

ADP Ignites Conversation around Changing World of Work with New Brand Campaign: "What Are You #WorkingFor?"

Debuting at South by Southwest® 2019, Campaign Brings to Life New Brand Platform, "Always Designing for People"

ROSELAND, N.J., March 8, 2019 /PRNewswire/ -- ADP, a leading global technology company providing human capital management (HCM) solutions, brings a profound understanding of the changing world of work to today's launch of its first-ever 360-degree brand campaign, "What Are You #WorkingFor?". The key insight underscoring the integrated campaign is that work is about more than what you do — it's about achieving something greater for one's self and others.

Experience the interactive Multichannel News Release here: <https://www.multivu.com/players/English/8504551-adp-rebrand-always-designing-for-people-what-are-you-workingfor/>

For 70 years, ADP has reimagined the workplace by designing cutting-edge products, premium services and exceptional experiences that touch millions of people's lives daily. ADP was the first to deliver automation in the HCM space, first in the cloud, first to provide a mobile HCM app and first to create an HCM marketplace. This legacy of innovation and insight into the design of the employee experience inspired ADP's new brand platform, "Always Designing for People," also unveiled today. Representing ADP's new tagline, the brand platform is an expression of what ADP stands for and reinforces its relentless determination to rethink a better, more personalized world at work so everyone can achieve their full potential.

"Our new brand platform marks the next great milestone in the company's evolution," said Carlos Rodriguez, president and chief executive officer of ADP. "ADP has constantly proven its ability to anticipate change for its clients and position itself as a leader through technological advancements that eliminate barriers and simplify complexities for workers."

"In the year leading up to our 70th anniversary, we took the opportunity to self-reflect and ask ourselves, 'What are we working for?' The clear, underlying truth is that we are always designing for people. We reimagine the world of work by designing products, services, and experiences that people love to use every day. This became the key focus for our rebrand and creative campaign," said Lorraine Barber-Miller, senior vice president and chief marketing officer of ADP. "Throughout this process, we realized it is also our responsibility to ask the same question of our people, our clients and workers around the world - to provoke a new conversation about work and what drives people."

The campaign includes impactful print and out-of-home (OOH) advertising that share the brand's new manifesto with iconic locations at New York City's Oculus and Penn Station as well as San Francisco's Montgomery Station and the CalTrain. The television campaign launching March 25 will feature ADP clients, including Airtech Automotive, Canyon Ranch, Huffy Bicycles, La Palapa, L'Occitane en Provence, Magnolia Bakery, Nylon Studios, Party City, Gilt Groupe, and McIlhenny Company, maker of TABASCO® Brand Products. They will share stories about the world of work through the eyes of their employees, highlighting different motivations and passions. All content will be housed on the brand's new [microsite](#), with distinctive "What Are You #WorkingFor?" stories to fuel the campaign across online video, social media, print and OOH assets.

To elevate the launch and prompt a global conversation about what drives people in the workforce, ADP will introduce the new brand platform to current clients, prospects and partners at South by Southwest 2019. ADP's presence onsite includes the exclusive sponsorship of the Future Workplace track and a "Breaking Barriers" activation in partnership with *WIRED® Magazine*, where attendees will have the chance to metaphorically break down workplace barriers such as the glass ceiling, outdated technology and [more](#).

To learn more please visit design.adp.com.

About ADP (NASDAQ - ADP)

Designing better ways to work through cutting-edge products, premium services and exceptional experiences that enable people to reach their full potential. HR, Talent, Benefits, Payroll and Compliance informed by data and designed for people. Learn more at [ADP.com](https://adp.com)

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Additional assets available online: [Video \(1\)](#) [Photos \(1\)](#)

<https://mediacenter.adp.com/2019-03-08-ADP-Ignites-Conversation-around-Changing-World-of-Work-with-New-Brand-Campaign-What-Are-You-WorkingFor>