

Problem & Objective

There is a problem of work-life balance in Georgia, which is caused by many different factors, but one of the most important is people's perceptions.

To help people set their boundaries, we want to show them that time spent on work beyond 40 hours isn't dedication—it's time actively taken from family, loved ones, friends, and themselves...

Observation

Everyone had a moment, when they stayed at work after working hours to send “The One Important Email”.

“The One Important Email” after the work-hours is one of the expression of where you set boundaries. Normalizing this behaviour is a toxic trait.

TA **Primary Target** - Working professionals in Georgia, aged 20–45
Secondary Target - Employers, HR managers, policymakers, media, and family members



Insight

THOSE "IMPORTANT"
EMAILS STEAL
IRREPLACEABLE MOMENTS
FROM OURSELVES AND
THE PEOPLE THAT MATTER
➔ MOST IN LIFE

I HOPE THIS MAIL FINDS YOU WELL

"Hope this email finds you well" is the formal and polite opening for work emails.

Our campaign reveals who the "you" really should be after work hours – the ones who deserve to be "found well" by your time and attention

Big Idea

Autoreply

As a first step, we decided to start the campaign internally. Adjarabet employees who will stay after working hours and send emails will receive an automatic email response from the company, reminding them that they should be spending this time outside, not at work.

We want to establish this culture within the company firstly. Employees may spread this message, giving other companies the opportunity to implement this simple initiative as well.

8:23 PM

From: **Apeople**

Subject: **Kind Reminder**

Hello,

Hope this email finds you well.

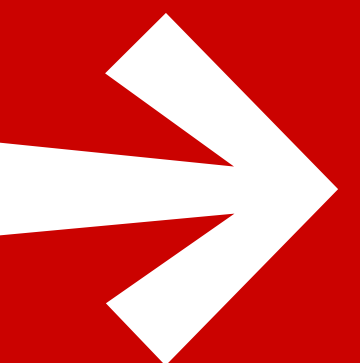
You may be missing something important now. Prioritize yourself and your loved ones!

