



**INTEL'S 50<sup>TH</sup>  
ANNIVERSARY  
CAMPAIGN**





**50 YEARS OF  
WONDER**  
DO WONDERFUL

2068

2018

1968

# INTEL'S 50<sup>TH</sup> ANNIVERSARY ADVENTURE

- About Intel
- Leadership partnership
- Our key messaging
- Our activation
- Lessons Learned

A person's silhouette is shown on the left, reaching out with their hand towards a bright sunset over a city skyline. The scene is overlaid with digital data visualizations, including glowing circles and dashed lines with arrows pointing up and down, suggesting a connection between the human element and technology.

Our purpose is to  
create world-changing technology that  
enriches the lives of every person on earth.

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Our Vision is to be the trusted performance leader  
that unleashes the potential of data

We are united  
by our purpose  
and values to  
help our  
customers  
succeed





OREGON

ARIZONA

NEW MEXICO

IRELAND

ISRAEL

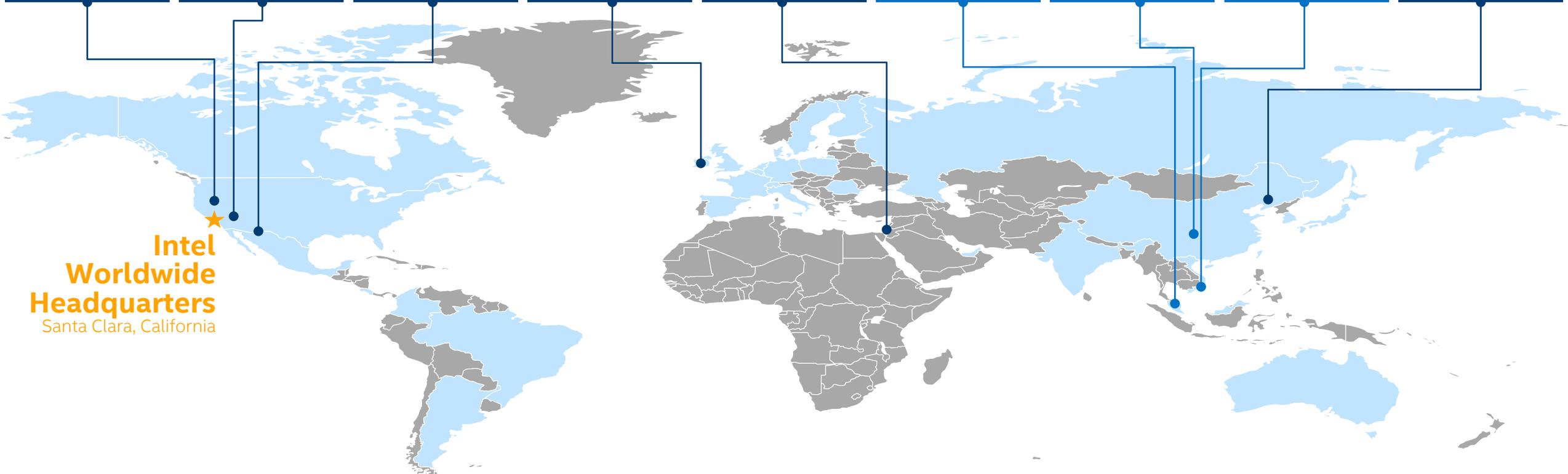
MALAYSIA

CHENGDU

VIETNAM

DALIAN

★  
**Intel  
Worldwide  
Headquarters**  
Santa Clara, California



# Our Global Footprint

■ Wafer Fabs   ■ Assembly & Test   ■ Intel Presence



# Our Scale



## BUSINESS

**\$72**  
BILLION  
total revenue  
in 2019

**110+**  
THOUSAND  
Employees work  
in 54 countries

**\$13.4**  
BILLION  
Invested in R&D  
in 2019



## MANUFACTURING

**10**  
BILLION  
Transistors produced  
every second

**100**  
MILLION  
Transistors are packed  
in each mm<sup>2</sup> of a chip

**\$16.2**  
BILLION  
In capital  
investment



## SUPPLY CHAIN

**\$279**  
MILLION  
Spent with women-  
owned businesses

**800+**  
Supplier audits  
in the past five years

**#1**  
RESPONSIBLE  
MINERALS  
RANKING  
for past six years<sup>1</sup>



## COMMUNITY

**\$60**  
MILLION  
Contributed to  
COVID-19 response

**17+**  
MILLION  
Hours of volunteer  
service since 1995

