

**INTERNAL COMMUNICATIONS
AND ENGAGEMENT AWARDS**

WINNERS BOOK 2022



ROAR **TALENT**

Nominated for Best Ongoing Commitment to Internal Communications and Best Use of Content at the Internal Communications and Engagement Awards 2022.

Ignis

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WELCOME



The word celebrate comes from the Latin celebrare, which means “to assemble to honour.” Tonight’s Internal Communications and Engagement Awards is a true celebration. Yes, we are honouring great work by celebrating internal communications. But also, after two years of separation, uncertainty and, for some, loss we are finally assembled, coming together to celebrate with our colleagues, our clients and our peers. Regardless of whether you win Gold, Silver, Bronze or Highly commended everyone at tonight’s Internal Communications and Engagement Awards really does have much to celebrate.

Congratulations to every winner, your success is well and truly deserved.

ANDREW THOMAS

Publisher

Communicate magazine

- 4 Judges
- 10 Winners

Campaigns and communications

- 12 Best internal communications campaign
- 13 Best communication of change or business transformation
- 14 Best internal communications campaign across multiple markets
- 15 Best alignment of internal communications with external messaging

Process

- 16 Best use of content
- 17 Best use of storytelling
- 18 Best ongoing commitment to internal communications
- 19 Best use of mobile or apps

Outputs and deliverables

- 20 Best intranet
- 21 Best use of audio
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- 23 Best use of video and animation
- 25 Best event
- 26 Best internal publication: Print
- 27 Best internal publication: Digital
- 28 Best innovation

Sector

- 29 Best internal communications from the energy and utilities sector
- 29 Best internal communications from the financial services sector
- 30 Best internal communications from the FMCG sector
- 30 Best internal communications from the healthcare and pharmaceutical sector
- 31 Best internal communications from the industrial and basic materials sector
- 31 Best internal communications from the professional services sector
- 32 Best internal communications from the property, construction and facilities management sector
- 33 Best internal communications from the public sector
- 34 Best internal communications from the sports, travel, leisure and tourism sector
- 35 Best internal communications from the technology, media and telecommunications sector
- 36 Best internal communications from the transport and logistics sector
- 37 Best internal communications during the Covid-19 pandemic

38 **CIPR INSIDE | Internal Communications Team of the Year**

40 **CIPR INSIDE | Business Leader of the Year**

42 **Grand prix**

JUDGES



SIOBHAN BOORER

Head of internal communications
Sopra Steria UK

Judge for **CIPR INSIDE** | categories

As a senior communications professional with over ten years' experience in internal communications, Siobhan is passionate about the power of internal communications to help organisations achieve high performance and growth. Siobhan has developed and led several high-performing teams for major global organisations. Siobhan's experience includes designing and developing strategies for change and employee engagement programmes, including the successful delivery of extensive culture, rebranding, integration, divestment, business, and digital transformation programmes.



ALISSA BURN

Senior communications officer
Citizens Advice

Alissa is senior communications officer in the national team at Citizens Advice, based in Birmingham. Alissa made the move back in-house after two years as an internal communications consultant. She specialises in change management and digital transformation, including an award-winning SharePoint intranet launch. Alissa is a certified member of the Institute of Internal Communication and has previously worked in corporate communications roles at The National Lottery Community Fund, HS2 and Capita.



LAURA COLANTUONO

Head of internal communications,
International
The Kraft Heinz Company

Laura is a comms professional with over 12 years of experience gained in global organisations. Laura started her career as a journalist to then join Unilever Italy, where she discovered her passion for internal communications. She then moved to Fendi, leading the IC function for almost five years. In London, she joined Harrods for one year before moving to The Kraft Heinz Company, where she is the head of internal communications for the international zone. In her current role she oversees IC for over 16,000 employees spread across six regions.



ALYSON DAVIS

Internal communications lead
BT

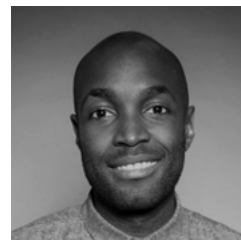
Alyson has over ten years' experience of internal communication and colleague engagement from senior roles across multiple sectors. Prior to being the internal comms lead at BT, Alyson was driving internal communications for IAG Tech, part of International Airlines Group. She has also created engaging campaigns spanning wellbeing, ESG and D&I topics.



NADINE DIXON

Head of Employee and Leadership
Communications (interim),
EMEA and APAC
Columbia Threadneedle Investments

Nadine is an employee and change communications specialist with over 15 years' financial services experience gained from complex and matrix global companies including the Financial Conduct Authority, Barclays, Schroders and Aon.



RICHARD ETIENNE

Director of internal communications
Elsevier

Former official videographer to British Prime Minister Theresa May, Richard Etienne holds senior communications positions within the private and third sectors and has aided the online promotion of global brands in academia, art, and politics for over 17 years. Currently director of internal communications at Elsevier, a medical data and analytics publisher, Richard also holds trustee positions at Hackney Empire, Sarcoidosis UK and is an independent steering group member for the Royal National Institute of Blind People (RNIB).



BELINDA GANNAWAY

Strategy director
FathomXP

Belinda has rich experience working in and around organisational culture and employee experience. Currently, Belinda is an employee experience design practitioner, facilitator, and systems coach. Throughout the course of her career, Belinda has worked with some of the world's best-known organisations, helping to create cultures that are more purposeful, innovative, and human. Some of her clients include LEGO, Jaguar Land Rover, Diageo, the International Olympic Committee, WWF and Crown Worldwide Group. Belinda is also co-author of 'Employee Experience by Design: How to Create an Effective Experience for Competitive Advantage'.



ANDY HAMMERTON

Head of corporate affairs
Appreciate Group

Andy has 20 years' experience leading communications teams, helping companies to navigate corporate challenges. He has a background in PR and joined RBS in 2015 to help build the culture to support the launch of William & Glyn. Andy handled internal and external communications for the unique scheme Business Banking Switch, which saw RBS switch around 70,000 SME customers to smaller banks. He currently oversees all stakeholder communications for AIM-listed Appreciate Group as it undergoes digital transformation.



STEVE HAYES

Director of communications
GreenSquareAccord

Steve is an award-winning communications professional and thought leader with a decade of experience leading communications for not-for-profit organisations. In his previous role, Steve led a transformation of Citizen's communications function, in its rebrand from WM Housing and its establishment as a leading voice in the sector. He previously led the communications function of the housing sector's professional body, the Chartered Institute of Housing, where he served as the organisation's chief speechwriter and devised and launched the award-winning Make a Stand campaign.



DANIEL HOLDEN

Former internal communications and colleague engagement manager
GPI Mortars Limited

Judge for **CIPR** INSIDE | categories

Dan Holden is a CIPR Chartered PR practitioner, dedicated to internal communications. He's the founder of Horizon Comms, an in-house communications practitioner and has served on the CIPR subgroup, CIPR Inside and the IOIC FutureNet committees. He supports the Royal Air Force Air Cadets as a volunteer internal communications manager, helping to reach over 9,000 volunteers.



BINU MERIN JACOB

Content lead and comms strategist - Comms Hub
Engage for Success

Judge for **CIPR** INSIDE | categories

Binu is an award-winning comms enthusiast who believes storytelling has the power to inspire change in everyone. Binu has over a decade of experience in both agency and in-house roles across India, Middle East, and the UK. She is an active member of the CIPR Inside and IOIC-FutureNet committees, and also volunteers with the Engage For Success (EFS) movement as its content lead, helping champion employee engagement for positive and fulfilling workplace experiences.



NEIL JENKINS

Director of communications
Iron Mountain

Neil has worked in communications for almost 25 years, including senior roles at Siemens, Vodafone, Coca-Cola and BT. Today, Neil is director of communications and business partnerships at Iron Mountain, a global information management company that employs 24,000 people worldwide. He is a passionate believer that an organisation's best advocates are its people, and about using the power of communication to bring out their best, connect them to their organisation's purpose, and build reputation and trust from the inside out.

Employees tell your best story

Amplify your culture narrative,
engage employees, and attract
new talent with the power of
employee-generated content.



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JUDGES



NAOMI JONES

Communications and marketing director
SUEZ

As communications and marketing director for SUEZ, Naomi heads both the communications and marketing teams for the UK and Sweden. In 2009, she became SUEZ group's youngest ever head of department, aged 28. In 2015, she project-managed the group's rebranding and repositioning in both the UK and Scandinavia and has overseen the employee engagement programme resulting in the company being awarded the Sunday Times Best Companies' 'Best 25 Big Companies to Work For' accolade in 2018 and again in 2020.



