

**ICE**

INTERNAL  
COMMUNICATIONS  
AND ENGAGEMENT  
AWARDS 2025

# WINNERS BOOK







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LINNEY 

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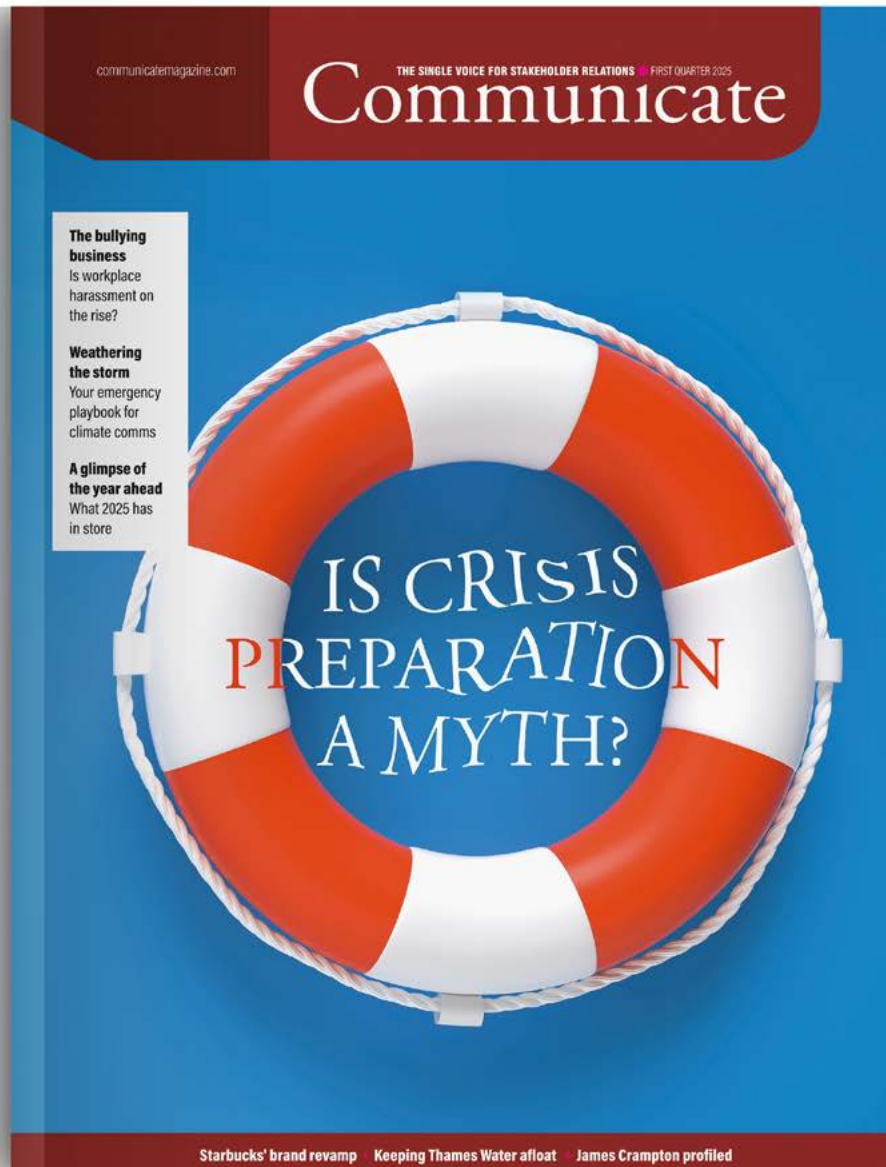
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## NOTE FROM THE EDITOR



**REBECCA PARDON**  
EDITOR  
*COMMUNICATE MAGAZINE*

For seven years now, the Internal Communications and Engagement Awards has been celebrating the work of those behind the internal thrum of an organisation. Too often operating in the background within compact teams, the internal communications function tends to come to the fore in moments of flux or uncertainty. Nonetheless, it is this discipline that weaves coherence into a company's culture, threading together people, purpose and place.

What is evident from tonight's ceremony is that communications teams are not only strategic but deeply creative, crafting campaigns that inspire, inform and, on occasion, even delight.

Every name on tonight's shortlist reflects something accomplished. Our warmest congratulations to all, it is richly deserved.

## MEET THE JUDGES



**NEIL BARNETT**  
CHANGE COMMUNICATIONS  
MANAGER  
*OGIER*

Neil has led digital engagement and workplace adoption across FTSE 100 firms, including Heathrow, where he created HUB+ to enable flexible, device-agnostic working. He pioneered corporate use of Twitter in 2009 and led digital comms for the Royal Mail IPO in 2013. Starting in digital graphics for TV and film, he later applied 3D tech to financial services. Neil is a founding member of the Intranet Benchmarking Forum (now DWG) and a fellow of the IoIC.



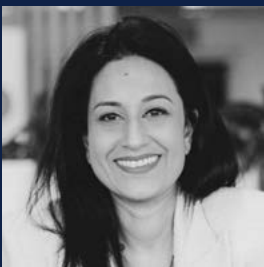
**CATHERINE BROOKS**  
HEAD OF INTERNAL  
COMMUNICATION AND  
ENGAGEMENT  
*AFFINITY WATER*

Catherine is a highly experienced communications specialist with a proven track record of delivering persuasive strategies that boost business performance and employee engagement. She has built her career in large, complex organisations and thrives on understanding what drives different audiences. A natural influencer, Catherine is skilled at building strong relationships across all levels of an organisation.



**ZUZANNA DANIEL**  
GLOBAL HEAD OF INTERNAL  
COMMUNICATIONS  
*THOUGHTWORKS*

With more than 20 years of experience, Zuzanna specialises in employee engagement and change communications. As global head of internal communications at Thoughtworks, she leads global strategy to keep colleagues connected and engaged. She has held senior internal comms roles at Starling Bank and the Adecco Group and began her career at the BBC.



