

### BENCHING

You text – but not very often

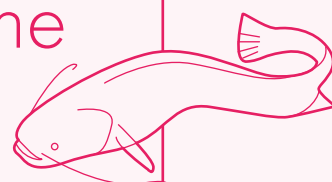
You communicate – but not very often



### CATFISHING

You pretend to be someone you're not (creepy!)

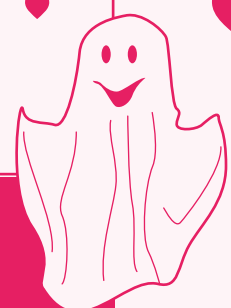
You abandon your brand voice and sound all weird and different



### GHOSTING

You date someone – then vanish

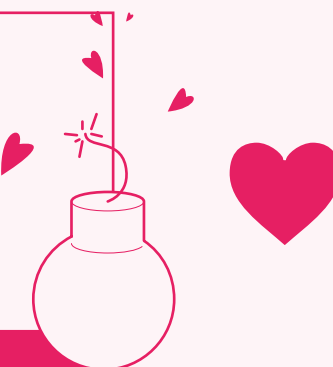
You launch a campaign – then vanish



### LOVE BOMBING

You shower someone with attention, then stop making an effort

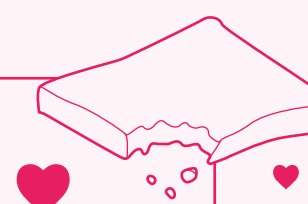
You shower your employees with communications at launch or invitation, but then go quiet



### BREADCRUMBING

You text – but you're not up for a date

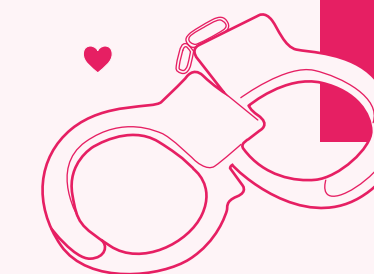
You drip feed your comms – but what's your call to action?



### CUFFING

You attach yourself to someone when it suits you

You connect with colleagues at key points... when it suits you



### SUBMARINING

You vanish – then reappear months later

You communicate and vanish for years until vesting!



### THE ICK

You turn someone off with the way you talk

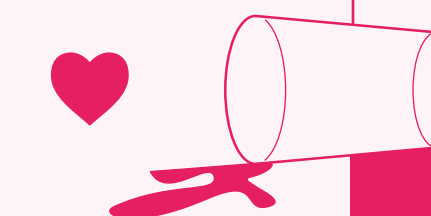
You use so much industry jargon you turn employees off



### THIRSTY

You come across needy

You bombard your employees with so much information, they drown in it



EXIMIA

# WHAT LINKS SHARE PLANS AND ONLINE DATING?

*A light-hearted look to see if we are guilty of ghosting or submarining...*

IT'S A MATCH!

You've reached out, they like what they see. **Success!**

You launch your share plan campaign, your employees like what they see. **Success!**