JEREMY LAIGHT

Marketing and communications director
LendInvest

Jeremy has over 20 years' experience building marketing and communication capability with leading brands. He is currently the director of marketing and communications at LendInvest, a leading London based Fintech. He is a certified net promoter specialist, Marketing Society member, graduate of Mark Ritson's mini marketing MBA, founding member of MarketingKind, charity trustee and personal mentor. In 2021 his team picked up the Grand prix at the Internal Communications and Engagement Awards, as well as those for 'Best use of data' and 'Best evaluation process'.



NICOLA LALLY

Director of communications
BDO LLP

Nicola is director of communications at accountancy firm BDO. She leads the firm's internal and external communications programme. She is lead comms adviser to the firm's Board, sits on BDO's culture board and crisis committee, and is co-chair of the ESG executive committee. Before being an in-house adviser, she trained at a leading corporate comms agency working on behaviour change campaigns, corporate comms and crisis management for major UK and global brands. Nicola won the 2021 Internal Communications and Engagement Awards' Internal communicator of the year.



CHRIS LEES

Head of internal communications and employer experience
Purplebricks

Chris joined tech-led estate agent Purplebricks in August 2021, heading up internal communications and employee experience. Previously, he spent eight years at Virgin Media, initially joining as part of the sales development and delivery team, before moving into a go-to market role. In 2018, Chris switched focus to concentrate his career on internal communications, first within the Virgin Mobile business, then as head of internal communications for consumer operations.



MAUREEN MCGUINNESS

Communications senior associate, corporate & investment bank
J.P. Morgan

After graduating from University College London with a BA Hons in German, Maureen has worked in financial services for just over 10 years in a variety of roles supporting employee engagement and internal communications. Most recently, after nearly four years at London Stock Exchange Group supporting the group head of capital markets, she joined J.P. Morgan to support internal comms for global markets.



DREW MCMILLAN

Director of colleague communications and culture
British Airways

Drew has worked in communications for 23 years, across diverse sectors and geographies. In the last decade he's led the IC and Engagement functions of household names like Ladbrokes and Virgin, often through periods of significant organisational change. Today he leads the global comms and culture team at British Airways, as their business and the wider aviation industry begin the recovery from being almost completely grounded during the pandemic.



LENS AWARDS



Entry deadline **23 September**

The Lens Awards celebrates organisations using film and video by setting the standard for excellence in visual communications.

www.communicatemagazine.com/lensawards/

JUDGES



DEV MISTRY

Global internal communications manager
DICE

Dev Mistry is a communications professional with 10 years' experience gained across technology, automotive and entertainment sectors. Based in London, Dev currently works for DICE, leading on global internal communications and engagement. Dev's experience ranges across internal comms, external comms and digital, specialising in stakeholder relations, embedding purpose and engagement. During his time at Virgin Media O2, Dev worked on award winning campaigns on purpose led communications, as well as leading on company-wide broadcast communications to 18,000 people.



ÁINE MURPHY

Head of internal engagement
Care Quality Commission

Áine Murphy is an internal communications leader with a decade of experience in the charity sector. She now heads up the Internal Engagement function at the Care Quality Commission, leading Internal Engagement through an organisational transformation programme. Áine has worked at the disability equality charity Scope, and Macmillan Cancer Support, where among other things she led on change communications, a rebrand, an office move, and an award-winning intranet redesign project. She's passionate about employee engagement, creating internal brand ambassadors, and shaping and developing organisational culture.



MANALI PATEL

Internal communications manager
Nursing and Midwifery Council

Manali helped the NMC win gold at last year's awards for her team's virtual employee conference. An internal communications specialist with over 10 years' experience, she has a passion for employee engagement and, as someone with dyslexia herself, celebrating the importance of a diverse workforce. She started her career at IKEA before joining the NMC in 2020, right at the start of lockdown. She's been involved in the launch of a corporate strategy, while supporting staff through Covid-19 and the issues highlighted by the Black Lives Matter movement.



JAMES POWELL

Head of group communications
Irwin Mitchell

James Powell is head of group communications at Irwin Mitchell and has held a variety of senior communications roles at national and international organisations and across industries. James is hugely passionate about recognising and rewarding excellence in communications and is committed to highlighting the positive impact communications teams and individuals can have on their colleagues, clients and customers, and communities.

WINNERS

CAMPAIGNS AND COMMUNICATIONS

Best internal communications campaign

Gold – Volvo Cars and Hill+Knowlton Strategies

Silver – Scotch Unleashed and Smarts

Bronze – National Grid and Ruder Finn

Bronze – Stonewater and Top Banana

Highly commended – Atos

Highly commended – Shell plc

Best communication of change or business transformation

Gold – Colt Technology Services

Silver – Shell plc - Simplification project

Bronze – NBCUniversal

Highly commended – No7 Beauty Company and

Allman Communication Ltd

Highly commended – wilko (Logistics) and

Enthuse Communications

Best internal communications campaign across multiple markets

Gold – Scotch Unleashed and Smarts

Silver – Marel and Radley Yeldar

Bronze – Philip Morris International

Highly commended – Colt Technology Services

Best alignment of internal communications with external messaging

Gold – Volvo Cars and Hill+Knowlton Strategies

Silver – a.s.r. and PROOF

Silver – HSBC and Bladonmore

Bronze – Poste Italiane

Highly commended – Amare Medical Network and Unily

PROCESS

Best use of content

Gold – McDonald's and blue goose

Silver – JTI and Ignis

Bronze – Anglo American

Bronze – Lloyds Banking Group

Best use of storytelling

Gold – Stonewater and Top Banana

Silver – SUEZ recycling and recovery UK

Bronze – Citrix and The Why Agency

Bronze – GN Hearing and Hill+Knowlton Strategies

Highly commended – Tarkett and Brunswick Creative

Best ongoing commitment to internal communications

Gold – JTI and Ignis

Gold – Paysafe

Silver – Phoenix Group and Words&Pictures

Bronze – Certas Energy UK and We Are Brass Tacks Ltd

Best use of mobile or apps

Gold – Coats

Bronze – Poste Italiane

Highly commended – Verizon

OUTPUTS AND DELIVERABLES

Best intranet

Gold – Entain plc with United Culture and Content Formula

Silver – Philip Morris International

Bronze – Voyage Care and Interact Software

Highly commended – Overlake Medical Center & Clinics and

Interact Software

Best use of audio

Silver – Anglo American

Best use of social media

Gold – Travelport

Silver – Oxford University Hospitals NHS Foundation Trust

Bronze – Places for People

Best use of video and animation

Gold – Citizen

Silver – British Red Cross

Bronze – DRPG

Highly commended – Edrington and Brunswick Creative

Highly commended – Karbon Homes

Best event

Gold – Arm

Silver – Citrix and The Why Agency

Bronze – Citizens Advice

Bronze – DWP Digital

Highly commended – AXA and MSL UK

Highly commended – SUEZ recycling and recovery UK

Best internal publication: Print

Gold – Oxford University Hospitals NHS Foundation Trust

Silver – The Glenmorangie Company

Bronze – Albert Heijn and PROOF

Best internal publication: Digital

Gold – Oxford University Hospitals NHS Foundation Trust

Silver – White & Case and Sequel Group

Bronze – The Glenmorangie Company

Highly commended – Honda Motor Europe and Words&Pictures

Best innovation

Gold – NBCUniversal

Silver – Miller Insurance

SECTOR

Best internal communications from the energy and utilities sector

Gold – OVO Energy and Sequel Group

Best internal communications from the financial services sector

Gold – Bank Gospodarstwa Krajowego

Best internal communications from the FMCG sector

Silver – Nespresso and Sequel Group

Best internal communications from the healthcare and pharmaceutical sector

Silver – GN Hearing and Hill+Knowlton Strategies

Best internal communications from the industrial and basic materials sector

Bronze – Aggregate Industries

Best internal communications from the professional services sector

Gold – DAC Beachcroft

Best internal communications from the property, construction and facilities management sector

Bronze – Places for People

Best internal communications from the public sector

Gold – Ministry of Justice

Silver – Her Majesty's Prison and Probation Service

Bronze – Audit Scotland

Best internal communications from the sports, travel, leisure and tourism sector

Gold – TUI Group and MSL UK

Bronze – McLaren Racing and Chatter Communications

Best internal communications from the technology, media and telecommunications sector

Gold – Rackspace Technology

Silver – RELX

Best internal communications from the transport and logistics sector

Gold – Volvo Cars and Hill+Knowlton Strategies

Best internal communications during the Covid-19 pandemic

Gold – Oxford University Hospitals NHS Foundation Trust

Silver – Places for People

Silver – Publicis Sapient

Bronze – Paysafe

Highly commended – Anglo American

Highly commended – Colt Technology Services

SPECIAL RECOGNITION

CIPR Inside Internal Communications Team of the Year

Gold – Ministry of Justice

Silver – Philip Morris International

Bronze – Places for People

CIPR Inside Business Leader of the Year

Dale Parmenter, DRPG

Grand prix

Travelport

BEST INTERNAL COMMUNICATIONS CAMPAIGN

Volvo Cars and Hill+Knowlton Strategies

Gold

Volvo Cars set out to offer a global and gender neutral parental leave policy that reinforced the brand's commitment to supporting staff throughout their life. The 'Time To Take It' campaign developed by Hill+Knowlton Strategies aimed to normalise taking parental leave by automatically enrolling employees in the policy. Built on a foundation of behavioural science, the campaign actively tackled the perceived stigmas around men taking parental leave. The comprehensive campaign featured a suite of employee, media and social assets including a film and language impact study. The campaign delivered strong results, with all regions adopting the new offer and achieving a noticeably higher uptake from men. Together, Volvo Cars and Hill+Knowlton delivered an insight-based campaign that captured the spirit of the brand and developed its gender equality and parental leave policies. "Great use of behavioural insights and strong creative execution," commented one judge.



