From awareness to action:

The Campaign that Mobilised a Global Workforce to Ideate & Build with AI

A change-led employee engagement campaign that shifted mindsets and behaviors—transforming 600K+ minds to drive real AI-driven impact



The Problem We Set Out To Solve



The Challenge

TCS had high awareness of AI across the organisation, but very low hands-on action. Employees felt unsure how to start, and many were hesitant or overwhelmed by AI tools — leading to a gap between intent and actual creation.



The Risk

Without a shift in mindset and behaviour, AI adoption would remain surface-level — limiting innovation, slowing transformation, and preventing the workforce from gaining confidence with AI in real business contexts.



The Insight

To move employees from *apprehension* → *curiosity* → *confidence* → *action*, communication alone was not enough. TCS needed a **behaviour-change engine**, more than just another awareness campaign.



The Opportunity

A unified, multi-channel Internal Marketing & Communications campaign could **democratize AI participation at enterprise scale**, making “build with AI” a repeatable habit for every employee — regardless of role, skill, age, demography, or geography.

tcs[AI] Hackathon 2025 Campaign

The Employee Engagement Campaign that drove a 600K+ global workforce to become AI-savvy

A multi-approach, multi-channel strategy that turned AI curiosity into 520,000+ real AI-driven ideas and builds



TCS Confidential

Why This Matters To TCS

Business imperative for enterprise-wide AI adoption

AI is a Business Survival & Growth Imperative

- AI is no longer a capability play — it is a competitive determinant.
- TCS's ability to win, deliver, and scale AI-led transformation for clients depends on how deeply AI is embedded in everyday workflows.
- **TCS' AI services had already began generating revenue, making enterprise-wide AI adoption a direct business growth driver.**

Enterprise-wide, Hands-on AI Adoption

- Convert AI curiosity into sustained "build-with-AI" behaviour across all roles, skills, and geographies.
- Make AI a default way of working, not a specialist capability.
- **Business lens:** What we practise internally, we credibly deliver externally.

Design for Change, Not Awareness

- Hackathon positioned as a continuous behaviour-change engine, not a one-off event.
- Shift employees from apprehension → curiosity → confidence → action.
- Reinforce human agency at the core of TCS's delivery model: humans envision, AI accelerates.

Enterprise-wide AI adoption is how TCS protects relevance, accelerates growth, and leads the AI era — not reacts to it

APPROACH

Driving Enterprise-Scale "Build-with-AI" Adoption Through Mobilisation, Communication, & Engagement

Democratise participation at scale

Remove friction → Increase inclusivity → Enable creation

- Multiple **low-code / no-code +** advanced build pathways to enable everyone to create, not just consume.
- Inclusive by design: **29% non-technical, 33% women** participating at scale.
- **A single**, simple **destination** under tcs^{AI} umbrella to reduce cognitive load and unify messaging.

Activate a distributed mobilisation network

Scale advocacy → Build trust → Enable real-time support

- **180+ AI Squad ambassadors** across regions, functions and business units driving influence and peer mobilisation
- **350+ mentors** and jurors enabling real-time support on-demand guidance and expert confidence.
- Reverse mentoring and visible leadership role-modelling amplified social proof and normalised participation.

Sustain momentum through communications intensity

Repetition → Recall → Action

- **4+ months of sustained** multi-channel internal campaign
- **85+ communication assets, ~800K reach** across intranet, mobile, Teams and on-ground activation
- **Designed for behavioural reinforcement:** reduce friction, increase clarity and convert intent into **action**

We engineered participation—not as a campaign moment, but as an enterprise movement that built hands-on AI capability at unprecedented scale

EXECUTION

How We Operationalised a Behavior-Change Engine at Enterprise Scale

Created Meaning & Reduced Psychological Friction

- Unified all messaging under the tcs[AI] brand, reinforcing human agency ("AI in your hands").
- Positioned the campaign as a personal growth journey, not a competition — reducing apprehension and increasing role relevance.

