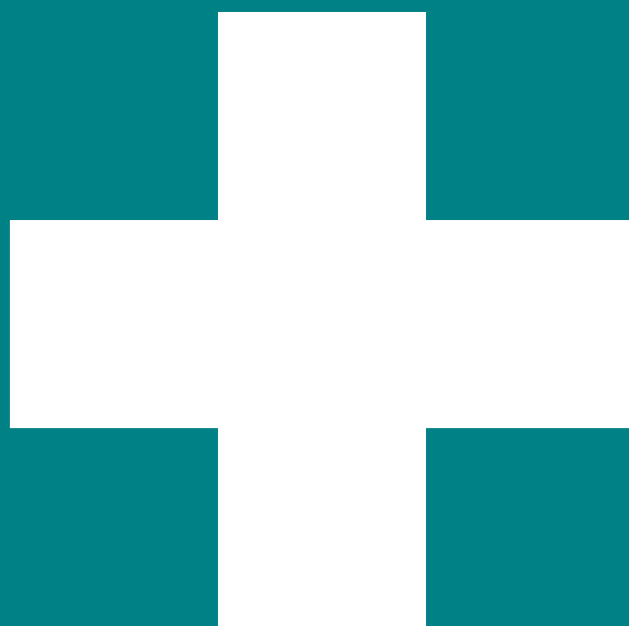


# ESET HEALTH WEEK

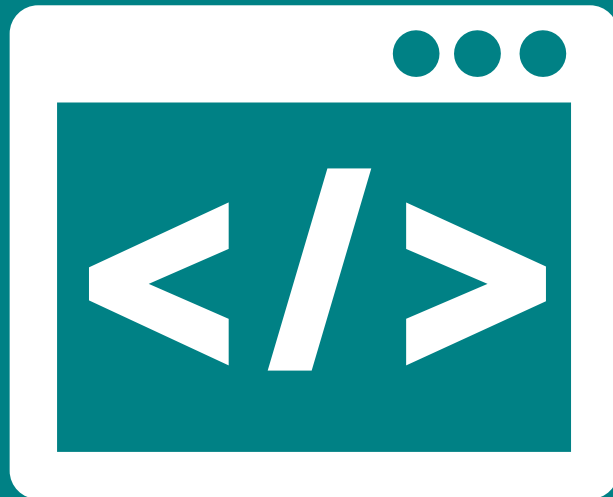




**Spoločnosť Eset dosiahla celosvetový  
úspech vďaka úspešnému boju proti  
počítačovým vírusom.**

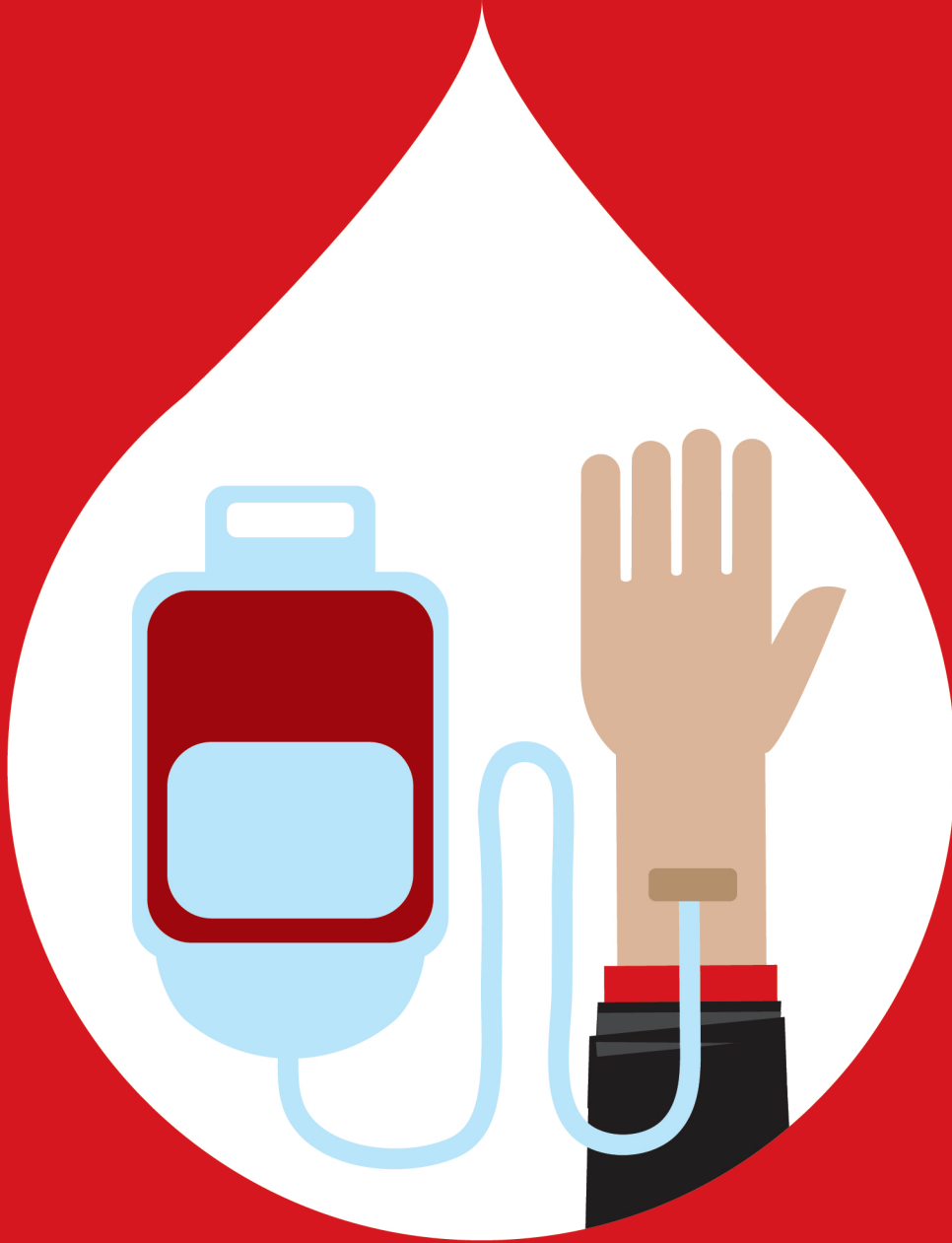


Jej najväčšou hodnotou však nie sú antivirové programy, ale jej ľudia. Tak sa o nich chcela postarať zorganizovaním tzv. Health Weeku.



**Naším zadaním bolo vytvoriť internú kampaň,  
s ktorou sa zamestnanci stretnú doslova na  
každom kroku (v kancelárii, v kuchynke,...)  
a osloví ich jazykom "ich kmeňa".**

HEALTH WEEK ♥ SEPTEMBER 8-12



# FRIDAY SUCKS

We'll suck your blood to help others.



ENJOY SAFER TECHNOLOGY™

HEALTH WEEK ♥ SEPTEMBER 8-12



# BE A DAYDREAMER

Did you know that power-napping 20 minutes each day keeps the doctor away? Now that you know, it's entirely up to you what you do with this information... 😊