Scotch Unleashed and Smarts

Silver

Smarts agency worked to turn Johnnie Walker's traditional internal communications streams into a functional and effective online community in the wake of Covid-19. The 'Scotch Unleashed' mapped out a series of events and information for Johnnie Walker employees to remain connected. The campaign smashed its target for internal hub visits by 150% and employee sign-ups by an impressive 330%.



National Grid and Ruder Finn

Bronze

As a principal partner of COP26, National Grid worked with Ruder Finn to launch an integrated internal engagement campaign. From a newsletter and intranet campaign hub, to workshops and toolkits, the campaign shared employee stories from across the business. An impressive 58% of employees reported feeling increased pride in the business following the campaign.



Stonewater and Top Banana

Bronze

Leading social housing provider, Stonewater, aimed to improve its internal communication strategy by re-imagining 'The Big Picture Tool.' Over five months, Top Banana turned the out-dated hand-drawn aid into an exciting virtual world connected to the company's intranet. The resulting programme truly captured Stonewater's brand values and supported long-term change within the business.



Atos

Highly commended

Atos created an internal campaign to improve employee engagement with its client partnership by running events and refreshing the partnership charter.

Shell plc

Highly commended

Shell launched an internal event series to inspire employees and help them to better understand the future of the business transformation.

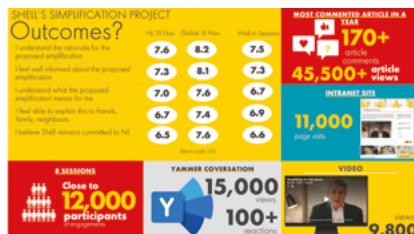
BEST COMMUNICATION OF CHANGE OR BUSINESS TRANSFORMATION



Colt Technology Services

Gold

Colt Technology Services introduced a new process and system to improve the efficiency and accuracy of its existing customer quoting service. Despite evident benefits, the sales team resisted uptake of the new system. To change perceptions and improve engagement, the internal communications team devised a full-scale re-launch and change campaign. With company-wide surveys and focus groups, the team was able to target the problem directly. These insights informed the strategy, which included monthly messaging with programme updates and ongoing improvements. The language also shifted to take a more playful and less tech-heavy approach. The communications appealed to the competitive nature of the sales team with a 'Quote to Order Olympics', which actively demonstrated how much quicker the new system was. Engagement with the new process rose from just 12%, to an impressive 95% following the campaign. "Clear objectives, great execution and outstanding results," praised one judge.



Shell plc - Simplification project

Silver

After extensive internal transformation to simplify share structure and improve business efficiency, Shell launched a campaign to support its Dutch staff through the change. A comprehensive campaign of consistent, emotive and interactive leadership comms minimised trust erosion and made a lasting emotional impact on its internal stakeholders.



NBCUniversal

Bronze

The 'CSG2.0' campaign delivered a major transformation of NBC Universal's flagship London offices as it evolved to cater for a hybrid workforce. The communications programme included a voluntary return programme, multi-faceted updates and a strong focus on health and wellbeing. The creative and engaging launch reported over 3,000 visits to the SharePoint site and positive feedback from employees.

No7 Beauty Company and Allman Communication Ltd

Highly commended

To improve the company culture and line-manager relationships at No7 Beauty Company, Allman Communication devised a creative and interactive culture change campaign.

wilko (Logistics) and Enthuse Communications

Highly commended

This campaign used communications workshops and change readiness surveys to alleviate employee worries during a transformative period.

BEST INTERNAL COMMUNICATIONS CAMPAIGN ACROSS MULTIPLE MARKETS

Scotch Unleashed and Smarts

Gold

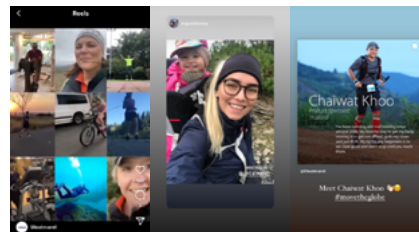
The hospitality and drinks industry faced heightened pressure to reach sales targets in the wake of Covid-19. Diageo wanted to inspire and engage with its workforce, with a specific focus on Scotch. Together with Smarts agency, it transformed the existing internal communications mechanism into an energetic and effective online community. The 'Scotch Unleashed' campaign was built on a foundation of insights to inform the communications across multiple markets. Diageo enlisted a cohort of local champions to inform and drive sales in the various global markets. The company delivered a series of events to equip the champions with the tools to champion the product. This included live global broadcasts, brand passion sessions and a takeover month with creative competitions and activities to maximise engagement. Reaching over 10,000 employees across 28 countries, judges thought this was a well-executed and inspiring campaign that truly shifted the dial for business.



Marel and Radley Yeldar

Silver

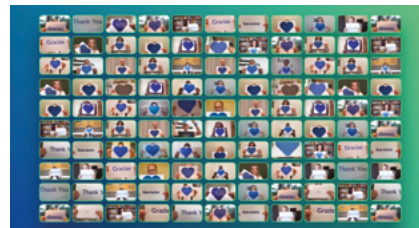
Icelandic technology company Marel wanted to help its people unite behind a common goal and encourage them to focus on their mental and physical health. With a focus on raising endorphins and connections through movement, this campaign brought colleagues across the globe together to collectively raise over £100K for the International Red Cross.



Philip Morris International

Bronze

Since transforming its company purpose to deliver a smoke-free future, Philip Morris International launched a new internal platform to help inspire and connect employees. The Gratitude platform enabled employees to share their gratitude for one another and reach every corner of the business by using engaging visuals, data analysis and leadership communications.



Colt Technology Services

Highly commended

Through its 'Sustainability Matters' campaign, Colt launched several initiatives across its global markets to help mitigate the impact of climate change.

BEST ALIGNMENT OF INTERNAL COMMUNICATIONS WITH EXTERNAL MESSAGING



Volvo Cars and Hill+Knowlton Strategies

Gold

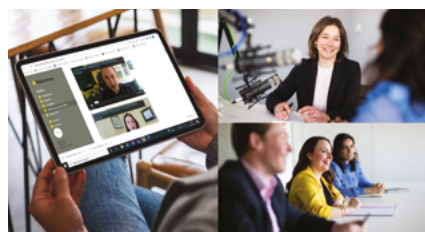
The 'Time To Take It' campaign demonstrated to both internal and external stakeholders that Volvo Cars is committed to driving gender equality through its innovative parental policy. The campaign, which normalised taking parental leave by opting all employees into their 24-week parental leave programme, supported employees to enjoy the first weeks of their child's life without worrying about financial pressures. It also drove brand framing in the media with over 257 articles in the first week of launch highlighting the powerful brand values. In just 22 days, Hill+Knowlton Strategies and Volvo Cars created and distributed a wide variety of key assets including a film with social cut-downs. Since launching, Volvo Cars has had 4,925 unique parental leave users. Additionally, the company now has more male than female Family Bond users, making a clear and tangible step towards equal parenting policies and wider gender equality. "Show stopping campaign with impressive results," said one judge.



a.s.r. and PROOF

Silver

Netherlands based insurer a.s.r. wanted to deliver on its brand promise to be the best financial service provider. To encourage its employees to explore what its external stakeholders want, it launched a high-energy interactive talk show. The online show inspired, informed and equipped employees to deliver on the company purpose and was attended by over 300 managers and 2,000 employees.



HSBC and Bladonmore

Silver

Bladonmore created HSBC's 'Ambassador's Programme' following the launch of the bank's new purpose and strategy in 2021. The global initiative ensured that senior executives could confidently share information on the new strategy. More than 100 senior executives received Q&A training to gain consistency across the messaging and maximise the impact with internal and external stakeholders.



