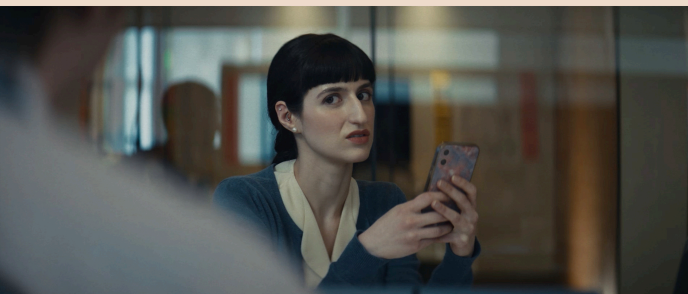




ANYTHING CAN CHANGE THE WORLD OF WORK.



INSIGHT

The COVID-19 pandemic showed us two things; that humans will find a way to work through anything, and that businesses need to be ready to support their people for whatever random and unpredictable event that comes along and changes the world of work as we know it.

IDEA

As the leader in its field, ADP knows businesses are navigating a world that's in a constant state of disruption. That's why ADP uses data-driven insights to help HR departments support their people with forward-thinking solutions. They know that anything can change the world of work and ADP is always ready to help them take on the next anything.

EXECUTION

We created a far-fetched 'what if' scenario where a solar flare suddenly and inexplicably adds an extra hour to the day and showcased how it could affect businesses on a global scale. It could be chaos. But for ADP clients, it's simple. They have all the tools they need to figure out how it affects payroll, training, overtime, and if it's okay to add nap time into their employees' day.