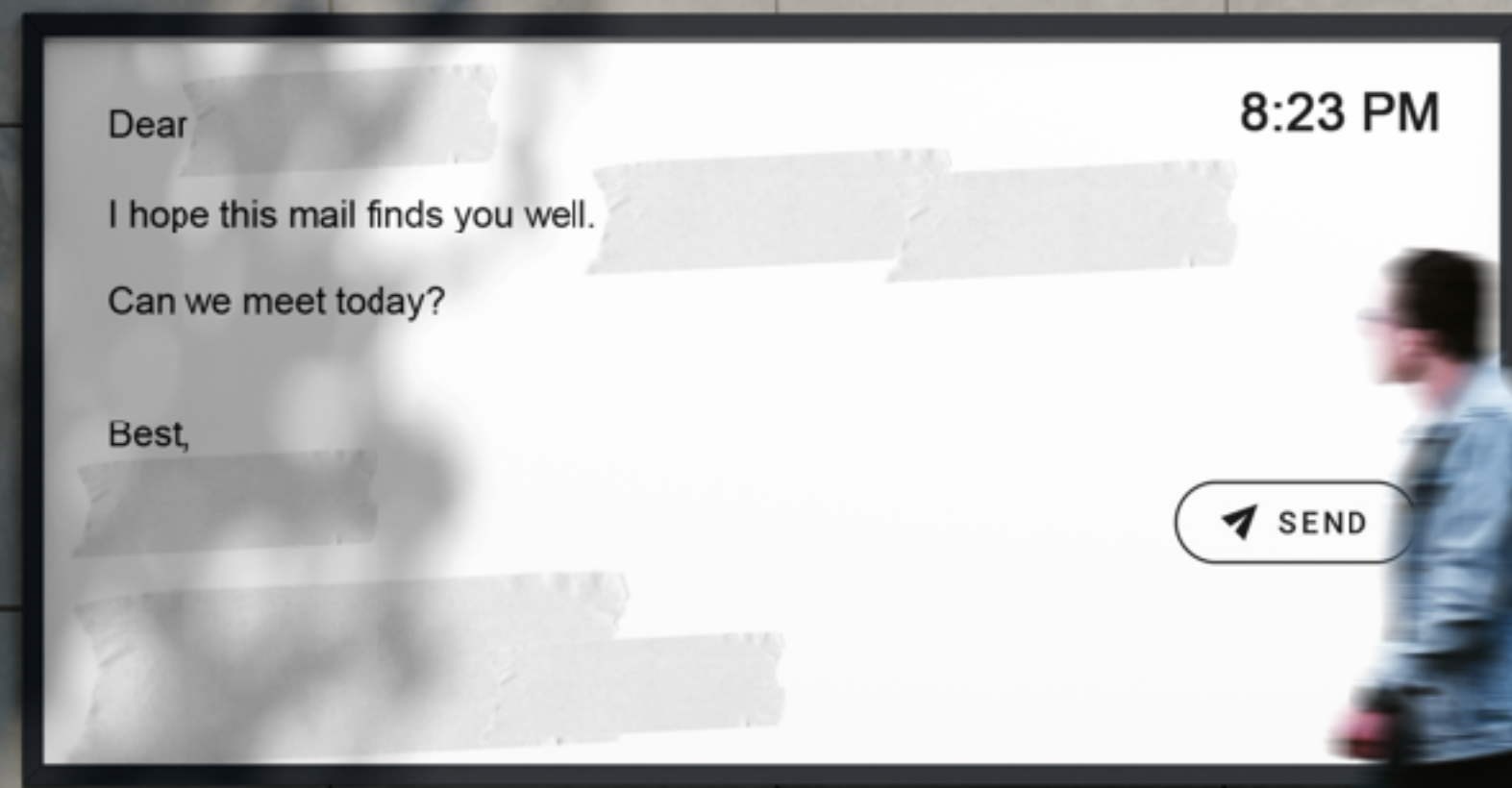


Out of Home

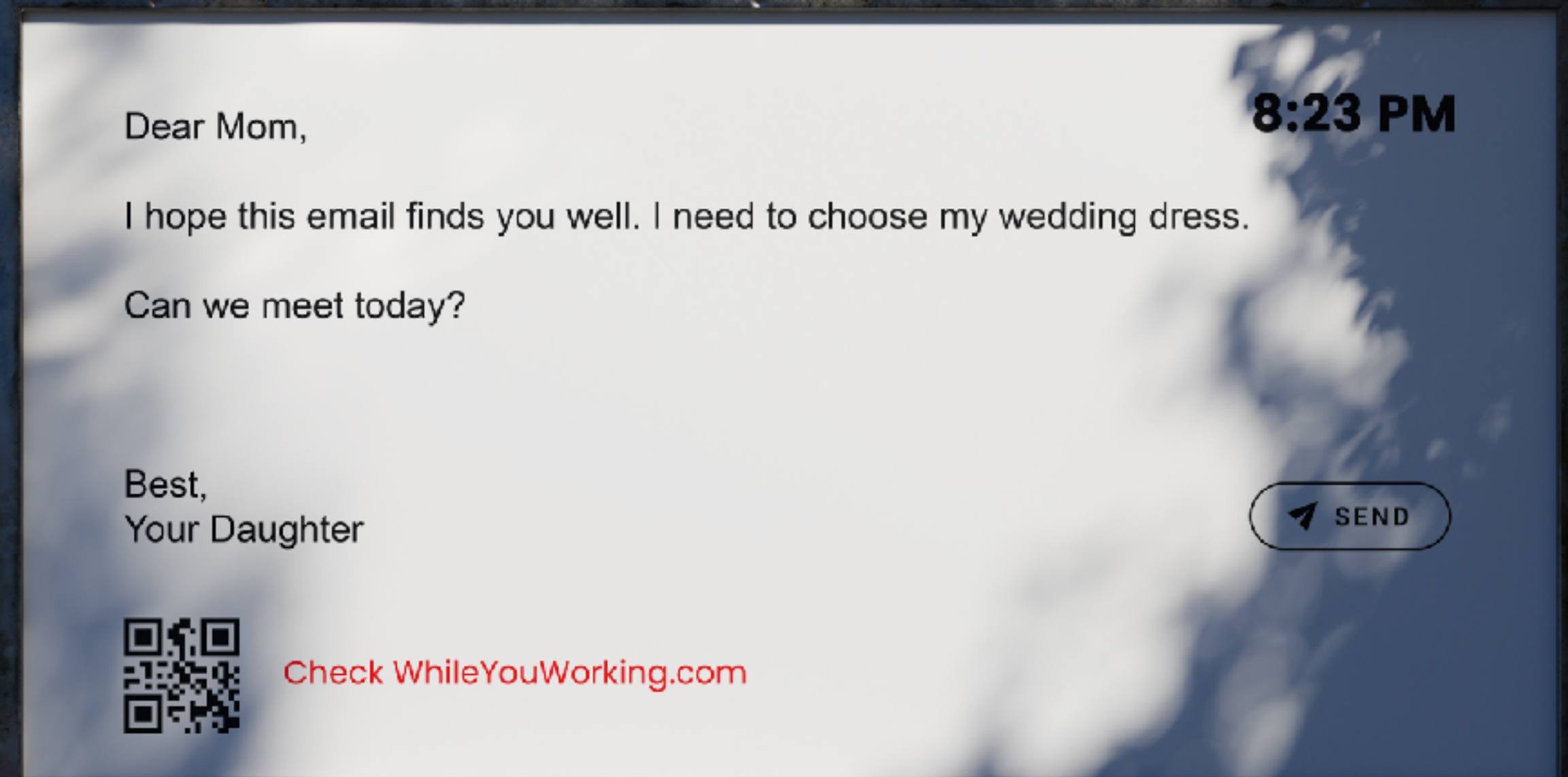
Our outdoor campaign features email templates with "Hope this email finds you well." Initially showing only one part of the content and timestamp, we later reveal hidden fields showing these as messages to people who matter most, plus a QR code to our Landing page.