Poste Italiane

Bronze

Poste Italiane used photographs of employees within its integrated report, intranet channels and on display in the Rome Headquarters. The campaign conveyed the company's values, fostered identification and belonging internally and enhanced the brand reputation externally. The visual and campaign put its people at the heart of the brand purpose and engaged audiences with its creative report launch.

Amare Medical Network and Unily

Highly commended

Amare Medical Network created an organisation-wide campaign to recognise the way its employees live the vision of Delivering Care Worthy of a Million Smiles.

BEST USE OF CONTENT

McDonald's and blue goose

Gold

After reviewing its internal communications strategy in 2020, McDonald's enlisted the help of blue goose to create something more human and emotive. Its solution was to launch a weekly email channel called 'News bites' that would inspire employees, share stories and celebrate achievements. The newsletter enabled the company to connect with colleagues that were isolated or furloughed during the pandemic. The content was varied and exciting, with topical themed issues across mental health, sustainability and inclusion. McDonald's used simple content to create well-structured assets that resonated with its large and diverse workforce, ranging from celebrity interviews to critical business messages. The distribution list, which required employees to 'opt-in' to its circulation, peaked at 53,000 members in December 2021. "Outstanding use of content that demonstrates that value of knowing your audience and engaging them with relevant, appealing and creative content," said one judge.



JTI and Ignis

Silver

Ignis created educational and promotional content for JTI to build membership and senior sponsors to its PRIDE Network. As a global company, the assets had to work for different markets and encourage them to launch their own local network. Since launching the 'Find Your Pride' campaign, PRIDE chapters have launched in six markets, with a further eight working to improve LGBTQ+ inclusion.



Anglo American

Bronze

Anglo American launched the 'T&S Water Day: LIVE' to engage, inspire and drive behaviour change. The content aimed at colleagues looked at the value of water environmentally, socially and within technology. The campaign featured user-generated content which enabled employees to share what water means to them, alongside interviews, an information hub and a series of content-themed days.



Lloyds Banking Group

Bronze

Lloyds Banking Group created a range of content for an internal communications campaign to help its people to gain a deeper understanding of the issues surrounding climate change. The campaign, which launched ahead of the UN's Climate Change Conference, featured various talks, videos and articles that captured the interest of employees and inspired them to make real change.



BEST USE OF STORYTELLING



Stonewater and Top Banana

Gold

To improve its internal communications strategy, Stonewater worked with Top Banana to re-design 'The Big Picture Tool' into an exciting virtual world linked to the company's intranet. The digital experience brought the company's story to life, with each part of the virtual world communicating a specific element of the Stonewater brand. The strategy was informed by over eight weeks of senior leadership interviews and employee workshops. The re-imagined Big Picture Tool inspired employees by visualising the future of the business, across everything from hybrid working to digital transformation. Each employee can now build their own avatar to engage and connect with the company while also visualising themselves as part of the future culture. Voiceovers, interactive features and seasonal updates ensure the Stonewater story can continually evolve and inspire its workforce. Since launching, the page has generated over 9,000 views and created 571 avatars. Judges called this campaign "vibrant," "visual," and "a creative yet strategic idea."



SUEZ recycling and recovery UK

Silver

To open up the conversation around mental health, Suez worked with recovery UK to share stories that would help to build an honest and open culture. The campaign was designed to resonate with the company's predominantly male and dispersed workforce. Through sharing videos of employees talking about their own experiences, Suez developed an authentic and well-received campaign.



Citrix and The Why Agency

Bronze

The 'Citrix United' campaign consisted of a two-part, ten-minute film that told the story of a new leader trying to inspire change. The humorous video, which parodies the comedy series 'Ted Lasso', was a creative and engaging way to introduce the company's new senior vice president. The result was an entertaining but engaging campaign that received positive feedback from the Citrix community.



GN Hearing and Hill+Knowlton Strategies

Bronze

To clearly communicate GN Hearing's brand purpose, Hill+Knowlton Strategies created a short yet impactful film to tell the story of a man named Sivu, a musician who lives with severe hearing loss. The film shows Sivu returning to the recording studio after being fitted with new hearing aids. The captivating content truly conveyed the brand purpose and its impact within society.

Tarkett and Brunswick Creative

Highly commended

To increase brand visibility and clarity, this video used poetic language and visual imagery to bring Tarkett's brand proposition to life.

BEST ONGOING COMMITMENT TO INTERNAL COMMUNICATIONS

JTI and Ignis

Gold

JTI committed to delivering a variety of creative work that would create fundamental and long-term change within its internal communications channels. To maximise participation in its annual survey, JTI focused on cutting through digital fatigue and achieved an impressive 89% participation rate. These insights enabled the company to strategize its comms and ensure employees receive tailored support designed to suit their needs. By expanding the communications around its PRIDE Network, JTI made an active step towards LGBTQ+ inclusion, while its International Men's Day campaign put a creative spin on the conversation around gender equality. Across its various campaigns, JTI created innovative, community-focused and collaborative experiences. Judges were impressed with the individual initiatives and the "continuous creative execution." But when combined, these considerate and insight-led strategies proved a clear ongoing commitment to internal communications at JTI.



Paysafe

Gold

With employees working remotely, Paysafe needed to rethink its internal communications strategy. It launched the 'Safeguarding Paysafe People Campaign', which focused on maintaining the company spirit and culture throughout the challenges presented by Covid-19. The campaign delivered a wide range of activities, from a wellbeing afternoon, a global weekly newsletter, fitness classes and mental health webinars. The strategy was designed to build employee engagement with internal comms. The events, activities and individual campaigns were informed by virtual leadership summits to align the leadership teams with the strategy, while employees received tailored regional updates about the business. When benchmarked with other organisations using an AI platform, Paysafe could tangibly see it had successfully maintained a highly engaged workforce through the pandemic. "A fantastic commitment to internal communications with strong results and channel development post-pandemic," said one judge.



Phoenix Group and Words&Pictures

Silver

Long-term savings and retirement company, Phoenix Group, wanted to create an engaging induction experience that would help new joiners understand its acquisitions process. Words&Pictures developed the 'Join and Thrive Academy,' to demonstrate the role of acquisitions. With a distinctive design and comprehensive pack of resources, this campaign continues to support the internal comms strategy.



Certas Energy UK and We Are Brass Tacks Ltd

Bronze

SAFETY FIRST Vision Zero is a cultural transformation programme put in place to empower colleagues to take shared responsibility for health, safety and the environment. It used tailored messaging and a multi-channel delivery method, including virtual workshops, colleague packs and a web portal. The campaign resulted in a positive and increased engagement on health, wellbeing and sustainability.



BEST USE OF MOBILE OR APPS



Coats

Gold

Coats wanted to make its internal communications more inclusive and simplify the channel matrix to offer a more integrated solution. The industrial thread company launched a pilot project to test the idea of using an employee app to digitally connect its employees. The research and planning stage included a review of other internal communications apps. The rollout strategy took a geographically phased approach with consistent weekly meetings for local leaders and project teams to prepare in each country. An automatic translation function meant an operator in China could now directly message and connect with a machine operator in India. Most group communications are now sent only via the app, with engagement from the CEO and over 10,000 employees now registered on the app. “Well designed and executed launch of an app,” said one judge, while another simply stated “a good approach to a difficult challenge.”



Poste Italiane

Bronze

The NoidiPoste app for mobile devices was created with the aim of providing approximately 130,000 employees with a tool that would inform and communicate with the entire workforce. The app provides access to dedicated news videos and informative content for both an internal and external audience. It achieved an impressive 120k downloads by the end of 2020.

Verizon

Highly commended

Verizon's 'Inside Verizon App' shares employee resources, webcasts, feature articles and engaging content from the organisation's video-based news hub.

BEST INTRANET

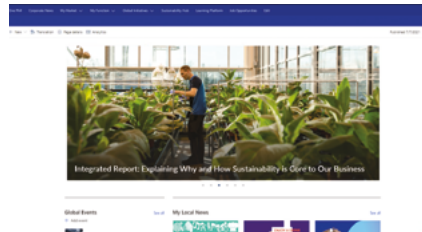
Entain plc with United Culture and Content Formula **Gold**

To unite its workforce of over 24,000 people in more than 20 countries, Entain plc wanted to create an employee experience like no other. The new intranet was designed in collaboration with Content Formula to capture the spirit of the brand while also integrating various employee resources, HR features and communications channels. Employees can access alerts, relevant links and manage channel subscriptions from any page at anytime. Each part of the company, both geographical and functional, has its own channels and personalised features. The Entain.me intranet was brought to life by an integrated three-month internal comms campaign called 'Play Your Way' which generated excitement and intrigue leading up to the launch. Since launching, the intranet has seen more than 1.5m homepage visits, facilitated 9.5m read messages via Yammer and engaged with 16,820 active users. "Excellent use of employee-centred data," and "great positioning of the solution in the context of the employee experience," commented the judges.