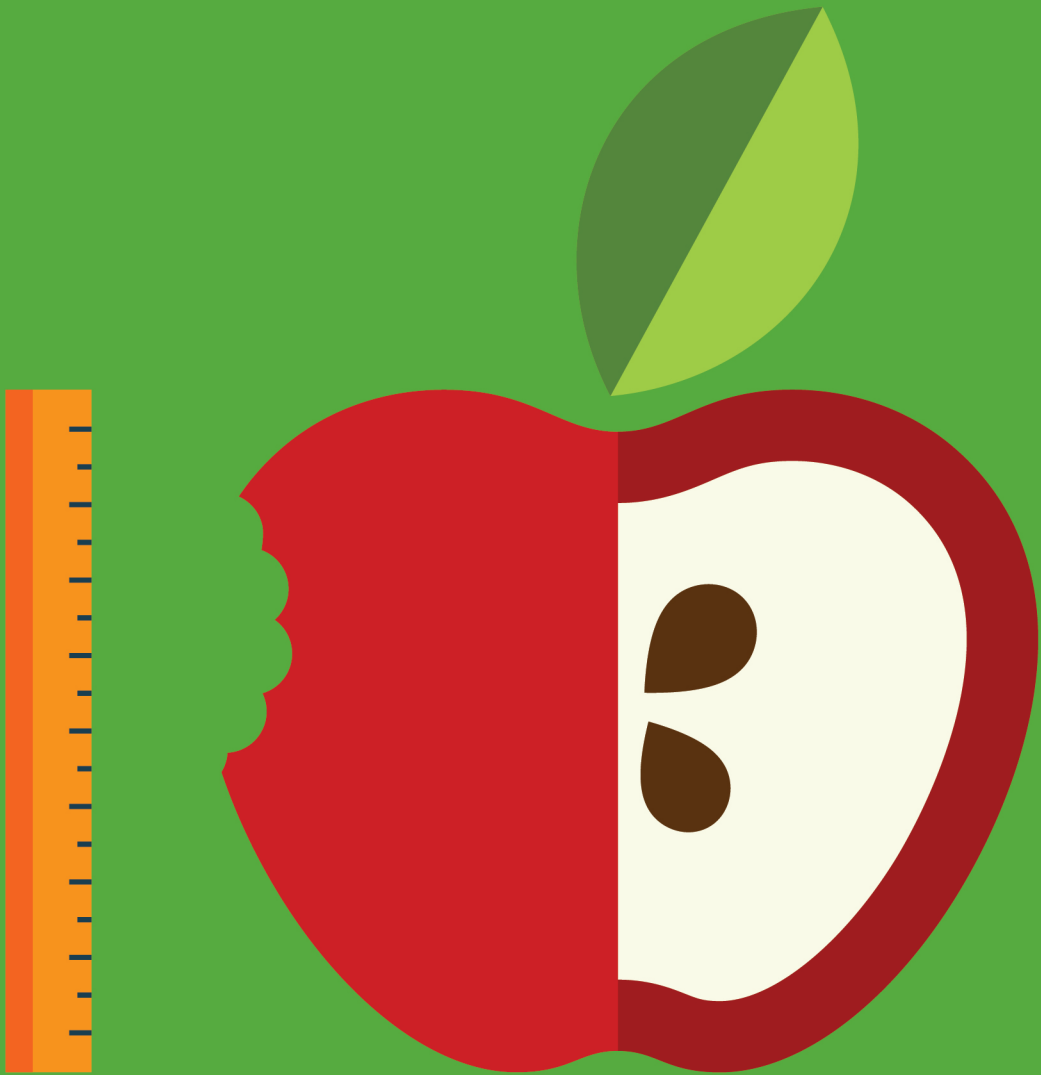
ENJOY SAFER TECHNOLOGY™

# Nasledujúci poster má jeden Eset insight, ktorý je dobré zmieniť:

Všetci v ESETe používajú PC.  
Začať s „jablkom“ má teda dvojaký význam.



HEALTH WEEK ♥ SEPTEMBER 8-12



# APPLE A DAY

Apple each day can help prevent obesity and reduces stress levels.  
Unfortunately, most of us end up sitting behind a PC all day.  
Think about it.



ENJOY SAFER TECHNOLOGY™



HEALTH WEEK ♥ SEPTEMBER 8-12



# STAY HEALTHIER WITH SOCIAL MEDIA

British scientists have discovered that connecting with friends and family on social media helps boost your memory, even leads to a happier life. Unfortunately, some companies prevent employee access to Facebook. Thankfully ESET is not one of them.



ENJOY SAFER TECHNOLOGY™

HEALTH WEEK ♥ SEPTEMBER 8-12



# ALWAYS RUN AGAINST THE WIND

It has been proven that those who “run against the wind” enjoy a healthier attitude. The physical benefits of running against the wind are many burned calories. Needless to say, some actions should not be performed against the wind at all.



ENJOY SAFER TECHNOLOGY™

HEALTH WEEK ♥ SEPTEMBER 8-12