This twist highlights who deserves our attention after work hours and moments we shouldn't miss. The reveal will generate earned media as people first question the hidden message, then understand its meaning

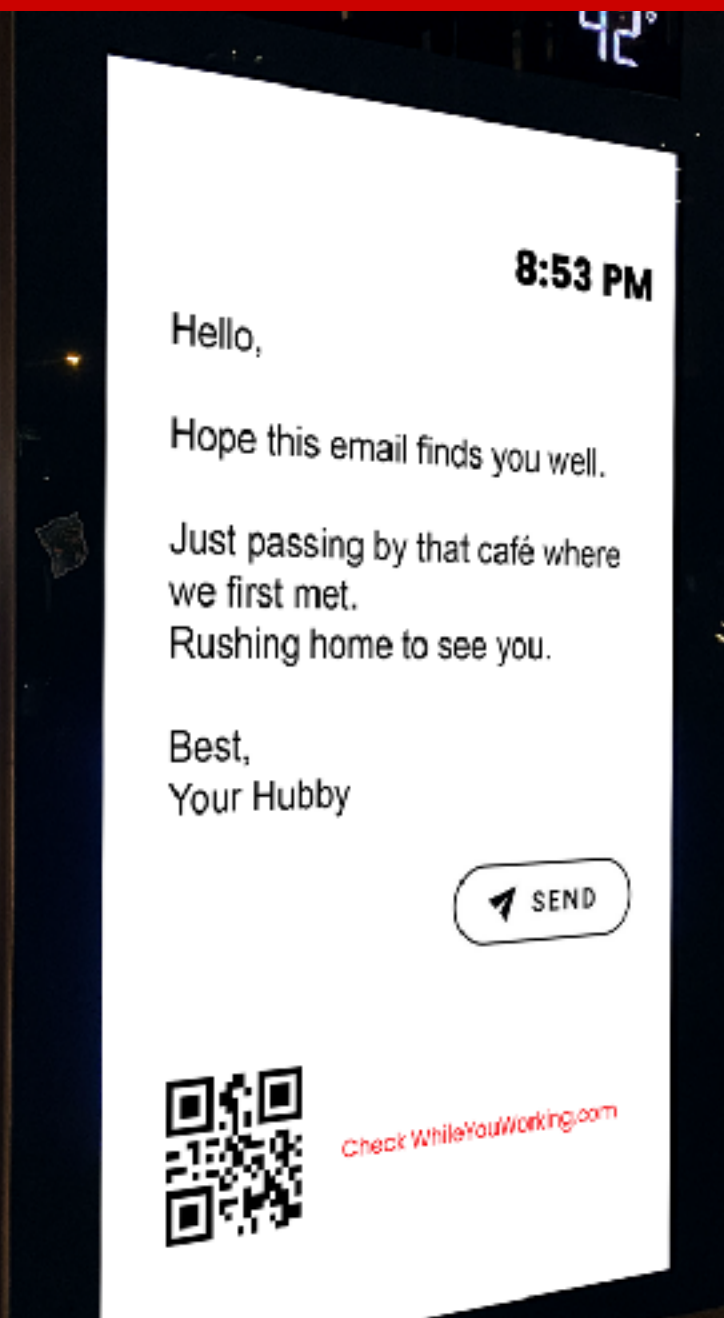
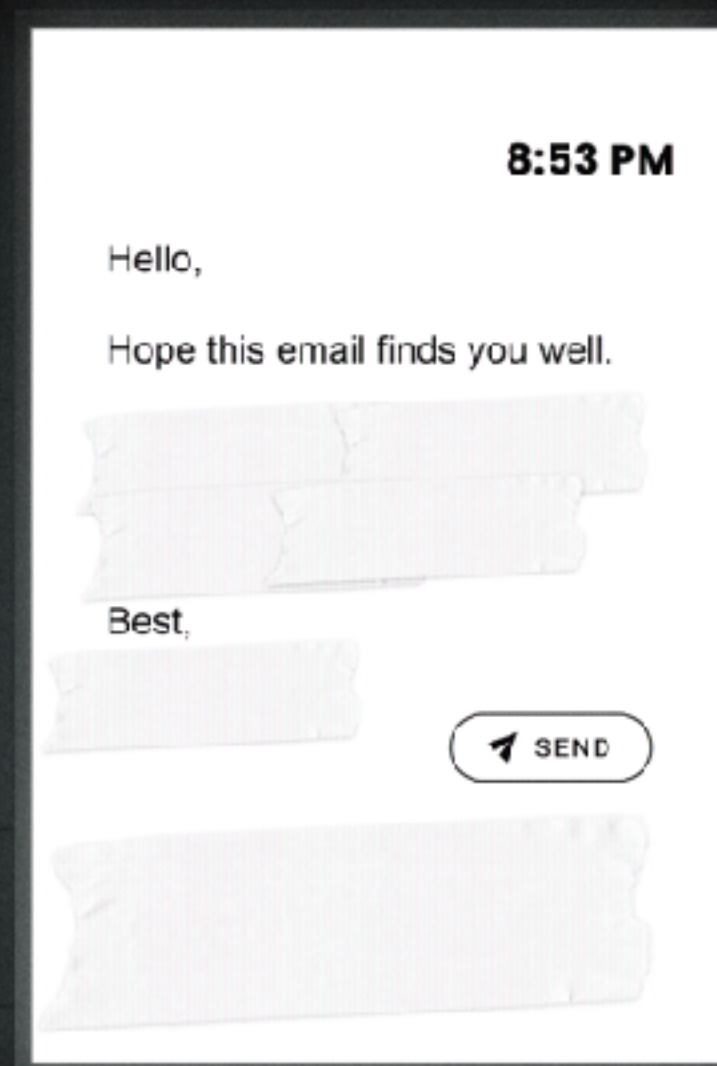