**MINA DHILLON**  
GLOBAL INTERNAL  
COMMUNICATIONS MANAGER  
*ITRS GROUP*

With 20 years of experience, Mina has created internal communications for brands like Centrica, Coca-Cola, McDonald's, Parkinson's UK and Rolls-Royce. At Ofcom, she adapted communications during Covid to keep people connected. She helped develop an award-winning career and leadership programme for online harms regulation and recently established the internal communications function at ITRS Group.



**LYNDSAY GRAY**  
INTERNAL COMMUNICATIONS  
LEAD, CENTRAL FUNCTIONS  
*SANTANDER UK*

Lyndsay has more than 25 years of experience in internal communications, working with Barclays, Bupa, Direct Line, EE, easyJet and T-Mobile. She is currently a senior internal communications business partner at Santander UK, leading a team supporting corporate and leadership communications. Lyndsay collaborates on employee engagement and the employee value proposition across diverse work settings.



**STEVE HAYES**  
DIRECTOR OF CORPORATE AFFAIRS  
AND COMMUNICATIONS  
*GREENSQUAREACCORD*

Steve has more than a decade of experience leading communications for not-for-profit organisations. After transitioning from newspaper journalism to PR, he led award-winning transformations for large entities. Since 2014, Steve has worked in the social housing sector, overseeing communications for the Chartered Institute of Housing and leading communications at major social housing providers.



## MEET THE JUDGES



**JO HUDSON**  
GROUP DIRECTOR OF  
INTERNAL COMMUNICATIONS  
*BUPA*

Jo is the group director of internal communications at Bupa and has 20 years of experience in corporate affairs. A trustee at the MS Trust, Jo was diagnosed with multiple sclerosis in 2010 and is a passionate advocate for disabilities. She led the award-winning 'The Elephant' campaign for Bupa's 2021-2024 strategy and is now preparing for its next phase.



**JENNIFER LOCK**  
SENIOR INTERNAL  
COMMUNICATIONS MANAGER  
*DIRECT LINE GROUP*

Jen is a senior internal communications manager at Direct Line Group, having started her career running a pub, where she honed her skills in listening, leadership and bringing people together. With more than 15 years in internal comms, Jen has led CEO transitions and major strategy launches, always prioritising clear, authentic communication to keep people connected, informed and inspired.



**EDUVIE MARTIN**  
GROUP COMMUNICATIONS AND  
ENGAGEMENT MANAGER  
*BRITISH AMERICAN TOBACCO*

Eduvie is a chartered communications professional with 17 years of global experience across multinationals and start-ups. In 2023, she was named 'PR Woman of the Month' and 'Best Internal Comms Rising Star'. In 2024, she won 'Internal Comms Pro of the Year' and became a fellow of the CIPR. Eduvie is president of IABC UK and Ireland.



**CLAIRE NAIK**  
SENIOR INTERNAL  
COMMUNICATIONS MANAGER  
*ITV*

Claire has more than 15 years of experience in communications, working with leading media organisations and global brands. Currently at ITV, she supports the people function and recently transitioned to ITV Studios. Claire is a member of the Institute of Internal Communication and holds its advanced diploma.



**NAZIA NATHU**  
SENIOR INTERNAL  
COMMUNICATIONS MANAGER  
*BDO*

As senior internal communications manager at BDO, Nazia combines creativity and strategy to deliver engaging, effective messages. With a talent for storytelling and a passion for connecting people, she ensures communications are clear, accessible and impactful. Known for simplifying complex information, Nazia fosters transparency and collaboration.



**PHIL NORRIS**  
INTERNAL COMMUNICATIONS  
AND ENGAGEMENT MANAGER  
*LTA*

Phil is passionate about internal communications and engagement, always seeking innovative ways to deliver meaningful, engaging projects and events. With over 10 years of experience in internal communications and engagement and a background in learning and development, he's excited to share his expertise as a member of the judging panel.



PHILIP MORRIS  
INTERNATIONAL

# WE'RE DELIVERING A SMOKE-FREE FUTURE, TODAY.

At Philip Morris International, our mission is clear: to reduce smoking by replacing cigarettes with better smoke-free alternatives for adult smokers. The best choice a smoker can make is to quit tobacco and nicotine altogether. For those adults who don't quit, the next best option is to switch from cigarettes—the most harmful form of nicotine consumption.

Our global ambition is to become substantially smoke-free by 2030. All to provide better options for the world's 1 billion smokers.

**PMI.com/Progress**

**ASTRID**  
Netherlands  
Helped her partner leave cigarettes behind



## MEET THE JUDGES



**VICTORIA O'BRIEN**  
SENIOR INTERNAL  
COMMUNICATIONS AND  
ENGAGEMENT MANAGER  
*ØRSTED*

Victoria is an internal communications professional with more than 12 years of experience at multinational and UK organisations, including Amey, Bupa and McLaren Applied. As senior internal communications and engagement manager at Ørsted, she collaborates with HR on business transformation and employee engagement, including Mental Health First Aiders.



**ABBEY O'HARA**  
INTERNAL COMMUNICATIONS  
BUSINESS PARTNER  
*MARKS AND SPENCER*

Abbey is a senior communications manager with more than 10 years of experience across various industries. Currently leading internal communications for M&S Food, she excels at creating, managing and measuring engaging communication and change campaigns for diverse, global audiences.



**LAURA PICKERING**  
HEAD OF INTERNAL  
COMMUNICATIONS AND  
ENGAGEMENT  
*ALZHEIMER'S SOCIETY*

Laura is an award-winning internal communications leader in the charity sector, with more than 14 years of experience at organisations like Cancer Research UK, Mind, Sense and Girlguiding. She specialises in developing and delivering internal communications strategies, helping charities transform their communications. A mentor for CharityComms, Laura supports the career development of other professionals.



**JAMES POWELL**  
HEAD OF STRATEGIC  
COMMUNICATIONS  
*IRWIN MITCHELL*

With more than 20 years of experience in corporate communications, James specialises in developing innovative strategies that drive change and enhance brand reputation. His expertise includes leading cross-functional teams, advising senior leadership and working collaboratively to deliver optimal outcomes. An ICE multi-award winner, James is passionate about acknowledging the contributions of communications professionals to the industry.