Philip Morris International **Silver**

A part of the wider Philip Morris International transformation, the company launched a new intranet. The IT Hub, MS SharePoint Online needed to engage with employees dispersed in more than 40 locations, embrace diversity and reinforce brand values. Since launching in July, the intranet reached 32,000 users and generated over 230k unique views in 2021.



Voyage Care and Interact Software **Bronze**

The Hive platform is a digital tool that enables Voyage Care's 11,000 employees across 6,000 locations in the UK to stay connected. It combines a new design with various videos and exclusive extended content. Hive achieved 1m visits in its first year and sustained a 20% increase in visits throughout the first half of the financial year.



Overlake Medical Center & Clinics and Interact Software

Highly commended

The Washington state-based healthcare provider introduced a customisable and cohesive employee experience via a new intranet.

BEST USE OF AUDIO



Anglo American **Silver**

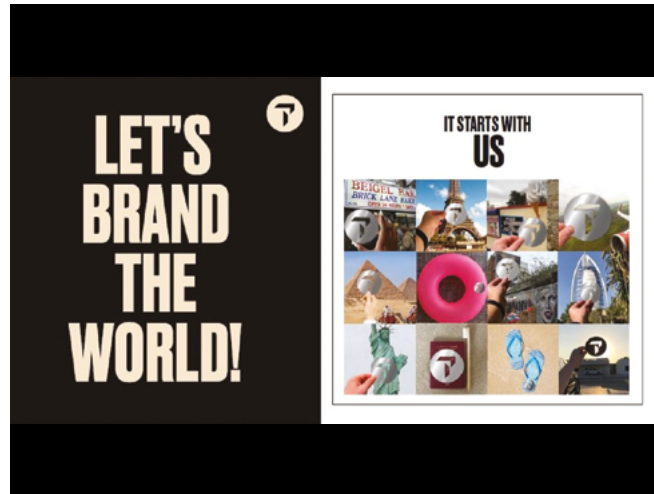
Anglo American's Digital Literacy programme was devised to address the skills and knowledge gap within the organisation. The Jargon Busters podcast series aimed to empower colleagues and make data technology more accessible. The entertaining bite-sized episodes covered a range of topics and featured subject matter experts from across the business.

BEST USE OF SOCIAL MEDIA

Travelport

Gold

Global technology company, Travelport, used social media to showcase its complete end-to-end rebrand. The campaign was focused on encouraging every employee to share their Travelport pride, alongside sharing snippets of their own life. The organic and inclusive social media campaign was fully dependent on employee-led content, making for an authentic and empowering tone of voice. Every employee received a disk, representing the new Travelport symbol, which they were then encouraged to photograph in front of a local landmark or meaningful location. Supported with the hashtag #ChangelsForTheBrave, this campaign achieved incredible employee engagement. It generated over 1k employee posts, over 300k impressions and 40k engagements. Employees were creative and passionate with their posts, from designing logo jean jackets, to using the disk as a culinary tool and shaving the logo into a colleague's hair. "Strong innovation and visual branding," said one judge while others praised the "richness and variety of content."



Oxford University Hospitals NHS Foundation Trust

Silver

This Covid-19 vaccination campaign was aimed to help employees communicate with pregnant women following increased reports of vaccination hesitancy. The communications team created an informative video playlist to dispel myths and address questions and concerns. The playlist, which was shared across social media, generated over 194k views and was used widely by staff.



Places for People

Bronze

Places for People launched a social media campaign to build consistency and reinforce a 'People First' way of thinking. Informed by research of over 800 people, the social media campaign aimed to improve the organisation's online presence and align with the People First way of thinking. It resulted in over 3,135 new followers and 261,240 visits to its social media profiles.

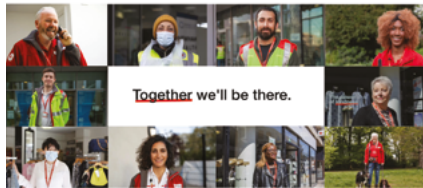


BEST USE OF VIDEO AND ANIMATION



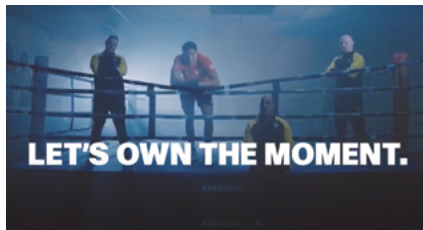
Citizen Gold

After receiving a poor response to its employee equality, diversity and inclusion survey, Citizen wanted to make a public commitment to creating change. The 'When You Look at Me' campaign put Citizen employees at the forefront of the animation to ensure the messaging felt honest and authentic. The communications team recruited volunteers from within the workforce who are passionate about equality, diversity and the Citizen values. The video showcased the company's commitment and challenged people to think about what they can do to make a difference. Within two weeks of launching, the video had been viewed over 15k times and received over 43k impressions across social media. The campaign demonstrated a commitment to equality, diversity and inclusion at Citizen and helped colleagues, customers, communities and peers to feel supported. "A simple and engaging video with heartfelt messaging," commented one judge.



British Red Cross Silver

This video was produced as a round up of the organisation's achievements throughout 2021. It was produced over two months by the internal comms team to be shown at the British Red Cross annual conference. Using a mix of existing and repurposed content, the campaign captured the spirit of the brand from the voices of its staff and volunteers.



DRPG Bronze

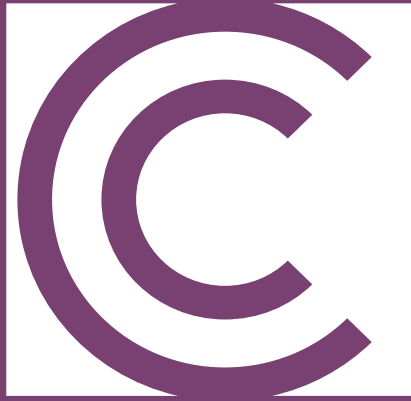
DRPG created an emotive and inspiring video telling the story of heavyweight boxer, Delicious Orie, through his rigorous training regime in the run up to the Commonwealth Games. The film promoted the agency's partnerships and connected with employees and clients alike. Building tempo throughout, this standalone film conveys the energy and passion at the heart of the DRPG.

Edrington and Brunswick Creative Highly commended

This film aims to inspire and connect employees with Edrington's updated strategy with a focus on the brand's mission to become the leader in ultra-premium spirit brands.

Karbon Homes Highly commended

Karbon Homes created an animated video to bring the company strategy to life and help colleagues to visualise the company's future.



Corporate
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Europe

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Best content campaign to assist
with corporate positioning

Best use of video

Best corporate blog

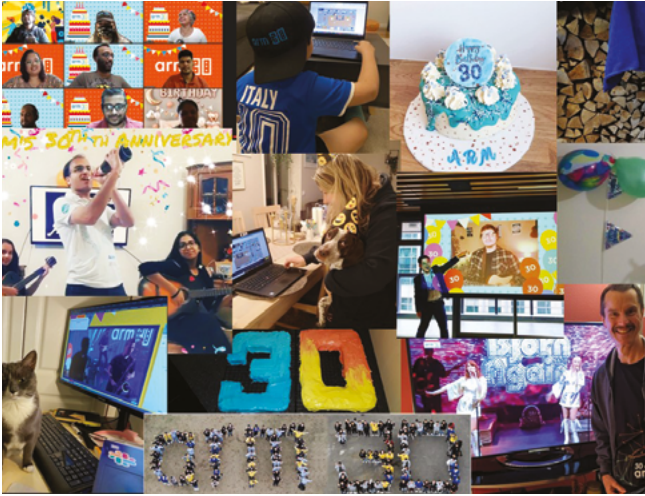
Best user-generated content

Entry deadline 14 October

The Corporate Content Awards is the only awards event in Europe to benchmark and reward corporate storytelling and the use of narrative to call corporate audiences, across owned, earned and bought media.

corporatecontentawards.com/europe-awards

BEST EVENT



Arm Gold

The Arm 30 House Party brought global employees together via an immersive virtual event. The technology company set out to create an event that would celebrate Arm's thirtieth birthday. But the pandemic meant they had to rethink these plans and ensure it could still deliver a culturally inclusive, multi-faceted event that would connect with its 7,000 employees globally. The Arm 30 House Party consisted of various virtual rooms, with live performances, DJs, special guest content, content generated by colleagues and OnDemand catch-up. Every room was named after a different typical room, from the bedroom to the kitchen and bathroom. The agenda was incredibly varied and catered to the different personalities that make up the Arm team. It achieved 16,236 visits to the party across three days, with 86% of employees reporting a sense of pride following the event. "Really creative, fun and impactful solution with a clear celebratory look and feel," said one judge.