Before



After



Landing Page

A digital archive where you can write messages to loved ones who missed important moments due to overtime work. Share what could have been if they'd chosen presence over extra hours

Your Rights

Submit

While You Were Working

An archive of emails from loved ones to people who missed important moments because of overworking. Submit your own message to someone who chose "one important email" over being present.

Think twice who deserve to be "found well" by your time and attention after work.

New Message

To: William
Hello, hope this mail finds you well.

I was thinking about our missed anniversary, hope you will get your time for me too :(

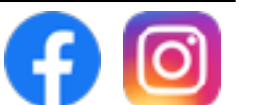
Best,



New Message

To: Jane
Hello, hope this mail finds you well.

I had my first game yesterday, I did it well, scored 2 goals. Wish you'd seen it



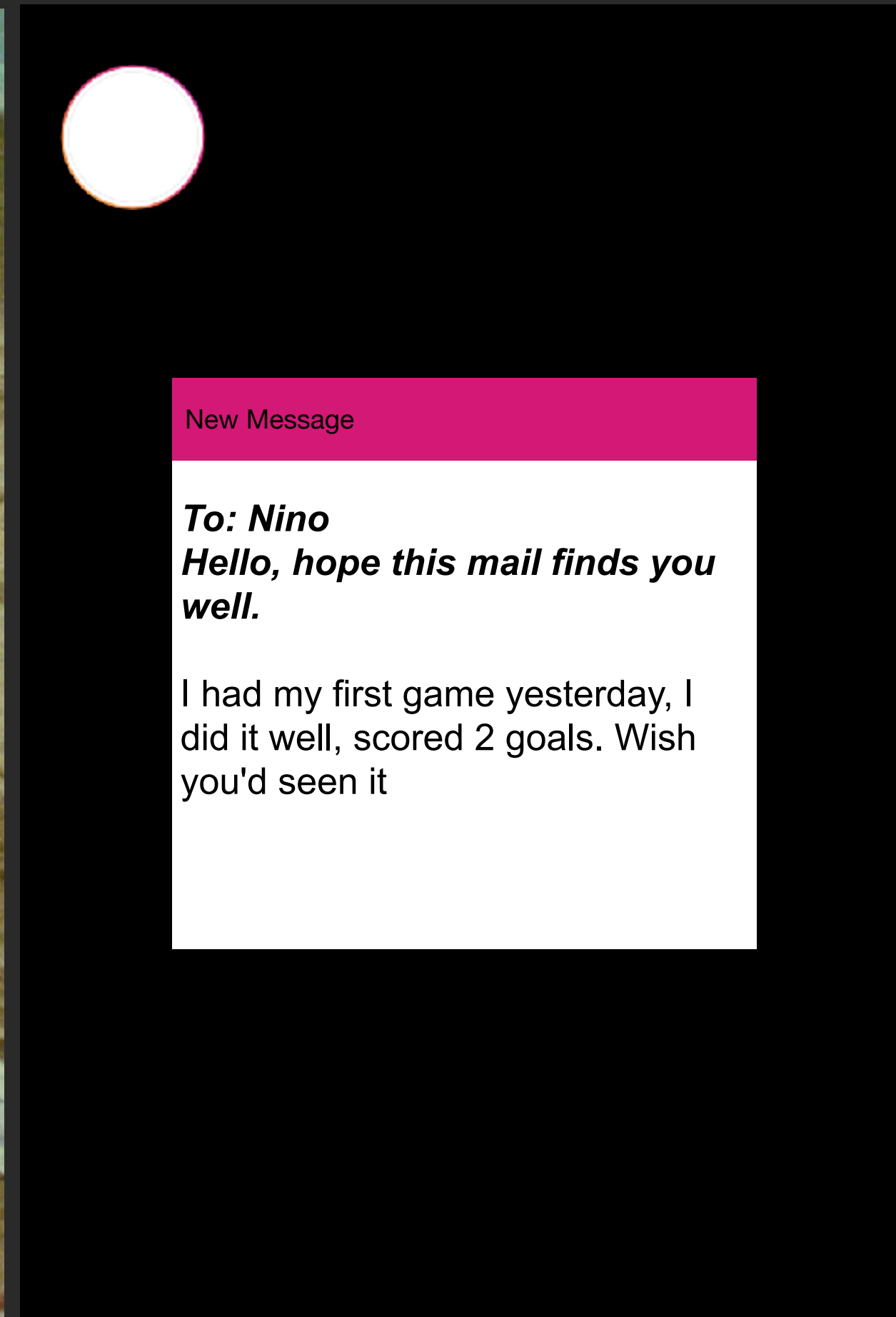
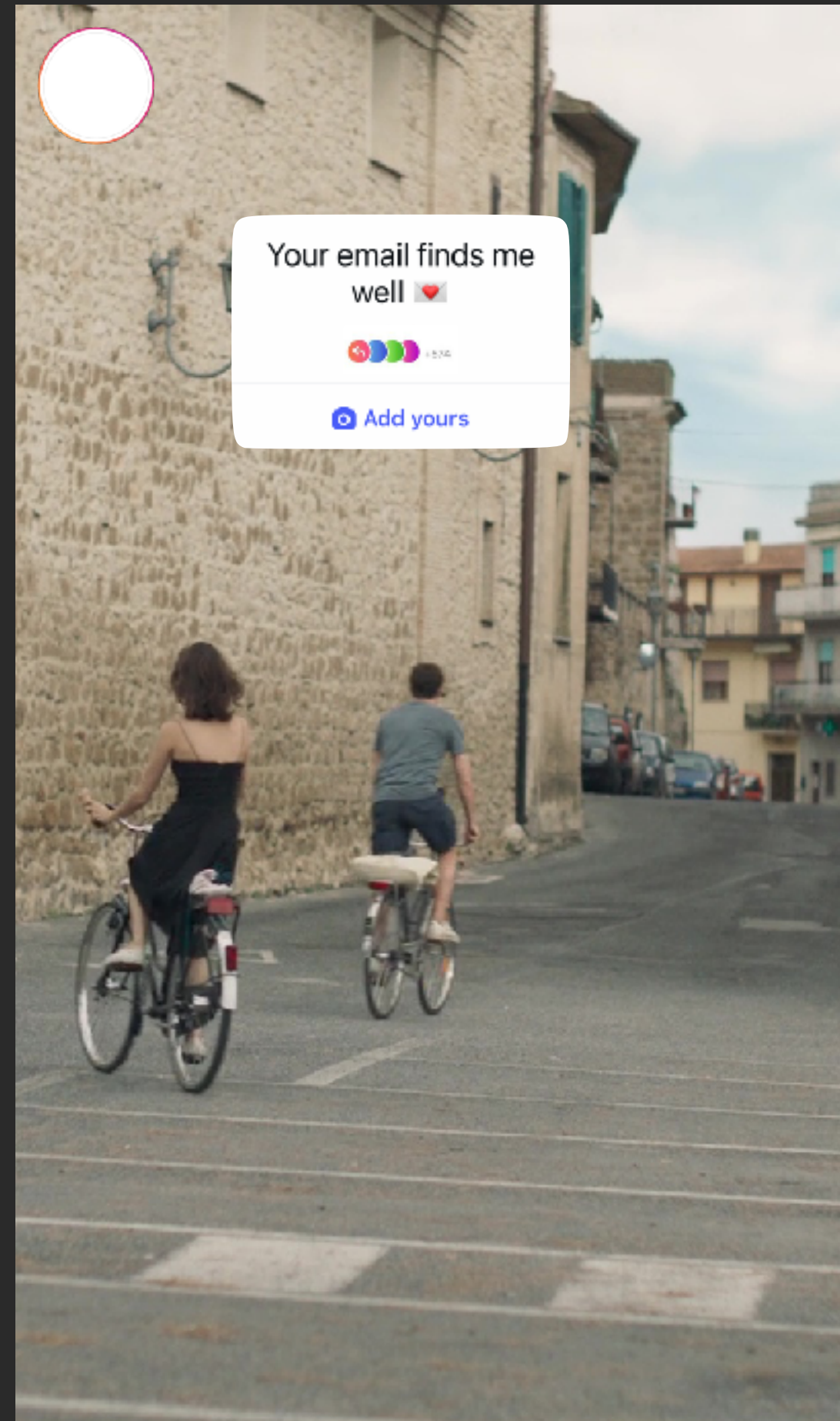
New Message