**NATALIE POWELL**  
INTERIM INTERNAL  
COMMUNICATIONS MANAGER  
*WHICH?*

Natalie is the interim internal communications manager at Which?, with more than 14 years of experience in communications. She is passionate about equity, diversity and inclusion and chairs the mosaic network at Which?, supporting ethnic minorities, celebrating cultural differences and fostering a more inclusive culture.



**MAX PULLER**  
BUSINESS STRATEGY AND  
COMMUNICATIONS DIRECTOR  
*COMPUTACENTER*

Max is an award-winning strategic communications and change management leader with experience across public, private and charity sectors. In 2024, he joined Computacenter as business strategy and communications director. Previously, Max was business transformation director at BCW, working with clients in FMCG, technology, pharma and higher education.

# *Inspiring* **Extraordinary**



Scan to see our  
ICE 2025 entry  
case study

At MGA, we help organisations use creativity to engage with their people in a way that inspires them to be the best version of themselves.

We do this by developing advertising-level creative thinking for internal communications that breaks through the status quo. Campaigns and internal brands that speak to often sceptical employee audiences, helping them see the value of what they do every day.

If you'd like to know more please get in touch at [contact@mga-ideas.com](mailto:contact@mga-ideas.com)



**Cravenhill publishing is a publishing and events business  
focused on corporate and brand communications.**

Cravenhill publishing is the publisher of Communicate magazine and Transform magazine.

Cravenhill publishing's awards division organises a number of industry leading awards programmes that seek to benchmark and reward best practice in the fields in which they operate.

For further information about our awards and entry process please email:

Melanie at [melanie.han@cravenhillpublishing.com](mailto:melanie.han@cravenhillpublishing.com)

[cravenhillpublishing.com](http://cravenhillpublishing.com)



## MEET THE JUDGES



**ZOFIA SKRAKOWSKI**  
INTERNAL  
COMMUNICATIONS MANAGER  
*RSA*

Zofia has more than 13 years of internal and change communications experience with brands like O2, Adobe and global companies like Interserve (now Tilbury Douglas). She is passionate about making internal communications engaging and capturing colleagues' imagination. Zofia has led significant brand moments, including O2's sponsorship of the England Rugby team and Adobe's 40th anniversary celebrations.



**MICHAEL SMITH**  
INTERNAL  
COMMUNICATIONS MANAGER  
*WITHERSLACK GROUP LTD*

Michael has 20 years of experience in internal communications across policing, social housing, care and the education sectors. A trained journalist, he began his career as typewriters gave way to word processors. He believes giving people the chance to share their stories is key to building connections and engagement. Michael is a CIPR Chartered Practitioner and a member of the CIPR Inside committee.



**JOE TYLER**  
SENIOR EMPLOYEE CAMPAIGNS  
AND CHANNELS MANAGER  
*GOVIA THAMESLINK RAILWAY (GTR)*

Joe is senior employee campaigns and channels manager at Govia Thameslink Railway. With 13 years in internal communications, he's worked in betting, gaming, construction and railways. Joe has been part of award-winning teams, including Virgin Trains' 2016 Employee Engagement Awards win. He specialises in reaching frontline audiences and creating original campaigns and clear leadership messaging.



**CHRISTOPHER WADE**  
VICE PRESIDENT, INTERNAL  
AND EMPLOYEE ENGAGEMENT  
COMMUNICATIONS  
*FRESENIUS MEDICAL CARE*

Chris is a strategic communications professional with nearly 20 years of leadership experience. He has helped businesses like Deutsche Telekom, DHL Group and the Adecco Group improve performance through people-focused employee engagement. Chris specialises in translating strategy into clear messages, visual stories and activities that build trust and positive culture.

# THE WINNERS

## CAMPAIGN AND COMMUNICATIONS

### Best Internal Communications Campaign: Large Business under 10,000 Employees

**Gold – Phoenix and Emperor**

Silver – Norse Group

Bronze – LIPTON Teas and Infusions and MGA

### Best Internal Communications Campaign: Large Business over 10,000 Employees

**Gold – BT Group and Goldbug**

**Gold – Tesco**

Silver – National Grid and Goldbug

Bronze – ABN AMRO and Being Here

Bronze – Bupa and Altadicta

### Best Communication of Change or Business Transformation

**Gold – LIPTON Teas and Infusions and MGA**

**Gold – Yorkshire Water and WPA Pinfold**

Silver – DHL Group and Something Big

Bronze – Arcadis

### Best Internal Communications Campaign Across Multiple Markets

**Gold – Balfour Beatty**

Silver – Bupa and Altadicta

Bronze – Allianz SE

Bronze – LIPTON Teas and Infusions and MGA

### Best Alignment of Internal Communications with External Messaging

**Gold – ABN AMRO and Being Here**

Silver – Aldi UK and McCann Synergy

### Best Internal Communications in a Crisis

**Gold – RHI Magnesita**

### Best Communications Campaign to Assist the Onboarding Process

**Gold – KLM Catering Services and La Plume Media B.V.**

Silver – Rygor Group

## PROCESS

### Best Use of Content

**Gold – Tesco**

Silver – Bupa and Altadicta

Bronze – Stonewater

### Best Use of Storytelling

**Gold – Elsevier**

Silver – Bupa and Altadicta

Bronze – VeloBank S.A.