**30+**  
YEARS  
of positive impact  
through Intel  
Foundation



## SUSTAINABILITY

**93**  
PERCENT  
non-hazardous waste  
recycling

**44**  
BILLION  
gallons of water  
conserved over the  
past decade

**71**  
PERCENT  
of our global power  
was green power at  
the end of 2019

<sup>1</sup>From the Responsible Sourcing Network



**DON'T BE ENCUMBERED BY HISTORY, JUST GO OUT AND DO SOMETHING WONDERFUL.**

Robert Noyce  
Co-Founder of Intel



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# INTEL'S GOLDEN ANNIVERSARY

**NASDAQ live streamed the remote opening bell ceremony**

on July 18, which was well attended by our Santa Clara employees at 5:30 am PT. The ceremony was covered on **Bloomberg TV and CNBC.**

**8 top tier broadcast and local media covered stories on Intel's past, present and future**, including a prominent segment on CBS Sunday Morning **'The Birth of Intel'—focused on Intel's history, our 50th anniversary; and coverage in the San Jose Mercury News.**

Executed an inspirational and fun 50<sup>th</sup> ceremony in Santa Clara while delivering over

**161 ceremony watch parties hosted by senior leaders** at over **132 worldwide sites**

Delivered **90 celebrations in 54 countries**

worldwide with over **95%** of all employees included and record attendance and engagement for events.

**8** pieces of custom content were posted across **Jason Silva's social channels**

**1.74 million**

followers. We also supported the activation with paid Twitter amplification (via OMD).

2.26M Impressions

41,600+ Engagements

764,000+ video views

**Circuit News** "Big Bang" special edition received **142,000k+** views, **540+** comments, **1,580+** likes

# THE JOURNEY: THE PARTNERSHIP WITH OUR LEADERS

1. Who is responsible for commemorating this monumental milestones?
2. Who should be a part of this campaign?
3. How should we deliver on this milestone for our employees?