Citrix and The Why Agency Silver

To introduce a new leader and reflect his character, Citrix created a humorous spoof of the TED Lasso TV show. The live event was broadcast through the pandemic, with live and online interviews alongside the two-part comedy sketch. Over 700 people watched the event, with viewer numbers rising throughout the episode duration.



Citizens Advice Bronze

Citizens Advice hosted an online conference to enable employees to connect, collaborate and celebrate the organisation's achievements. It delivered 57 live online sessions across a week including keynote speakers, workshops, presentations, networking, entertainment and an awards ceremony. There were over 12,000 individual session registrations and 90% of attendees rated the content as useful.



DWP Digital Bronze

DWP Digital delivered a series of events to enable the senior leaders to communicate their vision and give colleagues the opportunity to come together and collaborate. The content consisted of three main events with senior leaders, and 32 complementary sessions with smaller, bite-size sessions where colleagues shared expertise. Engagement increased 19% compared to previous events.

AXA and MSL UK Highly commended

The AXA 2021 UK&I Leadership conference was inspired by the visualisation of sound and vibration.

SUEZ recycling and recovery UK Highly commended

The Women's Network Conference aimed to empower women and celebrate their success at Suez and increase network membership.

BEST INTERNAL PUBLICATION: PRINT

Oxford University Hospitals NHS Foundation Trust Gold

Oxford University Hospitals' NHS Foundation Trust created a book of photographs, many taken by frontline NHS staff to reflect their experiences during the pandemic. The 'Beyond Words' project launched to coincide with the anniversary of Covid-19 admissions to Oxford University Hospital, and was provided in both print and eBook to all staff free of charge. The campaign celebrated the incredible work of the hospital's 12,000 employees. Employees were invited to submit their stories for inclusion, while the content was written and designed by the in-house comms team. The images feature the workforce in their both their professional and personal lives, to really humanise the community. Over 3,500 staff ordered a free copy of the print publication during November 2021 and January 2022. It received overwhelmingly positive responses from staff. Judges described this emotive entry as "a beautifully designed use of print content," and "a clear celebration of the organisational culture."



The Glenmorangie Company Silver

'Spirited' is a new annual publication for luxury drinks company Moët Hennessy's new spirits division, formed in 2021. The publication is available in print and digital, featuring premium content, design and visuals to embody the luxury brand. It also includes compelling stories from expert voices and external perspectives. The publication received overwhelmingly positive feedback from its stakeholders.



Albert Heijn and PROOF Bronze

This newspaper was created to welcome new employees following Albert Heijn's acquisition over 38 stores previously belonging to Dutch supermarket chain, DEEN. The newspaper adopted an enthusiastic and optimistic tone that aimed to inspire new employees. Featuring a CEO interview and bright graphics, this campaign successfully helped DEEN employees through the transition.



BEST INTERNAL PUBLICATION: DIGITAL



Oxford University Hospitals NHS Foundation Trust Gold

Oxford University Hospitals' inspiring and emotive photography book capturing the experience of its employees during the pandemic was published online in eBook format in April 2021. The eBook was written and created by staff and shared online to encourage social media coverage and engagement with the widest possible audience. The campaign celebrated Oxford University Hospital staff in a way that was accessible, relatable and interesting to a wide audience, not just those on the frontline. The eBook also acted as an opportunity for staff to pause and reflect on their experiences during the pandemic. More than 50 teams and individuals submitted their stories and photographs for the book, which was read in eBook format more than 6,000 times. Judges praised the simplicity of the project and highlighted the eBook as a standout achievement on its own. "Beautiful, powerful and evocative," said one judge.



White & Case and Sequel Group Silver

The 'Reporter Quarterly' is a publication for international law company White & Case. The digital publication reaches over 5,000 employees to inspire them to feel pride in their job. It works towards helping employees in 44 offices across 30 countries to feel part of a single team, by bringing stories, topical issues and strategy to life.



The Glenmorangie Company Bronze

This digital publication captures the brand's luxury vision and aims to share this with all Moët Hennessy employees. The 'Spirited' magazine raised the profile of the brands it represents, showcased best practice and encouraged creativity among employees. The annual digital lifestyle magazine communicates with over 11,000 Moët Hennessy employees.

Honda Motor Europe and Words&Pictures Highly commended

Honda transformed its bi-monthly print publication, Challenge Magazine, into a captivating, modern and engaging digital format.

BEST INNOVATION

NBCUniversal

Gold

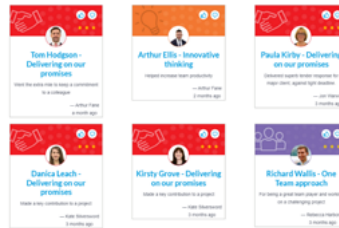
NBCUniversal wanted to expose its employees to new ideas and encourage them to look ahead into the future. 'The Future of our Post Pandemic World' needed an energetic comms campaign that would encourage participation in the three-day festival. Each day had a focus: collaboration across the business and industry, culture focused on people and DEI, and creativity delving into the global content trends. The hybrid festival kicked off with an introduction from the CEO, before launching into various keynote speakers, breakout rooms for interaction and fun experiences including virtual reality and a Lego Play session. The vibrant comms campaign saw collaboration across 18 NBCU business units and generated attendance from over 500 virtual employees, with 97% of participants stating they were exposed to new ways of thinking. "Excellent concept with a rich agenda and wide array of internal promotional materials," commented one judge.



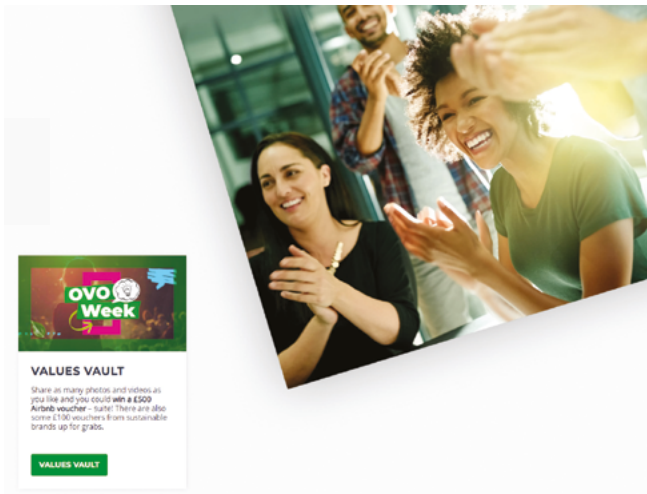
Miller Insurance

Silver

Miller Insurance introduced a new feature to its intranet called the 'Applause Wall', a user-friendly way for colleagues to recognise one another's excellent work. The applaud function enabled employees to select the celebration from a range of options matching the company values. The project used innovation to connect employees during the pandemic with a visually engaging digital solution.



BEST INTERNAL COMMUNICATIONS FROM THE ENERGY AND UTILITIES SECTOR



OVO Energy and Sequel Group

Gold

Renewable electricity provider, OVO Energy, was looking for a new way to connect people and foster community spirit after Covid-19 meant people were working remotely. After acquiring SS Energy, OVO also wanted to ensure new colleagues felt a part of the wider team. Together with Sequel it developed a digital appreciation campaign. It featured the 'OVO Cards Wall', which enabled employees to post 'thank you' cards for their colleagues, and the 'Wall of Things', which encouraged employees to post photos and videos. The campaign provided a new way for employees to share their stories in a creative and informal way. Between July and October 2020, more than 20% of employees registered to access the Wall, 59% being from SS Energy. The Wall of Things is continually updated with company news, seasonal updates and vibrant designs for specific campaigns such as Pride Week. With a running total of over 5,000 users, the campaign proved a huge success.

BEST INTERNAL COMMUNICATIONS FROM THE FINANCIAL SERVICES SECTOR



Bank Gospodarstwa Krajowego

Gold

Polish development bank, Bank Gospodarstwa Krajowego (BGK), implemented a project to encourage organisational change and engage with every level of the business. The communications plan was divided into three phases, beginning with the company announcement. BGK defined a refreshed and revitalised set of company values, announced via a virtual event. The team then conducted an evaluation of employee sentiment following the launch, which informed the intranet website. This made the values tangible and visible for employees at all times. To help the internal community to truly understand the values, it launched an engaging video series called 'Childishly Simple.' Across seven days, the videos showed two employees and one child of an employee, as they talked about what the values mean to them and proved everyone deserves to be heard regardless of age. The video captured the attention of 75% of employees, while an impressive 99% of respondents reported understanding values following the campaign.

