

How VaynerMedia's Millennial & Gen Z Workforce Saw a 16x Increase in EAP Engagement with Journey

96%

Awareness of
Journey
Proactive EAP

In the fast-paced world of modern advertising, VaynerMedia is renowned for its excellence in serving globally recognized brands. Fueling this success is a diverse and young workforce, whose evolving needs for enhanced mental health support prompted VaynerMedia to transform their mental health strategy.

32%

Engagement with
Journey Proactive
EAP

Their Millennial and Gen Z workforce values digitally accessible solutions, preferring online platforms or mobile apps for convenient access to a variety of resources and counseling services. They also prefer preventive personalized mental health solutions addressing diverse aspects of their life such as stress management, work-life balance, and financial well-being.

16X

Increase in
engagement
in their 1st year
with Journey

VaynerMedia recognized that their existing traditional Employee Assistance Program (EAP) failed to meet the diverse needs of their multigenerational workforce. Understanding the diverse preferences of its Millennial and Gen Z employees, VaynerMedia wanted to bridge the gap between traditional EAPs and modern demands.

They chose Journey to transform employee mental health across their global team spanning 20 countries. The result was a significant **16x increase in engagement** with Journey benefits and mental health resources. This suggests that more employees are taking active steps towards managing their mental health, which is a positive development for the entire workforce.

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"Journey has been a game-changer for VaynerMedia. Our employees now have access to proactive mental health support that resonates with their needs and lifestyles. This partnership has not only increased EAP engagement but has also nurtured a culture of well-being among our young professionals."

Claude Silver, Chief Heart Officer at VaynerMedia

Rethinking the Traditional EAP: A Shift Towards Comprehensive Care

Before Journey, VaynerMedia struggled with a **low 2% engagement rate with their existing EAP**. Employees were either unaware of their EAP or expressed frustration with the lack of diverse mental health resources and user-friendly features. VaynerMedia realized they needed a complete solution tailored to their young and diverse workforce.

They implemented Journey Proactive EAP, a comprehensive preventive approach to mental healthcare. Journey offered custom engagement strategies, digitally diverse and accessible content, concierge-level HR support, and swift access to diverse counselors 24/7 that empowers employees of all generations to manage their mental health proactively.



Empowering Awareness With Diverse Digital Solutions

Both Millennials and Gen Z employees value accessible and convenient digital solutions integrated into the workplace culture. They appreciate diverse resources that are culturally competent, LGBTQ+ friendly, and inclusive of diverse backgrounds and experiences. VaynerMedia leveraged proactive digital resources to meet their employees where they are including:



Journey's Slack integration

Journey's Slack integration to proactively provide mental health resources directly within employees' work environments. Through proactive check-ins on Slack, employees can track their mood over time and receive recommended mental health resources, all within the platform where they spend the majority of their day.



Robust personalized digital content

A robust library of personalized live and on-demand classes across web and mobile platforms that offered employees dozens of videos and articles on relevant mental health topics for self-guided learning. Courses on work-life balance, burnout, caregiving for new parents, LGBTQ+ mental wellness, and coping with mass tragedies empowered employees to take proactive steps towards managing their mental health.

Custom Engagement Initiatives Focused on Prevention

At the core of Journey's comprehensive approach is its unique focus on prevention. To meet the generational demands for early intervention and proactive measures, VaynerMedia partnered with Journey to develop custom strategies. These onsite and online approaches fostered support and reduced stigma within the workplace. Journey empowered employees with proactive strategies to promote awareness and engagement with mental health resources, enabling them to address mental health challenges before they escalate. These proactive strategies included:

Monthly mental health awareness campaigns. Campaigns leveraging onsite and online strategies to promote diverse resources across a range of topics including stress management, burnout and mindfulness education.

Custom region and population-specific campaigns. Campaigns addressing world events or specific topics affecting VaynerMedia's employees worldwide. Opportunities for connections among coworkers who share similar experiences and challenges were provided through support groups, mentorship programs, or employee resource groups focused on mental health. These included live seminars or training for:

- **New parents returning to work**
- **Caregivers** (including childcare as well as elderly family members)
- **Coping with recent current events:**
 - The conflict in the Middle East
 - Employees affected by the Hawaii wildfires
 - Recent shootings

Daily emails from Journey. Emails with simple, actionable mental health tips to keep mental health top of mind amidst employees' busy inboxes.

On-site mental health counseling.

Counseling available in person to meet employees where they work.

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“Journey's unique focus on prevention was instrumental in revolutionizing VaynerMedia's approach to mental health support. Through monthly company-wide awareness campaigns, Slack and Calendar integrations, and Daily Journey emails, our employees now have the tools necessary to proactively tackle mental health challenges like never before.”

**Claude Silver, Chief Heart Officer
VaynerMedia**

Building a Supportive Culture Through Hands-On HR Training

VaynerMedia recognized the important role that HR played in reducing stigma surrounding mental health issues and creating a supportive work environment where employees feel comfortable seeking help. Journey offered tailored seminars and orientations to HR teams and managers to foster a culture of support and community. This holistic approach ensured the success of their mental health programs with the right teams responsible for nurturing the growth and development of the employee base.

Fast Access to Comprehensive Clinical Care From Anywhere

Swift access to high-quality, diverse clinical care was a crucial part of their decision, especially for their younger workforce. VaynerMedia addressed this need for its Millennial and Gen Z workforce by implementing Journey's 24/7 licensed counseling services and work-life assistance easily accessible globally and through multiple channels, including digital scheduling. With Journey's **average time to care of just 3 days**, significantly shorter than the previous 21-day average, VaynerMedia improved its clinical mental health support for every employee, anywhere.

A Bright Future for VaynerMedia's Mental Health

Through their proactive partnership with Journey, VaynerMedia is paving the way for a brighter, healthier future for their employees.

Since implementation, overall engagement with mental health resources across VaynerMedia's employee base has seen a notable increase with **a 32% engagement rate** amongst their entire workforce, representing a **16x increase in overall engagement**.



A Bright Future for VaynerMedia's Mental Health (Continued)

The general awareness of accessible mental health resources surged dramatically, **from 20% previously to an impressive 96%**, ensuring that virtually every employee was informed about Journey's diverse digital resources and clinical counseling options. This heightened awareness led to a rise in both preventive and clinical engagement. These outcomes highlight the transformative potential when companies explore proactive alternatives beyond the limitations of traditional EAPs.

In driving engagement of mental health resources and providing personalized, accessible, and diverse mental health services, VaynerMedia has empowered its employees to proactively manage their mental health each day. In doing so, they're building a productive, healthy culture where employees have the resources they need to nurture their mental health and succeed in their roles.



LEARN MORE ABOUT JOURNEY PROACTIVE EAP

Ready to elevate employee mental health and increase EAP engagement across your organization?

[Schedule a demo with Journey today.](#)