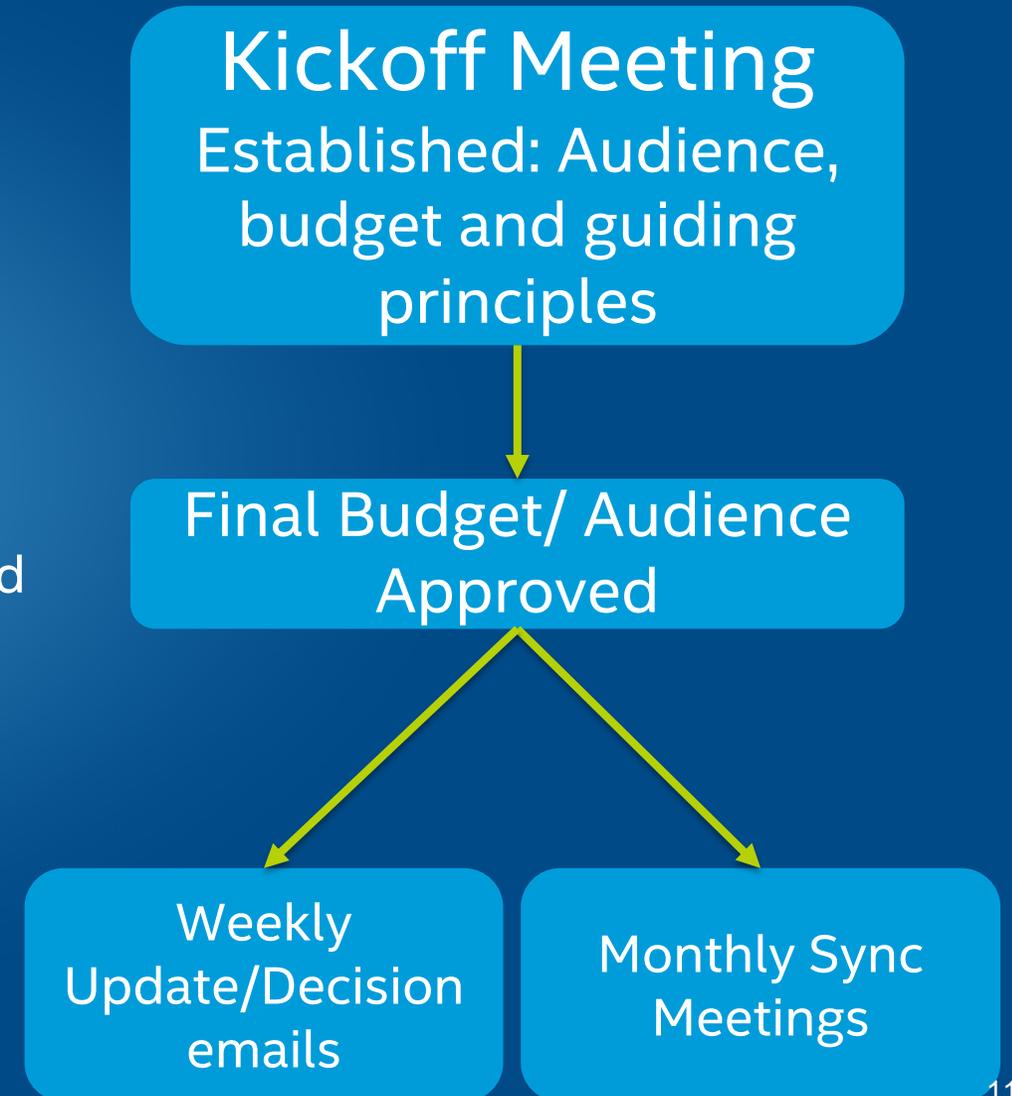
# ESTABLISHING OUR MRC: WHO AND WHY

Their role:

- Refining the audience
- Establishing the budget
- Providing decision support along the way

Who

- Small but diverse group of experts
- VP of Sales and Marketing, Chief People Officer, head of Corporate Services, Chief Strategy Officer, Chief Technology Officer, Manufacturing SVP and the CEO's Chief of Staff.





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# THE OBJECTIVE AND GOAL: HOW WE SPOKE ABOUT OUR ANNIVERSARY

## OBJECTIVES & STRATEGIES

Recognize and celebrate all Intel employees for driving 50 years of innovation

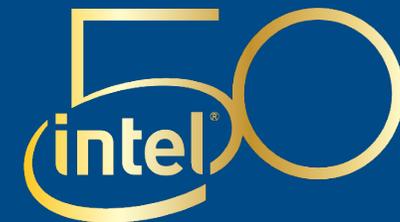
Leverage this important (and rare) company milestone to create a campaign that unites employees and builds pride

Highlight Intel's history, impact on the world, and pivot to Intel's corporate transformation and building the future

## OUR PLATFORM

Align 50<sup>th</sup> Anniversary campaign and tactics to unifying central theme:

**“Do Wonderful”**





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# COMMUNICATIONS: KEY MESSAGES

Development of Key Messages:

- Authentic to our brand history
- Aimed at bringing our audience in the direction we want them to go
- Articulates the purpose of the moment and explains the activation plan of how the audience will experience it

## Key Message Points

- Fifty years ago, Intel was built with a purpose: To ponder what might be possible. To imagine, question and then do wonderful things in pursuit of a better future.
- To honor this special anniversary, we're embracing Robert Noyce's inspiring challenge, *"Don't be encumbered by history, go off and do something wonderful."*
- Our 50<sup>th</sup> Anniversary is a rare moment for us to honor our heritage and legends of the past. We will also celebrate how we're creating a bright future for Intel today, and a better world tomorrow.
- This year, together, we're celebrating how we "do wonderful" things for Intel, the industry and our world.