ALIGN

DESIGN

Engineered Confidence and Made Participation Feel Safe

- Crafted a staged, beginner-friendly experience that made AI feel approachable, guided, and rewarding.
- Used behavioural framing + micro-nudges to convert curiosity into action.

Lowered Barriers & Enabled Everyone to Create

- Introduced multiple on-ramps (low-code/no-code → advanced builds → labs → guided challenges).
- Ensured inclusivity across function, gender, skill, and geography — making "create with AI" universally accessible.

EMPOWER

REINFORCE

Sustained Momentum with Social Proof & Cadence

- Orchestrated a lifecycle communication cadence across intranet, mobile, Teams, on-ground channels.
- Used visible leadership modelling + ambassador amplification to normalise AI building.
- Used repetition to drive recall → confidence → action.

Made AI a Daily Habit Beyond the Event

- Embedded continuity via an always-on ecosystem and structured harvest mechanisms for learnings + solutions.
- Ensured "build with AI" became a repeatable way of working, not a one-time spike.

NORMALISE

This execution framework transformed the hackathon into an enterprise movement—mobilising 281,000 employees and generating 520,000+ AI-driven ideas and real builds.

IMPACT

A Workforce-Scale AI Movement with Unmatched Global Impact

Enterprise-Wide Mobilisation

281,000+
employees participated across all business units

58
countries represented

53%
Participants from outside India

Massive Hands-On Creation

520,900+
Total submissions
275,910 ideas | 245,005 builds
200+ builds submitted in the first 24 hours

54M
lines of code generated on just one of the platforms

5B
AI tokens on just one of the core AI platforms

Inclusive by Design

33%
Women AI builders

29%
Non-technical participants

38%
Gen Z creators

Campaign reach & Communication Impact

- **~800,000 internal digital engagement touchpoints** across intranet, mobile, Teams, on-ground
- Sustained visibility and recall through multi-channel amplification

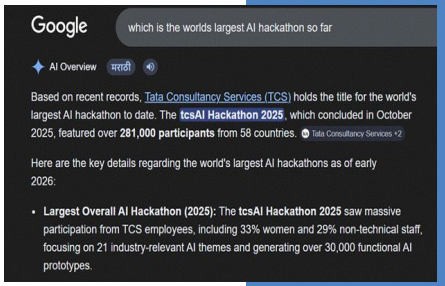
TCS Q3 earnings reported $1.8B annualised AI services revenue (+17.3% QoQ CC).

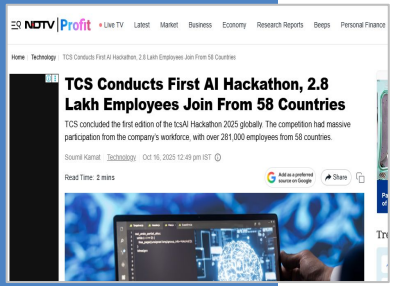
This can be largely attributed to the enterprise-wide AI adoption triggered by the tcs^{AI} Hackathon, which was supported by this very extensive change-led employee engagement and internal communications campaign.

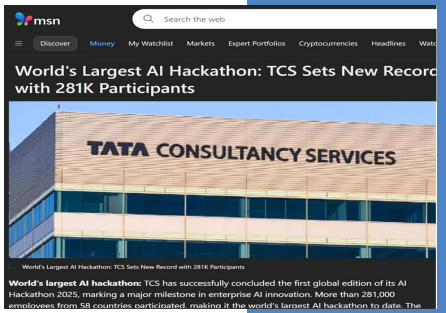
One of the largest enterprise AI mobilisation campaigns ever recorded — and the world's largest AI Hackathon