BEST INTERNAL COMMUNICATIONS FROM THE FMCG SECTOR

Nespresso and Sequel Group

Silver

Following the announcement that 500 employees would move from its HQ in Lausanne, Switzerland to the Nestle factory in Vevey, Switzerland, the company set out to create an exciting, captivating and vibrant internal online magazine. The digital campaign from Sequel was vibrant, stylish and focused on building company pride by sharing news, progress and benefits of the new workplace.



BEST INTERNAL COMMUNICATIONS FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR

GN Hearing and Hill+Knowlton Strategies

Silver

GN Hearing created a moving and memorable video telling the story of a musician who can return to what he loves after being fitted with a new hearing aid. The campaign captured the spirit of the brand and humanised the technology. Post-campaign analysis found that 70% of the key brand messages pulled through, while over 1,400 people including the GN Hearing employees watched the video.



BEST INTERNAL COMMUNICATIONS FROM THE INDUSTRIAL AND BASIC MATERIALS SECTOR



Aggregate Industries

Bronze

Aggregate Industries launched a variety of insightful campaigns, including a comprehensive internal communications survey of over 600 employees. It also delivered specific campaigns based on research including a mental health newsletter and sleep webinar, a dedicated National Inclusion Week and intranet development. The various campaigns achieved high engagement across the workforce.

BEST INTERNAL COMMUNICATIONS FROM THE PROFESSIONAL SERVICES SECTOR



DAC Beachcroft

Gold

International law firm, DAC Beachcroft, decided to shake up its approach to internal communications to try and get colleagues thinking about innovation and its place in everything we do. Throughout the 'Noisy Innovation Campaign' the internal comms team wanted to make as much noise as possible about innovation within the firm. Launched over the company's Innovation Week, the campaign hijacked the event and grabbed the attention of employees. The comprehensive campaign consisted of weekly emails setting out the campaign milestones, circulation of 22 innovation-related stories on the firm's intranet and live workplace events. The campaign stayed relevant and interesting with events such as Innovation Bingo and vibrant visuals across company platforms. Emails from the managing partner achieved an 83.5% open rate, 103 posts were shared on Workplace, while events generated over 500 views. DAC Beachcroft put a lively and innovative spin on its internal comms approach and transformed its employee engagement.

BEST INTERNAL COMMUNICATIONS FROM THE PROPERTY, CONSTRUCTION AND FACILITIES MANAGEMENT SECTOR

Places for People

Bronze

The Places for People internal communications strategy has continually evolved to support the corporate objectives and response to Covid-19. This included qualitative research of 800 people, the launch of a refreshed internal website, and a video to explain the reasons for change in an engaging way. The People First strategy has generated over 100,000 average microsite sessions per month.



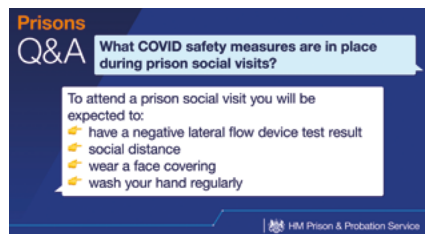
BEST INTERNAL COMMUNICATIONS FROM THE PUBLIC SECTOR



Ministry of Justice

Gold

The Ministry of Justice was concerned about the wellbeing of its employees as they faced increasing pressure and significant workloads during the pandemic. It decided to focus on stories from across the organisation, addressing key issues including isolation and illness, alongside uplifting stories to boost morale. The campaign resulted in 42 personal blogs and over 84,000 views. Leaders within the organisation were encouraged to use storytelling as a powerful way to connect with staff and share their vulnerability in an engaging way. Leadership visibility during this time increased from 9% to 78%. It has also made steps to improve its diversity and inclusion policy by launching a team briefing session called 'Let's Talk About' to enable team leaders to have difficult discussions around race. The Ministry of Justice made tangible steps to improve employee engagement throughout the pandemic, with 67% of people now thinking that the organisation is a great place to work, up from just 5% prior.



Her Majesty's Prison and Probation Service

Silver

As prison officers are time poor, spending less than five minutes per day on the intranet, Her Majesty's Prison and Probation Service created a campaign that would provide action-oriented and clear messaging through the pandemic. It also implemented an audience-led accessible communications campaign to prevent the spread of Covid-19 in prisons and achieve its wider organisational objectives.

Design and branding



Audit Scotland

Bronze

Audit Scotland needed to continue to assure stakeholders that public money was being spent properly, efficiently and effectively during the pandemic. It worked hard to communicate, engage and innovate while connected with a remote audience. It created a staff magazine, ongoing crisis communications and shifted its pre-pandemic staff conference online.

BEST INTERNAL COMMUNICATIONS FROM THE SPORTS, TRAVEL, LEISURE AND TOURISM SECTOR

TUI Group and MSL UK

Gold

It is no secret that the travel and tourism industry struggled during the pandemic, so TUI set out to build belief within employees and communicate their critical role in delivering the 'Live Happy' purpose. Using the creative platform, Makers of Happy, TUI worked with MSL UK to demonstrate the role each person plays in the business. Conversations with the CEO and manager's toolkits worked to create a cohesive strategy. The platform launched with a live travel-style show featuring the CEO, CMR and HR Director as they virtually visited locations across Europe. It created an illustrative short film and hosted a Q&A to address concerns and queries. The campaign reached 2,600 employees and engaged with 1,600 participants in the live event. The internal comms campaign was delivered with only six weeks preparation. "A creative and on-brand campaign," said one judge, while another praised the "sleek look and thoughtful implementation."



McLaren Racing and Chatter Communications

Bronze

McLaren wanted to create a recognition programme that rewarded people with exclusive enamel pin badges aligned to each value. It also launched a brand new recognition programme called "Papaya Laurels" to celebrate employees and make them feel valued. A beautiful brochure and physical kit were delivered as a surprise to employees at home, which inspired and connected the team.



BEST INTERNAL COMMUNICATIONS FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR



Rackspace Technology

Gold

Rackspace technology operates on a global scale, with over 6,000 employees in 120 countries. To tackle falling engagement rates and the challenges posed by Covid-19 and the great resignation, the internal comms and leadership teams collaborated to shift employee sentiment. They ran over six hybrid events which reached over 1,000 employees, introduced new channels to support manager upskilling and simplified communications to boost overall engagement and understanding. Promotional packs were sent out across the EMEA region to kick-off the employee experience. Rackspace developed an ongoing programme aligned to its global plan, with an interim message framework to ensure the EMEA region remains connected to the global company narrative. Over 65 pieces of content have been published on the internal EMEA newsroom. Following the shift in strategy, Rackspace is now seeing historically high engagement rates, with a new and improved connection between employees and senior leaders.



RELX

Silver

RELX launched a three-year data-driven campaign to drive employee advocacy. The campaign included stories that shared employee experiences and resources. Content ranged from inspirational senior leader opinion pieces and a showcase for women in technology, to tips for flexible working. The campaign featured over 1,000 employees across the globe.

BEST INTERNAL COMMUNICATIONS FROM THE TRANSPORT AND LOGISTICS SECTOR

Volvo Cars and Hill+Knowlton Strategies

Gold

Volvo Cars launched a global, gender-neutral parental leave policy for 24 weeks with 80% salary to all of its employees with one year's service. The policy worked to show that no matter the location, role or family situation, every employee is entitled to a fair parental leave policy. The policy launch was designed to generate attention, foster employee pride and ensure Volvo stood out against competitors as being more than a car manufacturer. It introduced an automatic opt-in policy, after research found people are more likely to stick with something if it's pre selected for them. In just 22 days, Hill+Knowlton helped to create key central assets, an emotive film, social media content and various guides and frameworks for employees to better understand the policy. Within the first week of launch it achieved 257 pieces of coverage, with 100% reporting at least one key campaign message. Judges praised this campaign for its compelling storytelling strategy, use of behavioural science to inform communications and impressive results.



BEST INTERNAL COMMUNICATIONS DURING THE COVID-19 PANDEMIC

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Oxford University Hospitals NHS Foundation Trust Gold

Oxford University Hospitals NHS Foundation Trust delivered a timely and transparent response to the Covid-19 pandemic, with a strategy that put its employees at its heart. It established two-way internal communications channels in order to listen and understand what staff needed during this time. A dedicated inbox was set up for the communications team to directly answer questions and queries, while the Covid-19 Staff FAQs page on the organisation's website was continually updated and generated over 920k views between January 2021 and February 2022. It held monthly staff briefing sessions led by the executive team and launched an SMS update system to send update employees directly. Feedback showed that 82% of staff said they were kept informed with relevant information and transparent comms. The judges commented on the reactive nature of the campaign as it continued to introduce new comms channels. "Excellent entry that recognised the need to inform and engage a critical audience effectively," praised one judge.