New Message

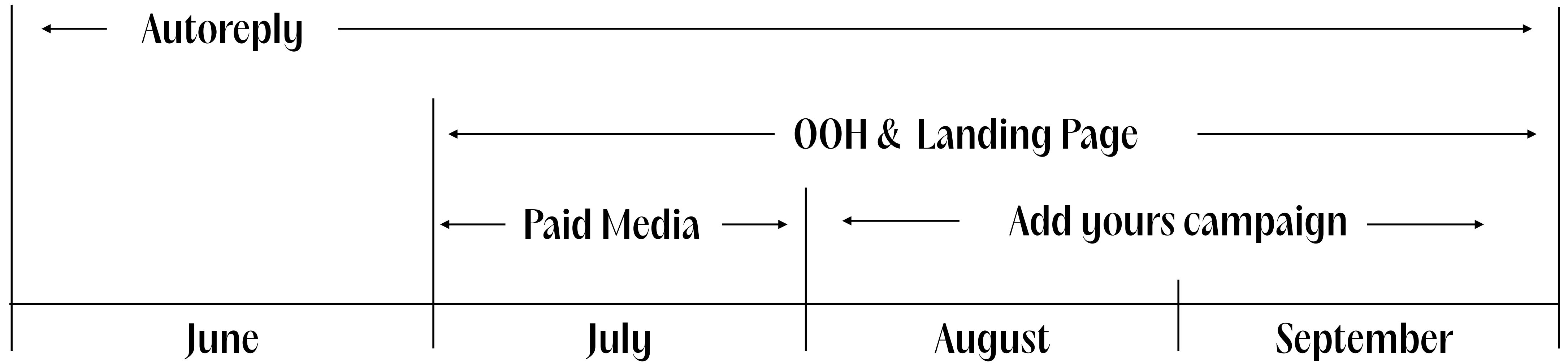
Social Media

You will be able to share cards from the landing page on social media.

We'll also add an "Add yours" feature where people can upload photos of themselves enjoying time after work hours



Timeline



Media



"Who's behind these mysterious email billboards appearing across Tbilisi?"

marketer

"Tbilisi residents speculate about the hidden senders in cryptic email billboards."



"Clever campaign exposes the true cost of “one important email” after working hours."

On.ge

"Billboards show the real recipients of our time: ourselves and our loved ones."