### Best Evaluation Process of Internal Communications

**Gold – Domino UK Ltd. and The Surgery**

Silver – The Health Foundation and Sequel Group

### Best Ongoing Commitment to Internal Communications

**Gold – UK Sport and Home**

Silver – Royal Mail and Linney

Bronze – JTI and Ignis

### Best Engagement of a Disparate or Remote Workforce

**Gold – National Grid and Goldbug**

Silver – Bellway

Bronze – Bridgestone and Sequel Group



# THE WINNERS

## OUTPUTS AND DELIVERABLES

### Best Use of Mobile or Apps

**Gold – Bellway**

Silver – HAVI

### Best Intranet

**Gold – Burger King UK and Oak Engage**

**Gold – Tesco**

Silver – CQC and WM Reply

Bronze – SCS and Oak Engage

Bronze – Wheatley Group

### Best Use of Audio

**Gold – Amazon and DRPG**

Bronze – Ben Kinsella Trust and Sequel Group

### Best Use of Social Media

**Gold – Siemens**

Silver – Froedtert Health and Cielo

Bronze – HPE and Cielo

Bronze – West Mercia Police and DRPG

### Best Use of Video and Animation

**Gold – Bupa and Altadicta**

**Gold – Scottish Water and Home**

Silver – Odido and PROOF

Silver – The University of Warwick

Bronze – RHI Magnesita

Highly Commended – Phoenix and Emperor

Highly Commended – TrustFord and H&H Agency

### Best Event

**Gold – Marriott International and Remarkably**

Silver – National Crime Agency

Silver – Philip Morris International

Bronze – Aviva

Bronze – Gambling Commission

### Best Internal Publication: Print

**Gold – BMW Group – MINI and Cognizant Moment**

Silver – The Glenmorangie Company

Bronze – RSA Journal and Wardour

### Best Internal Publication: Digital

**Gold – Norse Group**

Silver – BT Business and Top Banana

Silver – Sunderland City Council

Bronze – The

Glenmorangie Company

Bronze – The University of Warwick

### Best Innovation

**Gold – Bridgestone and**

**Sequel Group**

**Gold – Marriott International and Remarkably**

Silver – Central Bank of Ireland

Bronze – We Are Brass

Tacks – The Environmental Services Association

### Best Use of Employee-Generated Content

**Gold – Bupa and Altadicta**

Silver – ABN AMRO and

La Plume Media B.V.

Bronze – EVOS and

La Plume Media B.V.

Bronze – Keyloop

## CULTURE AND PURPOSE

### Best Communication of Corporate Culture

**Gold – Astara and Kreab España**

Silver – TransPennine Express

Bronze – Arcadis

### Best DE&I Initiative

**Gold – Aviva**

**Gold – Bupa and Altadicta**

Silver – Elsevier

Bronze – Blake Morgan LLP

Bronze – Gambling Commission

### Best Engagement of Corporate Purpose

**Gold – Astara and Kreab España**

Silver – Heddlu de Cymru

South Wales Police

# THE WINNERS

## SECTOR

### **Best Internal Communications by a Charity, NGO or Not-For-Profit**

**Gold – Wheatley Group**

Silver – Central Bank of Ireland

### **Best Internal Communications from the Education Sector**

**Gold – The University of Warwick**

Silver – Bright Horizons UK

### **Best Internal Communications from the Energy and Utilities Sector**

**Gold – National Grid and Goldbug**

Silver – Yorkshire Water and WPA Pinfold

### **Best Internal Communications from the Financial Services Sector**

**Gold – JTC and H&H Agency**

Silver – Goodbody

### **Best Internal Communications from the Healthcare and Pharmaceutical Sector**

**Gold – cygnet**

Silver – Bupa and Altadicta

### **Best Internal Communications from the Professional Services Sector**

**Gold – Arcadis**

Silver – Blake Morgan LLP

Bronze – Keyloop

### **Best Internal Communications from the Property, Construction and Facilities Management Sector**

**Gold – Amplius**

Silver – Bellway

Bronze – Speedy Hire

### **Best Internal Communications from the Public Sector**

**Gold – Sunderland City Council**

Silver – Heddlu de Cymru South

Wales Police

### **Best Internal Communications from the Retail Sector**

**Gold – Tesco**

### **Best Internal Communications from the Technology, Media and Telecommunications Sector**

**Gold – BT Group and Goldbug**

Silver – Product Madness

Bronze – Elsevier

### **Best Internal Communications from the Transport and Logistics Sector**

**Gold – TransPennine Express**

Silver – Keyloop

Bronze – HAVI

# THE WINNERS

## SPECIAL RECOGNITION

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**One to Watch**  
**Danielle Bagnall**  
*Bright Horizons UK*  
Winner

**Hatty Lobb**  
*We Are Brass Tacks*  
Winner

**Internal Communicator  
of the Year**  
**Lauren Cursiter**  
*Google*  
Winner

**Business Leader  
of the Year**  
**Michael Voegele**  
*Philip Morris International*  
Winner

**Internal Communications  
Team of the Year**  
**The University of Warwick**  
Winner

## GRAND ACCOLADE

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**Grand prix**  
**Marriott International  
and Remarkably**



## BEST INTERNAL COMMUNICATIONS CAMPAIGN: LARGE BUSINESS UNDER 10,000 EMPLOYEES



### GOLD

#### Phoenix and Emperor

The FCA's individual conduct rules govern professional practice in financial services and are essential regulation for businesses in this sector. Phoenix wanted to ensure that employees were aware of the regulations and understood the code. It worked with Emperor on the 'Cracking the Code' podcast series. The programme was designed as a mandatory training tool, but one that provided engaging audio experiences in line with leisure podcast formats.

The 15-minute episodes were then broken down into audio snippets that could be used across different communications touchpoints. A visual identity was developed to ensure the campaign stood out. One judge called this "an excellent piece of work using a very creative approach to achieve a targeted outcome. The objective was well defined, the creative executed with flair and intelligence, and the outcomes clearly measured."

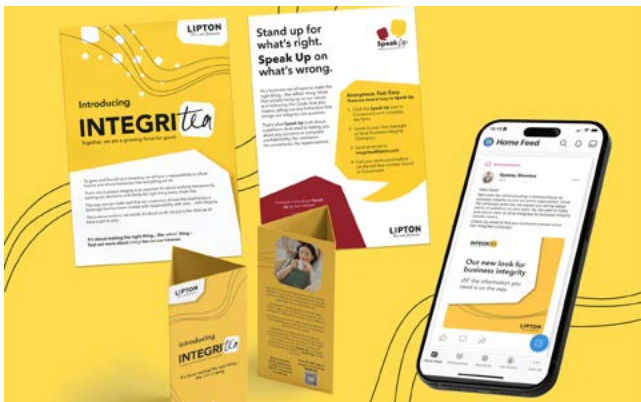
## BEST INTERNAL COMMUNICATIONS CAMPAIGN: LARGE BUSINESS UNDER 10,000 EMPLOYEES



### SILVER

#### Norse Group

Facilities management, property services, environmental services and care company Norse Group wanted to unite its 9,000 employees around its rebrand. It built a campaign that intended to create a sense of advocacy and ownership among staff. Transparent communications led to employee involvement and engagement in the new brand. Judges thought this was an excellent example of a rebrand-driven internal comms campaign with "clear objectives, great results and brilliantly executed."