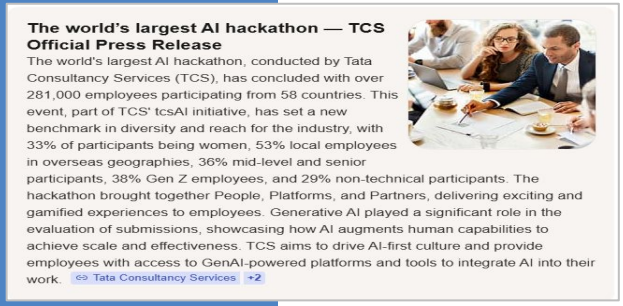
GLOBAL RECOGNITION & MEDIA COVERAGE

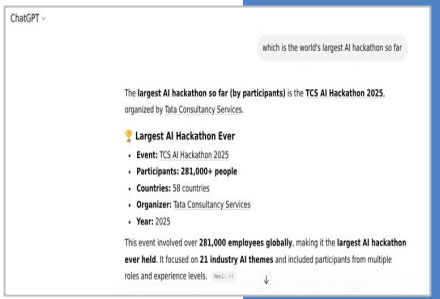
Renowned IIndustry and Media Outlets Confirmed the tcs^{AI} Hackathon as the World's Largest AI Hackathon

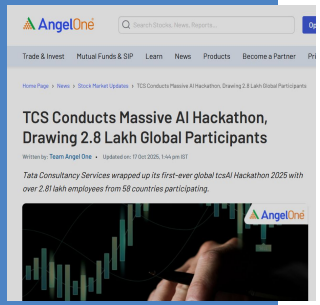


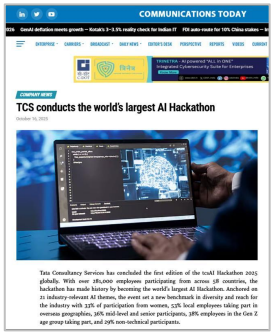








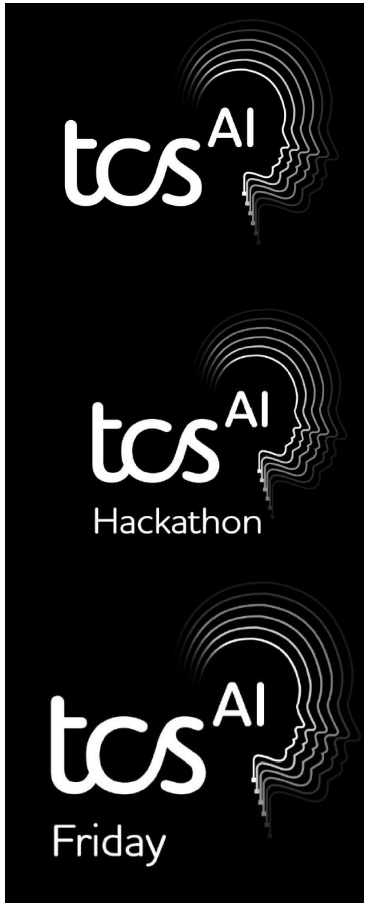




Independent media validation reinforced the campaign's scale, credibility, and impact

CREATIVE STRATEGY

tcs^AI – logo inception



We designed and introduced the logo for **TCS to the power of AI –** to be always represented as **tcs^AI** or **tcs^AI –** a unifying identity designed to visually anchor and brand all internal AI learning, competitive, and talent initiatives across the organisation.

tcs^AI is an internal movement that fosters a culture of innovation, empowers our people, and shapes market leadership from within. At the heart of the **tcs^AI** identity is a visual representation featuring the progressive layering of human profiles, symbolising how artificial intelligence serves as a force multiplier for talent potential across the organisation. This identity will support all AI learning initiatives, training programs, events and challenges like **tcs^AI** Fridays, **tcs^AI** hackathons, ideation sprints, and all communication content and creatives representing employee-led AI journeys

Design rationale

The **tcs^AI** logo design captures how artificial intelligence serves as a force multiplier for talent potential across the organisation.

