

A *vimeo* Resource



How Rite Aid unites its team with video-first communications





With over 50,000 employees and nearly 60 years in the retail business, Rite Aid is no stranger to innovation. So in 2020, in light of social distancing restrictions and COVID-19 precautions, the drugstore giant took to live streaming and video to build a new solution for a decades-long problem.

“Demand for timely and engaging communications, especially during these times of COVID and with many more people on our team working from home, is high across all departments,” says Peter Strella, Director of Communications & Creative Media Services at Rite Aid. “Associates want information, and they want to see leaders in person. And like a lot of retail companies, it’s always been difficult to reach all of our audiences through our live, in-person events, which are always very engaging and critical for aligning our team.”

In response, the team at Rite Aid worked to stand up their first-ever virtual town hall, a live streaming event that allowed them to reach more associates than they had in over a decade, empowering more members of their team to attend live. And they did it all with Vimeo. Here’s how.

Rewriting the corporate playbook

“Before 2020, we were focused on annual, in-person meetings,” says Peter, referring to meetings that included hundreds of regional field leaders and a few corporate attendees. The Rite Aid team needed a way to connect their associates in a meaningful, modern way, at a larger scale, all while aligning these innovative goals with their internal resources.

Of course, when the pandemic hit, the team at Rite Aid had to move quickly. “COVID-19 accelerated our transition to using live video streaming,” says Peter. “We knew that if we wanted to connect our team in a meaningful way, we needed a virtual live event platform to do it.”

A record-breaking town hall

The solve? Re-imagine the workplace, and run professional, engaging virtual town halls with Vimeo. Late last year, Rite Aid turned to Vimeo to facilitate their very first virtual town hall for nearly 3,000 corporate and field leadership attendees — far more than the 500 or so who would attend the in-person meetings. Clips from the event were then sent to store audiences to watch on-demand.

“Vimeo allows you to have professional production quality,” says Peter. “It’s very different from video conferencing tools. Our streams on Vimeo are professional, branded company events.” What’s more, the top-notch viewing experience has boosted how its associates view the company as a whole. “It does wonders for building credibility and your brand,” he adds.

Building stronger community through better engagement

“Our first town hall on Vimeo was a pivotal moment that allowed us to reach more associates than we ever could through live, in-person events,” says Peter. To keep that engagement high, Rite Aid utilizes Vimeo’s built-in live chat and Q&A tools to foster communication between viewers and leadership. “People were excited to engage in a modern, easy, fun way,” he adds.

Industry:

Retail

Headquarters:

Camp Hill, PA

53,000

employees

2,464

locations

NYSE:

RAD

Uses Vimeo for:

- Town halls
 - Fireside chats
 - Trainings
 - Marketing launches
 - CEO messages + announcements
-

Average watch time:

58 minutes



After Rite Aid's historic town hall, the team is working to iterate on their live internal comms, creating more and better opportunities for knowledge sharing and professional growth. "Now people want to do this all of the time! Employee feedback has been amazing, and viewership percentages have been high," says Peter.

And because the Rite Aid team chose Vimeo for live streaming, leadership was able to easily stream from home offices throughout the country. "Seeing leaders engage with our team from their homes allowed us to be more informal and authentic," he adds.

While the town halls are built as live, interactive events, Rite Aid is also utilizing their events as content sources of their own, isolating areas of streams to re-use, re-broadcast, and re-purpose as serial content for their employees.

"Vimeo has helped us host and distribute in ways that we couldn't before," says Peter. "There is strong demand for video and live broadcasts across every department at Rite Aid, and Vimeo will allow us to help meet this demand in a re-imagined workplace that relies more on virtual communications."



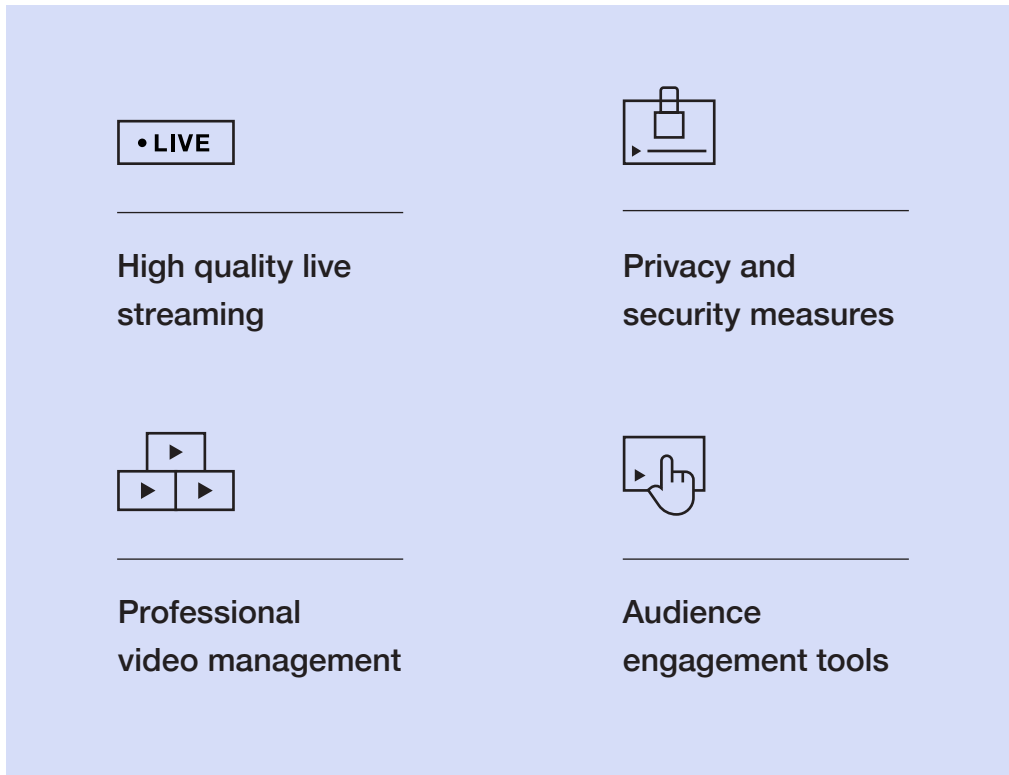
"Like a lot of companies, we likely won't return to how it was. In-person events, in addition to being expensive, may not be as practical. Live video streaming is not just a COVID-19 solution, it's a modern solution for the new workplace."



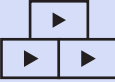

Peter Strella

Director, Communications & Creative Media Services
Rite Aid

About Vimeo Enterprise

Contact our [friendly team](#) today to learn more about how Vimeo Enterprise can support your organization better reach and engage every employee through video.



	
<hr data-bbox="418 737 699 739"/> <p>High quality live streaming</p>	<hr data-bbox="919 737 1203 739"/> <p>Privacy and security measures</p>
	
<hr data-bbox="418 1085 699 1087"/> <p>Professional video management</p>	<hr data-bbox="919 1085 1203 1087"/> <p>Audience engagement tools</p>

Vimeo is the world's leading all-in-one video software solution. Our platform enables any professional, team, and organization to unlock the power of video to create, collaborate and communicate. We proudly serve our growing community of over 200 million users — from creatives to entrepreneurs to the world's largest companies. Learn more at www.vimeo.com.