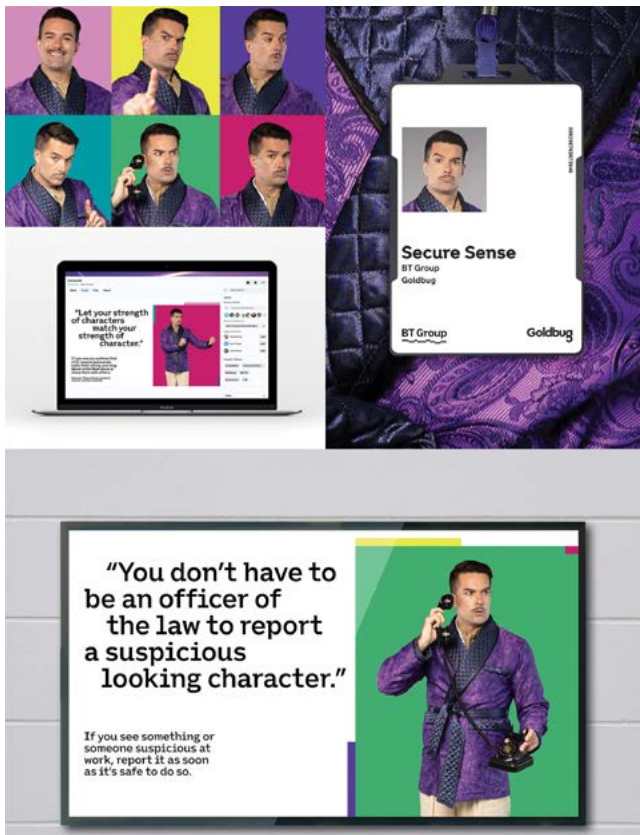


### BRONZE

#### LIPTON Teas and Infusions and MGA

A period of business change made it essential for LIPTON Teas and Infusions to reconnect with its people. MGA introduced 'Integri-tea' a new approach to business integrity as a means of inspiring and connecting with employees. The campaign features a code of business principles, a new identity for the company's whistleblowing platform and employee training on the platform's purpose. Judges thought the engagement levels achieved by this campaign were outstanding.

# BEST INTERNAL COMMUNICATIONS CAMPAIGN: LARGE BUSINESS OVER 10,000 EMPLOYEES

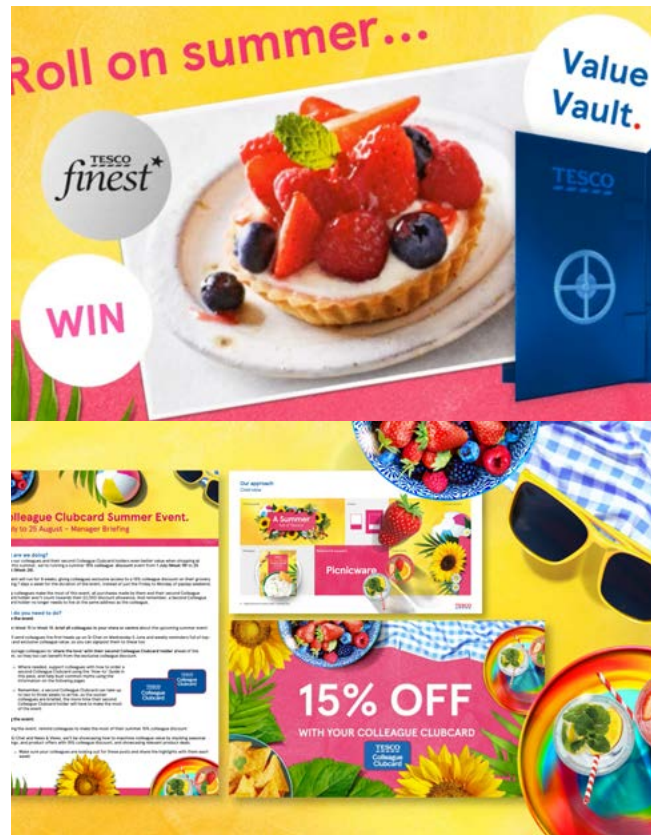


## GOLD

### BT Group and Goldbug

Security is not the most exciting of topics, even for internal communicators at technology and telecoms businesses. However, it is utterly essential, especially in that sector. So when BT Group noticed a lax attitude around security was pervading its workforce, it decided to take action to inspire a culture of security. It worked with Goldbug to create a campaign character that has a quirky 1930s humour and charisma – and is suitably ridiculous as a result.

As the face of the campaign, the character made security funny, engaging and relatable. Instead of fear-mongering and compulsion, BT used emotion to effect change. Now, employees feel a sense of collective responsibility and have taken steps to improve their approaches to security, both physical and cyber. "This felt like a fun campaign for a boring topic!" said one judge. Another praised the "good use of insights to shape the audience understanding with entertaining creative."



## GOLD

### Tesco

Tesco had noted a decrease in satisfaction with employees' benefits packages. But it simultaneously wanted to boost summer spending and improve perceptions of life at Tesco more broadly. It introduced the 'Summer of Savings' campaign in which employees' discount would increase from 10% to 15% for the summer. This had to be carefully communicated to ensure employees would not feel cynicism around the fixed-term increase while also boosting second Clubcard sign-ups.

The comprehensive campaign tackled misperceptions, changed mindsets around Clubcard membership and inspired more brand advocacy for Tesco as an employer. The retail giant noted that 66,000 new households enrolled in the Colleague Clubcard – higher than the target of 50,000 – and the summer event drove £62m in sales. "Well done, Tesco!" said one judge. Another praised the campaign for being "strategic, engaging for employees with strong business outcomes – delivered in an engaging, colourful way."



