



“Promise Me” Campaign

A simple, honest and powerful request.

Impactful Experiences

- Michels Corporation holds a Leadership Conference each year in January that is attended by more than 500 leaders from all Michels divisions.
- At one such Leadership Conference, a group of Michels employees shared their personal accounts of being involved-in or witness to life-changing incidents on job sites. The panelists bravely shared how these experiences affected themselves, their spouses, their families and their co-workers.
- The stories had a profound and lasting impact on those in attendance
- Recognizing the importance and reach of the powerful message, Michels Corporation's management and HSE leaders were determined to convey the message to all of Michels' people.
- Michels expanded upon the concept by visiting a large pipeline construction project site. Employees' families volunteered to come to the yard and record a message in which they poignantly asked their loved one to promise to always work safely.

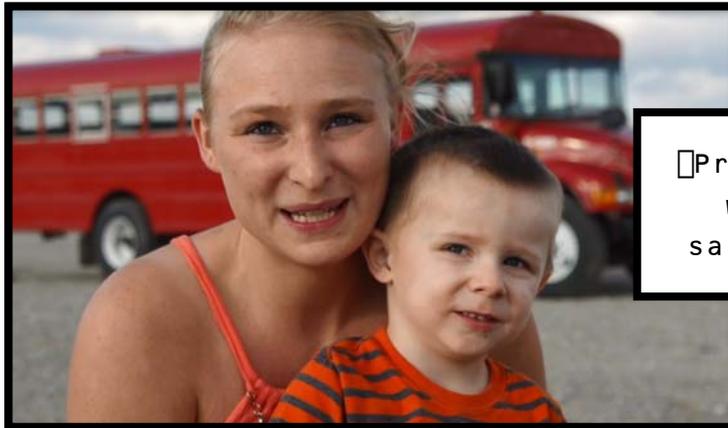


The Poignancy of the Messages

- The “Promise Me” campaign is different because the message isn’t being delivered by company officials, project managers or HSE personnel. These pleas for safety are being delivered by actual members of our people’s families, including young children and spouses.
- We specifically chose to not hire actors because we knew the strength of this message relied on our workers’ ability to relate to it. We were confident that no one other than a child or spouse could provide a better reason for our people to work safely.
- The interviews were assembled by our marketing specialist with minimal transitions and no post-production editing. The intent was to create a video that was as stark as the message it conveyed.
- We think the video has been so successful because it is simple, honest and organic



“Promise Me...”



☐ Promise me to
wear your
safety vest. ☐



☐ Promise me to
stay safe. ☐



Popular, Powerful and Emotional

- The success of the “Promise Me” video is due to the sincerity of our workers’ family members who eagerly volunteered to help remind all of our people that we all have important reasons to do everything we can to return home safely at the end of each shift.
- The “Promise Me” video has been extremely well received. It was shown to a hushed crowd at a Leadership Conference and has been shown to new and current employees.
- We have also shared it with our customers and posted it online in hopes of reminding others of the importance of working safely.
- Michels Corporation continues to incorporate the highest standards of safety and to keep our promise to our employees – and to their families – to stay safe.