Places for People

Silver

To support employees working through the pandemic, Places for People launched the 'Together' initiative, an internal communications tool that would enable colleagues to interact with each other and stay connected. The platform featured advice on improving health and wellbeing and training on digital resources. More than 900 colleagues got involved in the initiative since August 2020.



Publicis Sapiant

Silver

Publicis Sapiant boosted its internal communications function to provide clear messaging and engaging comms during the pandemic. It embraced video and produced content including virtual Global Town Halls; with attendance rising by 125% compared with 2019. It launched a consolidated global newsletter and created tailored 'leader packs' to align outreach within teams.

Paysafe

Bronze

Paysafe's Covid-19 campaign focused on maintaining the spirit and culture of the brand, despite the challenges presented by remote working. It delivered an employee wellbeing programme that focused on mental and physical health, with CEO correspondence, wellbeing surveys, newsletters, webinars and a 24/7 mailbox. The campaign received positive feedback and high levels of engagement.



Anglo American

Highly commended

Dr Elton Dorkin, Anglo American's head of health, rolled out a test-and-trace programme, hosted a podcast and bi-monthly town halls.

Colt Technology Services

Highly commended

Colt technology services launched bi-weekly meeting to provide colleagues with weekly updates, while leaders founded a €250k hardship fund.

Ministry of Justice

Gold

To support a workforce under tremendous strain during the pandemic, the Ministry of Justice launched a campaign to actively improve the employee experience. It shifted its internal communications to adopt a more empathetic and humanised approach. To streamline the introduction of a new leader, the team worked closely with the new Perm Sec to articulate her vision to staff and form real connections. This included hosting a Q&A session and correspondence on the employee intranet. The comms team also worked to facilitate the conversation around inclusion and diversity by introducing a dedicated channel where over 110 team leads could discuss relevant issues. The communications team worked consistently throughout the year to change the perception of the Ministry of Justice as an employer. The results are clear, with 67% stating it is a great place to work, compared with 5% pre-pandemic. Judges praised the clearly articulated objectives, creative outputs and demonstrable success. "Excellent approach to internal communication," said one judge.



Philip Morris International

Silver

The internal comms team at Philip Morris International oversaw the development of an entire communications strategy, while conducting audits and employee surveys, delivering functional communications and planning for long-term change with transformation initiatives. This hard work resulted in significant and tangible improvement on a variety of metrics relating to internal comms.



Places for People

Bronze

The internal comms team at Places for People communicated key messages, connected colleagues and improved employee engagement. The 'Together' initiative helped hundreds of employees to stay connected. The strategy was so successful that Places for People is adopting it for the long-term to continue to improve engagement and wellbeing post-pandemic.



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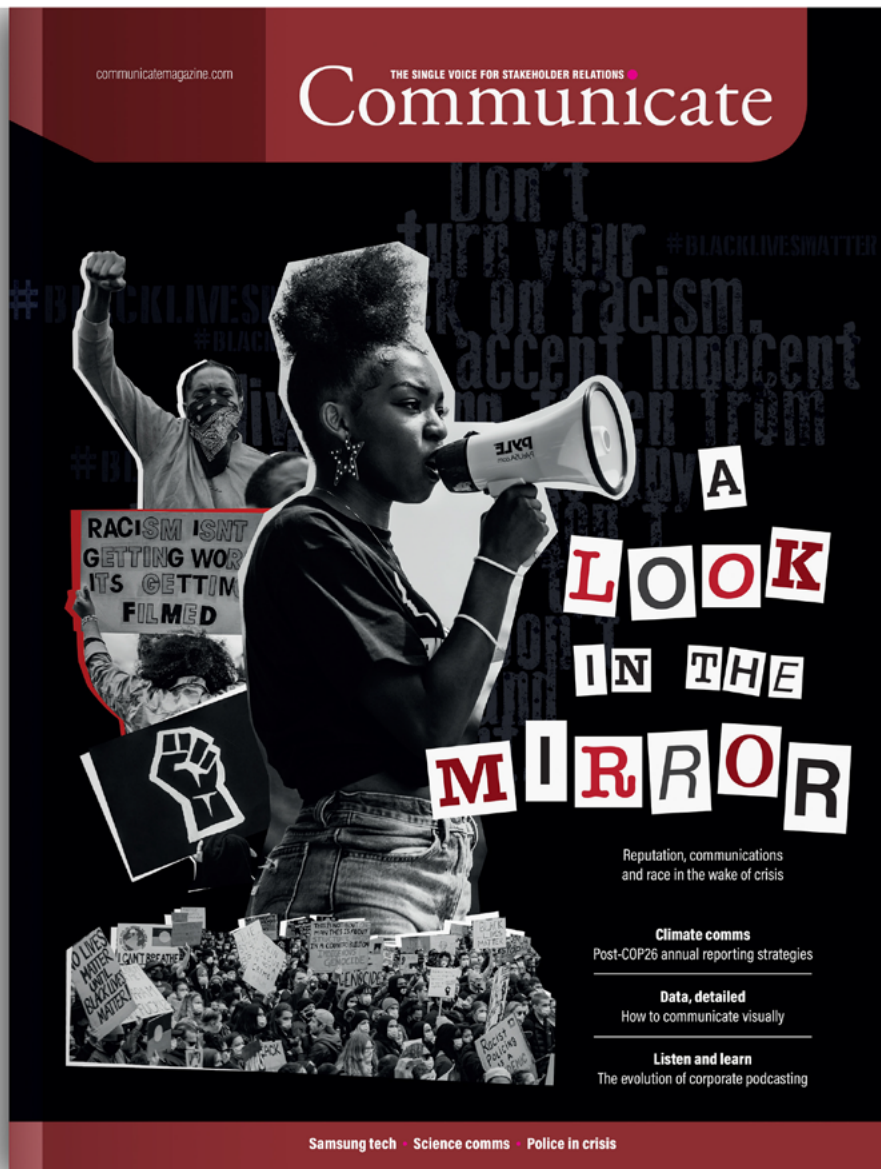


Dale Parmenter, DRPG

CEO of DRPG, Dale Parmenter, has been running the business for over 40 years with tremendous success. He has overseen the company's growth from a corporate film company in 1980, to become one of the UK's leading creative communications agencies in 2022. Dale has led the team through waves of continued success, with a recent highlight being DRPG's role as the official promotional events provider for the Birmingham Commonwealth Games. This growth is mirrored internally as the team gained 70 new members in the past year, taking the total number of employees to 410.

Dale continues to take an active role in DRPG with a hands-on leadership style that sees him support employees at every level, beginning with onboarding sessions. Outside the walls of DRPG, Dale has become a recognisable figure and trusted voice in the industry, speaking at various events and building an ever-growing network of connections. His commitment to delivering transparent and meaningful communications while nurturing the next generation of talent and contributing to sustainability in the wider industry, makes Dale a worthy winner of the CIPR Inside Business Leader of the Year Award. One employee described Dale as "the most wonderful leader, who challenges you to be more, allows you and even encourages you to fail and learn."

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GRAND PRIX



Travelport

Global technology company, Travelport, delivered a complete re-brand to more accurately reflect its bold and vibrant identity. The launch was due to go ahead during national lockdowns in the UK, which meant the comms team had just to four months to generate excitement. The main goal: to get Travelport's 3,000 employees on board. The campaign aimed to inspire the workforce to feel a sense of pride in their company. The team sent a portable, specially designed 3D disk featuring the new brand logo to every employee. People were then encouraged to get creative and take a picture of the disk showing a snapshot of their life at home.

The result was an abundance of posts, which featured people making clothes with the logo, using the disk as a tool to cook up their favourite dish, and even shaving the logo into their hair. Next came the social media storm of over 1k employee posts which generated over 300k impressions and more than 40k engagements. Judges were impressed with the creative simplicity of this campaign and the innovative concept that let the employee spirit shine through. The campaign has longevity, as the disks continue to be used on social media and in weekly CEO emails to the company. Travelport successfully promoted its rebrand in a way that inspired employees and utilised the creative workforce at its fingertips. "Strong innovation and visual branding," said one judge, while another simply described it as "a standout winner."

The background features several abstract geometric shapes in a vibrant green color. These include solid triangles of various sizes and orientations, as well as white outlines of triangles and polygons. The shapes are scattered across the black background, creating a dynamic and modern aesthetic.

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