## BEST INTERNAL COMMUNICATIONS CAMPAIGN: LARGE BUSINESS OVER 10,000 EMPLOYEES



### SILVER

#### National Grid and Goldbug

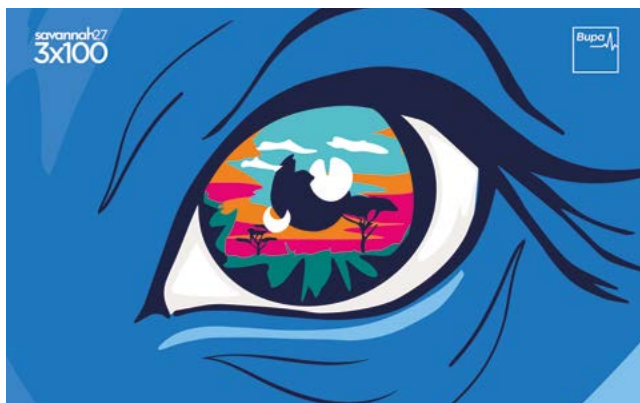
National Grid's Big Work campaign is making a big difference to the infrastructure management organisation. It was designed to rally employees around the grid's energy transformation investment and developed with Goldbug to ensure clarity of messaging and language across the employee landscape. Big, bold type and impactful photography have helped deliver thousands of views and engagements. Judges loved this campaign because of its "clear objectives and impactful creative."



### BRONZE

#### ABN AMRO and Being Here

ABN AMRO wanted to align its internal messaging with its new brand promise, 'For every new beginning'. It worked with Being Here to implement the 'Begin' campaign. Using a variety of activations including quizzes, commemorative moments and multi-format storytelling, the campaign reached the internal audience with style. As a result, 85% of staff said they were familiar with the brand promise. Judges thought the leadership engagement in the programme was great to see along with the cohesive creative.



### BRONZE

#### Bupa and Altadicta

Bupa's three-year internal engagement programme ended in 2024, requiring a new, but related, campaign to inspire and motivate the company's global staff. It worked with Altadicta on the Savannah27 campaign, which was developed to showcase Bupa's crucial role in shaping the future of healthcare. Creative, fun design work and a beautiful visual style helped communicate the key messages and get staff on board. Judges praised the "great use of storytelling, strong multi-channel plan and visuals."

# BEST COMMUNICATION OF CHANGE OR BUSINESS TRANSFORMATION

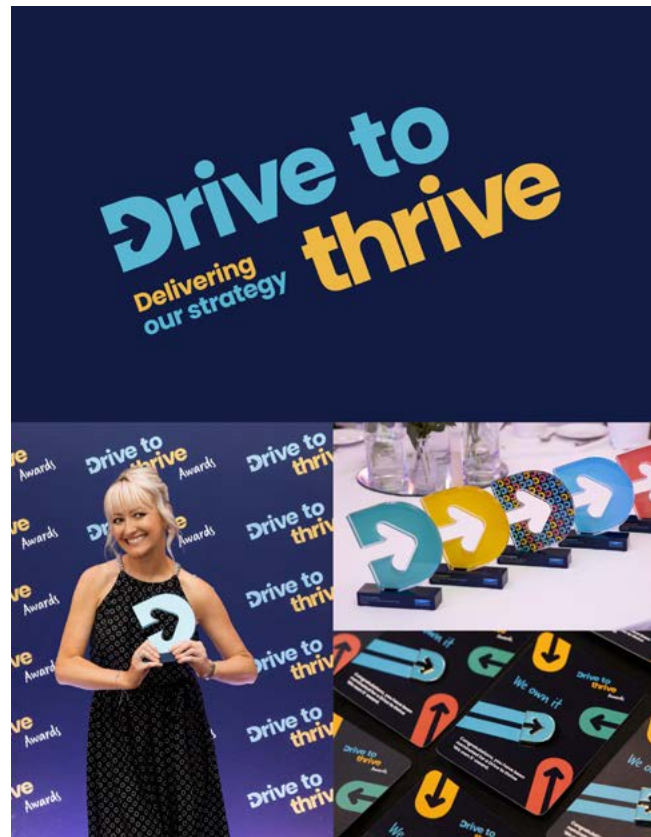


## GOLD

### LIPTON Teas and Infusions and MGA

LIPTON Teas became an independent company in 2022 and has focused on building a culture of integrity and ethics. As part of this transformation, it has updated its business integrity process and messaging. It worked with MGA to build a campaign to showcase these changes and ensure all employees were aware of the ethical business principles and whistleblowing process.

The Integri-tea campaign encourages staff to 'Stand up for what's right. Speak up on what's wrong'. This clear messaging was supported by training, print and digital communications and manager support. As a result, 97% of staff have taken part in the training and pledged to work to the company's code of ethics. Judges liked the "focused campaign with good evidence of outcomes", as well as the "brilliant play on words" and "nice branding".



## GOLD

### Yorkshire Water and WPA Pinfold

Yorkshire Water launched a 10-year strategy to make organisational change and benefit the people of Yorkshire. But staff were aware of only the top-level messaging and needed to be more deeply embedded in the business' objectives. Yorkshire Water worked with WPA Pinfold on the 'drive to thrive' campaign. It intended to build trust within the business, promote an understanding of how employees could impact the organisation and make the corporate strategy easy to understand.

WPA Pinfold crafted a stunning visual identity that enabled clarity of messaging and provided a sense of momentum. Four key behaviours were highlighted through employee awards and comms were delivered across all employee teams. As a result, employees strongly agreed (nine out of 10 points) with the statement: 'I'm inspired by the purpose and mission of our organisation.' One judge said this was a "really solid campaign from start to finish. I loved the video, it was clear, authentic and to the point."