- The progressive layering of human profiles reflects how AI exponentially enhances talent capability, visually echoing the idea of the power to.
- Each profile represents a step forward in knowledge, collaboration, and innovation, symbolising how our people scale their impact through AI engagement.

CREATIVE STRATEGY

Our campaign: tcs[AI] Hackathon 2025



Hero Creative Idea

A unified, brand-aligned visual system designed to stay relevant across the entire hackathon journey.

Symbolism

- Hyperconnected Digital Butterfly — transformation, innovation, change agent and the powerful evolution of ideas through AI.
- Human Hand — human authority and agency, direction and push, confidence, and the ability for every employee to shape the present and future with AI.

Strategic Role of the Creative

- Inspired participation by making AI feel empowering rather than intimidating.
- Created a consistent visual anchor across channels, phases, and geographies.
- Reinforced the core behaviour-change message: “AI in your hands.”

Unified, brand-aligned creative system applied across all phases, channels, and cohorts.

CREATIVE EVOLUTION ACROSS THE CAMPAIGN JOURNEY

Awareness and Mobilisation

Introduced hero creative to inspire curiosity and mass participation.



Idea Call-to-action

Activated nudges and prompts across all available platforms encouraging idea submissions.





Deadline Acceleration

Deployed momentum creatives to boost engagement. Showcased the inspiring numbers of submission and participation to sustain the excitement.







CREATIVE VARIETY TO SUSTAIN RECALL ACROSS JOURNEY PHASES

Build Phase Launch

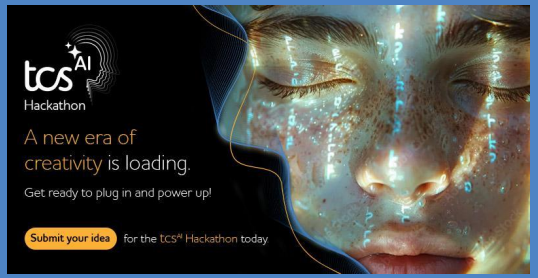
Launched new creatives guiding employees into hands-on AI building.

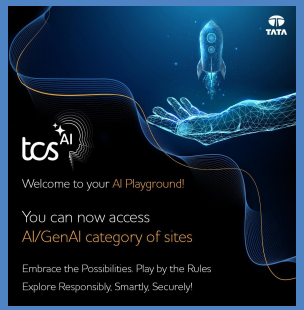


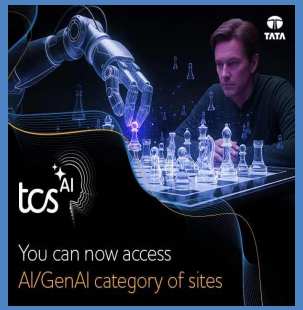












Showcase and Celebration

Highlighted success stories and participation to fuel momentum.