# VITAMIN "C" YOUR BODY'S BEST DEFENSE

Health experts agree – we should eat plenty of fruits, rich in Vitamin C. Think of it as the perfect antivirus for your body. So do viruses still have a chance? Let's C.



ENJOY SAFER TECHNOLOGY™

# NO HEALTHY BREAKFAST? YOU WILL BREAK FAST.

Enjoy healthier breakfast

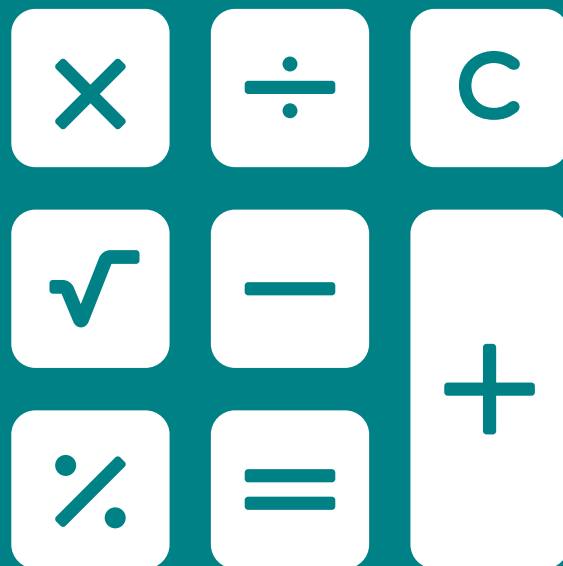




# WEAK HEALTH? HEALTH WEEK.

Learn how to stay fit at ESET Health Week.

Monday <b>8/9/2014</b>	Health Indicators Testing	17A1
Monday <b>8/9/2014</b>	Practical Demonstration of Recommended Back Exercises	17B2
Tuesday <b>9/9/2014</b>	Health Indicators Testing	17A1
Tuesday <b>9/9/2014</b>	Cocktail Making	17B2
Wednesday <b>10/9/2014</b>	Yoga	17B2
Wednesday <b>10/9/2014</b>	Ophthalmology Examination	16A1
Thursday <b>11/9/2014</b>	Dermatoscopic Examination	17A1
Thursday <b>11/9/2014</b>	Lecture about Healthy Eating with Special Menu Tasting	17B2
Friday <b>12/9/2014</b>	CURAPROX Lecture about Dental Hygiene	17B2
Friday <b>12/9/2014</b>	Blood Donation	17B2



Výsledkom bolo nielen odkomunikovanie samotnej akcie, ale mimoriadne pozitívny ohlas zamestnancov na vtipnú internú kampaň.

Smiech vraj lieči. Usmíati zamestnanci a pozitívna nálada na chodbách Esetu boli tou najlepšou pridanou hodnotou kampane.