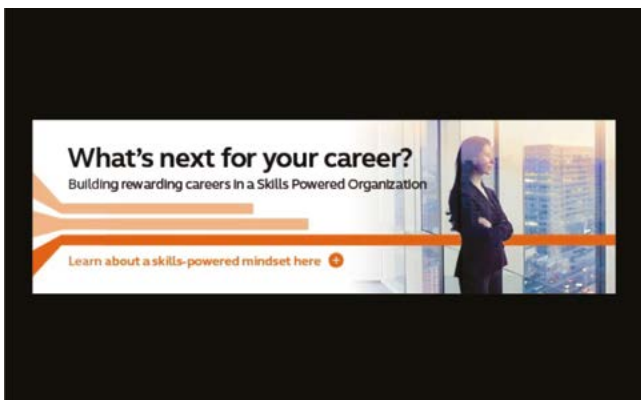
# BEST COMMUNICATION OF CHANGE OR BUSINESS TRANSFORMATION



## SILVER

### DHL Group and Something Big

DHL Group wanted to inspire and motivate its staff behind its evolution to being a more sustainably minded business. It worked with Something Big on the 'Our turn, our time' campaign, which highlighted the collective responsibility required if DHL was to achieve its goals. A hero video was supported by communications, with 87% of staff indicating awareness of the new corporate strategy. Judges loved the way the campaign was designed to inspire staff and praised the way the creative assets supported this.



## BRONZE

### Arcadis

As part of its mission to focus on diversity, career development, personal growth and empowerment, Arcadis wanted to foster cultural change towards a skills-focused mindset. A comprehensive, multi-channel campaign was designed to reach all 36,000 employees globally and transform the organisational culture. With excellent engagement and results, judges said this was "a well-executed delivery of a campaign to deliver a strategy into an organisation. It had a strong visual style and multiple engaging assets."



## BEST INTERNAL COMMUNICATIONS CAMPAIGN ACROSS MULTIPLE MARKETS



### GOLD

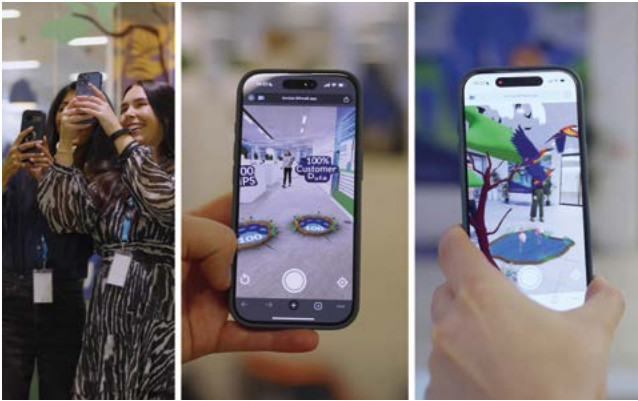
#### Balfour Beatty

Balfour Beatty uses its annual employee survey as a way to connect with staff across the UK, US and Hong Kong. It develops a bespoke identity for each year's iteration and encourages conversation around the company's culture and objectives. This year, its 'Food for Thought' brand served up the best in food puns to the company's global audience. Phrases like 'How have you bean?' printed across photos of jelly beans, baked beans and coffee beans, or 'Lettuce know your thoughts' made for a fun, eye-catching campaign.

The slogans also flexed across different images, allowing the campaign to resonate with each region's audience based on the food or drink that most suits their cultural preferences. It's a deft, moreish brand that delivered excellent results. This year, 82% of employees completed the survey, up by 8 percentage points year-on-year. "This is a really fun and engaging campaign. It's well adapted for different markets and shows some fantastic results," said one judge.



# BEST INTERNAL COMMUNICATIONS CAMPAIGN ACROSS MULTIPLE MARKETS



**SILVER**

## Bupa and Altadicta

Bupa's new global strategy, Savannah27, intends to inspire its workforce to actively shape the future of healthcare. The campaign supporting the rollout had to resonate across different cultural landscapes, languages, corporate functions and fields of practice while also representing Bupa's values and positioning. Altadicta achieved this with a digital-first campaign that "pulls out all the stops" and features world-class video and visuals as well as excellent storytelling, according to judges.



**BRONZE**

## Allianz SE

Allianz SE's sponsorship of the Paris Olympics was an excellent moment in which to engage employees. The company worked with Virtual Identity to encourage staff to join the 'road to Paris' and either take part in the Games or catch Olympic fever. Allianz saw an increase in employee pride while also being better able to communicate the company's objectives and positioning in the process. "The creativity in this campaign really came through," said one judge, praising the impact this had on employee morale.



**BRONZE**

## LIPTON Teas and Infusions and MGA

To support its new business integrity principles, LIPTON Teas worked with MGA on a global platform, called Integri-tea. The rollout of the new approach was supported by a multi-channel communications campaign, training, engaging content and clear, impactful messaging. Judges thought the excellent design, purposeful communications and clever wordplay helped this campaign make a big impact on LIPTON's corporate culture.

## BEST ALIGNMENT OF INTERNAL COMMUNICATIONS WITH EXTERNAL MESSAGING



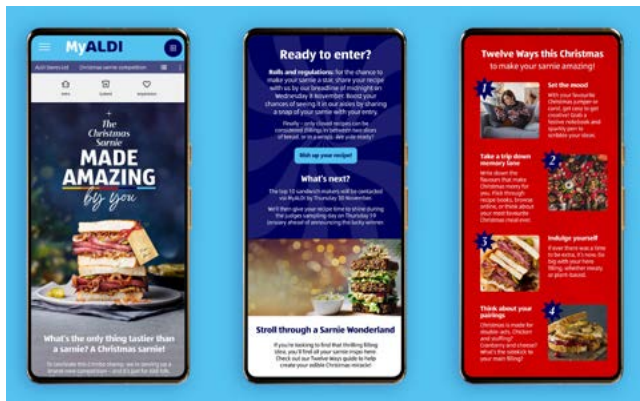
### GOLD

#### ABN AMRO and Being Here

ABN AMRO wanted to ensure that it was remaining competitive in a challenging financial services market. It worked with Being Here to ensure that its external brand promise, 'For Every New Beginning', was embraced by employees and reflected internally as well. The internal comms campaign was themed around the word 'begin', allowing for flexibility of messaging. The campaign focused on building brand advocates and emotional engagement with the company.

The strategy involved personalised experiences, interactive tools like a 'begin with winning' quiz, daily videos, multi-format storytelling, consistent messaging across all channels and the celebration of key moments in the bank's journey. As a result, 85% of employees indicated a familiarity with the brand promise, while ABN AMRO noted emotional engagement scores of more than 90%. "I really liked how the company used its people to bring this campaign to life," said one judge.