EXTENDING IMPACT THROUGH PARTNER-LED AI TRACKS

Google AI track



Microsoft Copilot track

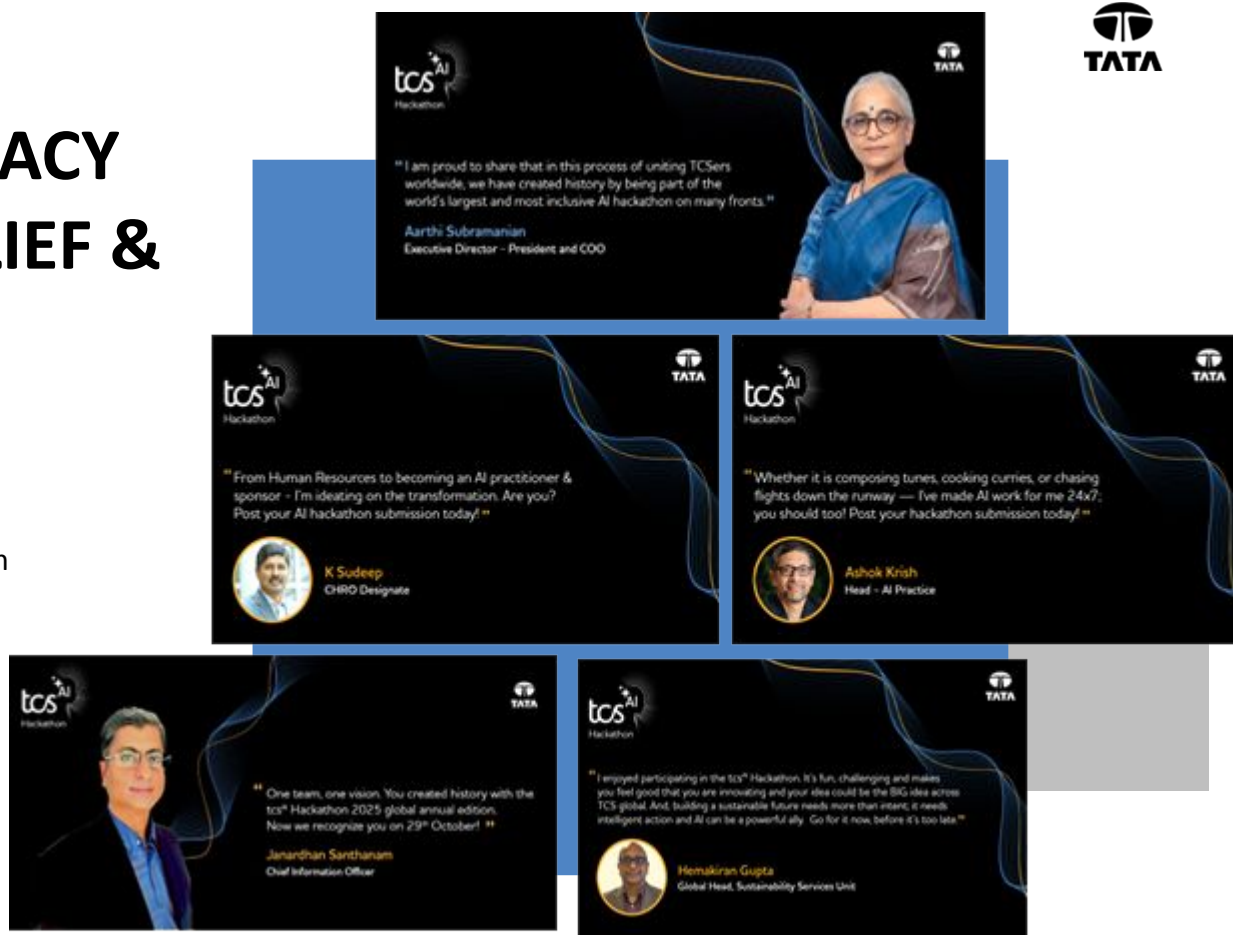


- Consistent tcs^{AI} creative system applied across Google AI and Microsoft Copilot tracks.
- Partner platforms enabled hands-on access to enterprise-grade AI tools and build pathways.
- Expanded engagement, credibility, and build diversity across skill levels and geographies.

Unified creative system applied across partner ecosystems

LEADERSHIP ADVOCACY DRIVING TRUST, BELIEF & MOMENTUM

- Built credibility → reduced apprehension
- Increased top-down momentum
- Signalled strategic importance of AI adoption
- Normalised participation through visible role-modelling



Leadership endorsements acted as psychological accelerators, shifting the workforce from "why should I?" to "I should be part of this"