# DO WONDERFUL TENT POLES



**INTEL INVOLVED  
VOLUNTEER CHALLENGE**  
50% of employees  
volunteer \$1M  
hours across the  
globe



**MY INTEL STORY**  
Employees, retirees  
and customer are  
able to share their  
Intel story on the  
Intel.com Microsite



**PRIZES AND GIVEAWAYS**  
50 prizes given at  
launch  
Every global site  
had prizes to give  
away- including 3  
cars worldwide



**WINNERS OF WONDER**  
50 winners get 2  
weeks off and \$5k  
to Do wonderful in  
the World



**LIVE 50<sup>TH</sup> CEREMONY**  
Hosted by our CEO  
and additional  
Leadership  
Watch parties held  
around the world



**50<sup>TH</sup> CELEBRATIONS**  
Worldwide  
celebrations hosted  
globally with food,  
prizes, music and  
swag

# DO WONDERFUL TENT POLES- SCOPE CREEP



**INTEL INVOLVED  
VOLUNTEER CHALLENGE**  
50% of employees  
volunteer \$1M  
hours across the  
globe



**NASDAQ BELL**  
50 Employees and  
Bob Swan Ring the  
NASDAQ Bell



**MY INTEL STORY**  
Employees, retirees  
and customer are  
able to share their  
Intel story on the  
Intel.com Microsite



**BUNNY GIF**  
Motion Capture  
Bunnyman Dance



**PRIZES AND GIVEAWAYS**  
50 prizes given at  
launch  
Every global site  
had prizes to give  
away- including 3  
cars worldwide



**WINNERS OF WONDER**  
50 winners get 2  
weeks off and \$2k  
to Do wonderful in  
the World



**SNAPCHAT**  
Geofenced all 90  
campuses for  
custom filter



**LIVE 50TH CEREMONY**  
Hosted by our CEO  
and additional  
Leadership  
Watch parties held  
around the world



**GBWR DRONE SHOW**  
Broke the GBWR for  
2018 Drones flying in the  
sky with the 50th logo



**50TH CELEBRATIONS**  
Worldwide  
celebrations hosted  
globally with food,  
prizes, music and  
swag



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# PRIZE WINNERS

**1,500+**

employees won a **variety of prizes** at the global events

**50**

employees won prizes such as **extra vacation, laptops, 50 shares of stock, travel, new products, and TAG watches.**

**12**

employees had the unique opportunity to visit Robert Noyce Building as a part of winning the **VIP 50<sup>th</sup> trip.**

**4**

employees **won cars.** Winners were Ireland, Malaysia, Oregon, and Arizona.



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# EXPERIENCES

## Winners of Wonder

**300**

Applications

**50**

employees received 2 weeks off and a stipend to **Do Wonderful**

## My Intel Story

**280**

stories **published** on the external site

**9**

employee stories turned into **video stories**

## Intel Involved Challenge

**44,264**

employees have **volunteered**

**~565k hours**

**90%** of our **50th Anniversary goal**, with hours trending over 200,000 higher than the same time last year\*

**2,018**

**shooting star drones** flown to set a new world record

**6**

drone shows delivered for employees and their families in Santa Clara and Folsom, which was notably featured on **CNBC**.