RECOGNITION MOMENTS THAT REINFORCED BEHAVIOUR AT EVERY STAGE

Early wins

Badges • Quick shoutouts • First-build recognition



Mid-journey momentum

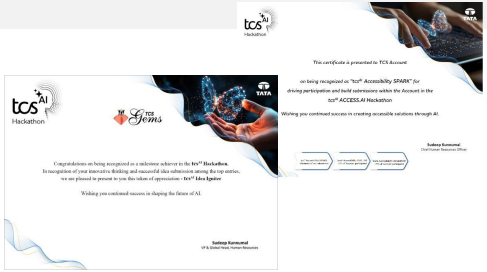
Leaderboards • Social wall • Ambassador amplifications





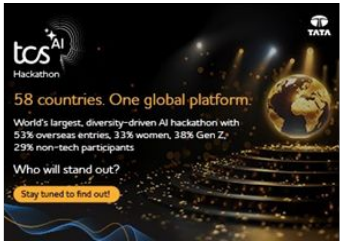
Final spotlights

Certificates • Winner announcements • Showcases • Awards visuals











Recognition wasn't decoration—it was a behaviour-design mechanism that kept 281,000 employees moving from intent → action

FINALE EVENT

Celebrating the Ideators and Builders of the World's Largest AI Hackathon

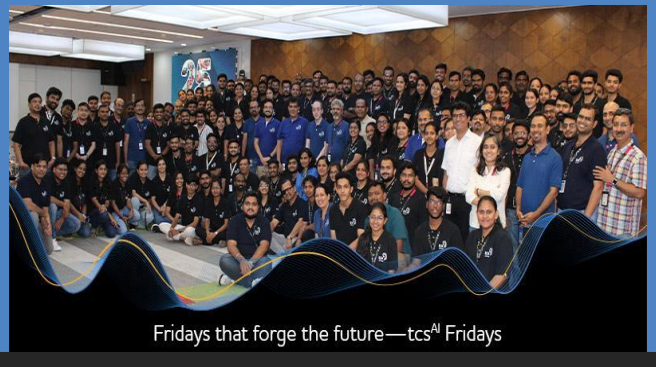
- Brought together finalists, mentors, leaders, and AI ambassadors in a high-energy showcase event.
- Celebrated top ideas and builds across 21 AI themes, reinforcing pride and organisational momentum.
- Provided a platform for employees to present real AI solutions to leadership and business units.
- Strengthened community identity around "Build With AI" and inspired continued participation beyond the hackathon.



The finale was the culminating moment that transformed participation into pride—and turned a campaign into a movement

EXTENDING IMPACT BEYOND THE HACKATHON: AI FRIDAYS & ACCESS.AI





AI Fridays

A weekly, open-to-all AI learning and hands-on lab initiative that offered guided experimentation, platform access, and real-time mentoring — helping employees continue building with AI beyond the hackathon







Access.AI

An inclusive AI innovation track created *by and for* people with disabilities, ensuring accessibility, representation, and equitable participation in the AI-building movement.

Extended the hackathon's behaviour-change engine by keeping AI creation active, inclusive, and continuous across the organisation

CRAFTING THE CHRONICLES

A SPECIAL COMPANY MAGAZINE EDITION AS A CAMPAIGN MEMOIR



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Understanding tcs^AI — Amplifying human potential

The 'TCS tothepower of AI' logo design embodies a unified visual identity, representing how artificial intelligence acts as a catalyst for unlocking human potential within the organisation. The logo features a progressive layering of human profiles, symbolising the way AI amplifies talent capabilities. Each profile marks a step forward in knowledge, collaboration, and innovation, reflecting how employees can achieve greater impact through engaging with AI. This design visually communicates the core idea of AI serving as a force multiplier for talent at TCS.

Winners take it all!



CRAFTING THE CHRONICLES

CAPTURING MOMENTS FROM THE AWARD CEREMONY

Watch the full video here

https://www.youtube.com/watch?v=5qb-Y0ZFRFw



THANK YOU

This employee engagement and communication campaign turned enterprise-wide AI awareness into hands-on action at scale.
Through inclusive design, sustained engagement, and leadership advocacy, TCS embedded “build with AI” as a mindset, a habit, and a way of working.

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