# ENGAGEMENT: CELEBRATION PLAYBOOK AND GIVEAWAYS

## FOOD & BEVERAGE – UPSCALE APPETIZERS

Eurest in U.S. & Ireland to provide menu below

**LOCAL FLARE** – Local sites may select their own menu items, staying within the “upscale appetizers” theme



<p><b>Sausage/Pretzel Station</b></p> <p>Gourmet Sausages: bratwurst, beef and lamb merguez, chorizo, grilled onions and peppers</p> <p>Pretzel: local beer sauce &amp; spicy brown mustard</p>	<p><b>Noodle Bowl</b></p> <p>chicken, tofu, mixed vegetables; orange hoisin; chow mein-(GF) rice available</p> <p>1 serving per person Disposable serving vessel</p>	<p><b>Street Tacos</b></p> <p>Street Tacos: al pastor, carne asada, salsa, cotija, onion, cilantro (veg option cauliflower at pastor)</p> <p>Elote: Grilled corn on the cob, brushed with chilli-lime, with queso fresco &amp; cilantro</p>	<p><b>Slider Station</b></p> <p>Grilled huli huli chicken slider with slaw, pickled red onion on king Hawaiian rolls</p>
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### Mega/XL

- Wavy People
- Balloon art
- Stage
- Time Tunnel

### Large/Medium

- Wavy People
- Balloon art or arch
- Time Tunnel

### Small

- Balloon bouquets
- Intel through the decades posters





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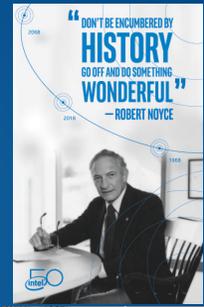
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# THE CREATIVE: HOW WE EXCITED OUR EMPLOYEES

May 14  
Launch My Intel Story,  
Winners of Wonder,  
Contest and prizes

July 18  
Ceremony, employee  
celebrations, Drone  
shows, and Nasdaq  
bell ringing



Badge



Intranet: Circuit

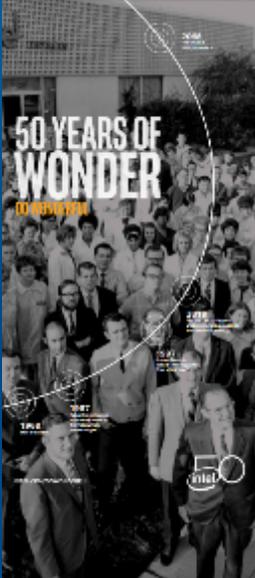


Social



Microsite

Elevator Wrap





50 YEARS OF  
INTEL

50  
intel

Nasdaq  
intel  
50th ANNIVERSARY  
1968-2018  
SANTA CLARA, CALIFORNIA

PEP

**INTEL'S 50TH ANNIVERSARY  
DRONE LIGHT SHOW**



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# LESSONS LEARNED

## What Worked

- 6 tent poles planned in 6 months-  
executed over 12 tent Poles
- Guiding principles and MRC
- Pull through messaging and creative
- Corporate Prize execution



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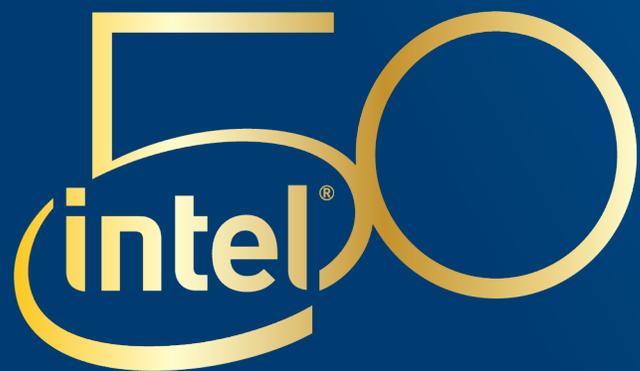
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# LESSONS LEARNED

What we would have done differently

- More time- 12-24 months vs 6 months
- Vendor selection for the 7 big sites in the US
- Anniversaries are a BIG DARN DEAL- expectations are high
- Eliminate Giveaways and Prizes
- Celebrations- would have Glocalized even more



**Q&A**