# BEST ALIGNMENT OF INTERNAL COMMUNICATIONS WITH EXTERNAL MESSAGING



## SILVER

### Aldi UK and McCann Synergy

The documentary Aldi's Next Big Thing was a massive external brand success. To ensure this was aligned internally, McCann Synergy created an internal version of the show in which employees could be the stars. Judges liked that this felt human and fun, with exciting activations to ensure employee engagement, such as the challenge of developing a prototype Christmas sandwich. Judges thought the connection between Aldi's business purpose and its messaging was very strong throughout.

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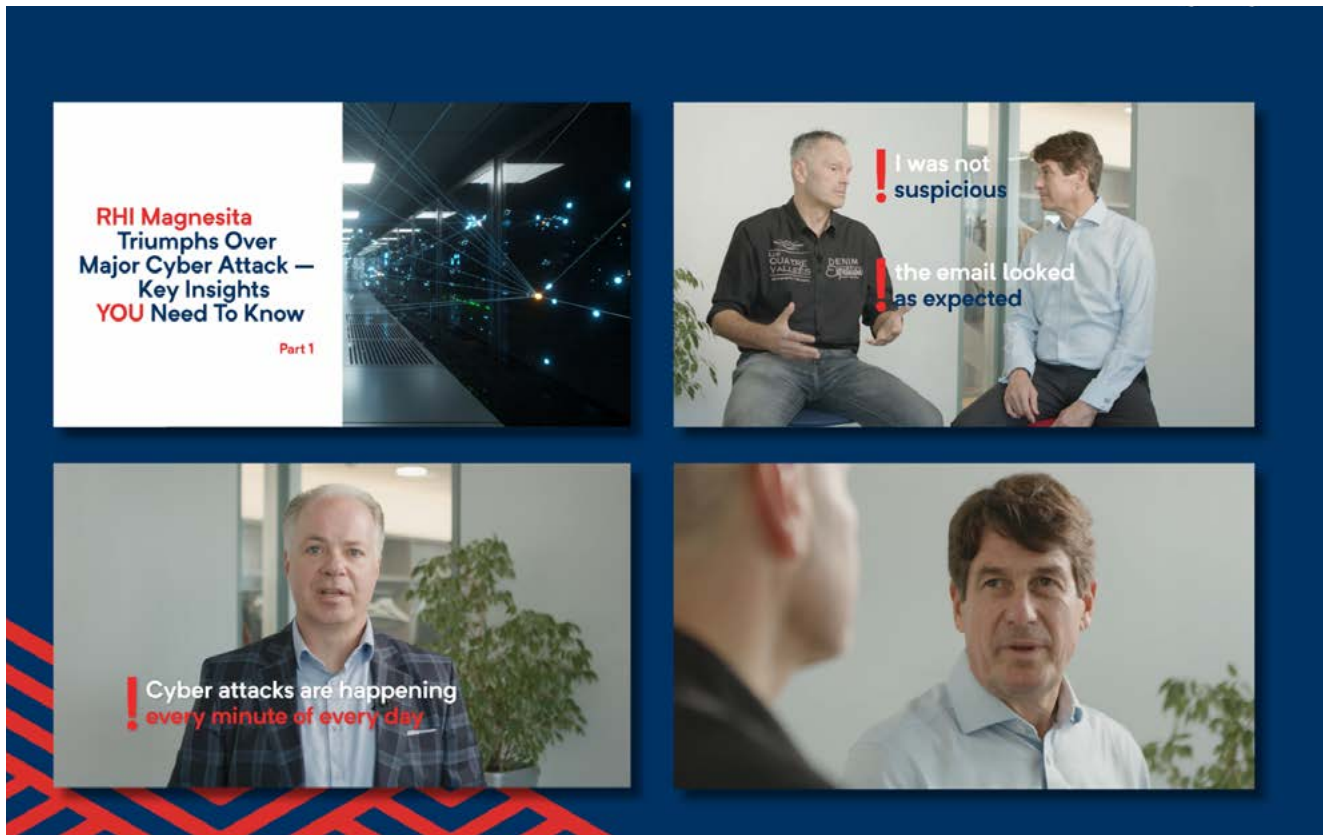
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# BEST INTERNAL COMMUNICATIONS IN A CRISIS



## GOLD

### RHI Magnesita

Refractory products manufacturer RHI Magnesita was the victim of a cyberattack originating from phishing emails targeted at employees. This prompted a two-pronged internal communications strategy to manage the issue. First, the company had to deliver urgent communications around information security and ensure all passwords were changed immediately. Next, RHI Magnesita worked on being transparent while telling the story of the attack and using that incident to build a culture of cybersecurity within the company.

The communications campaign was a huge success. The company's CEO shared personal instances in which cybersecurity was a challenge for him. This helped ensure that employees felt a sense of camaraderie after the cyberattack. No blame was directed at any employee because everyone was in the same position. This trust and awareness-building campaign worked well. In tests, 8.1% of employees had been deceived by phishing emails. Following the internal communications around cybersecurity, only 3.7% were deceived by phishing tests.

# BEST COMMUNICATIONS CAMPAIGN TO ASSIST THE ONBOARDING PROCESS



## GOLD

### KLM Catering Services and La Plume Media B.V.

KLM Catering Services was plagued by a number of candidates dropping out during the lengthy eight-week onboarding process. This led to costly recruitment efforts and cynicism among existing employees. KLM Catering worked with La Plume Media to change the process and develop a more positive onboarding experience.

Because part of the onboarding length was due to essential security screening, La Plume focused on making the journey more engaging and useful. Instead of simply waiting for employment to begin, the onboarding process became filled with rewards, motivations and engaging communications. By infusing the process with fun and consistent touchpoints between the company and the employee, the new onboarding experience is not only more effective but will also lead to employees being immersed in the KLM Catering culture from day one.

# BEST COMMUNICATIONS CAMPAIGN TO ASSIST THE ONBOARDING PROCESS

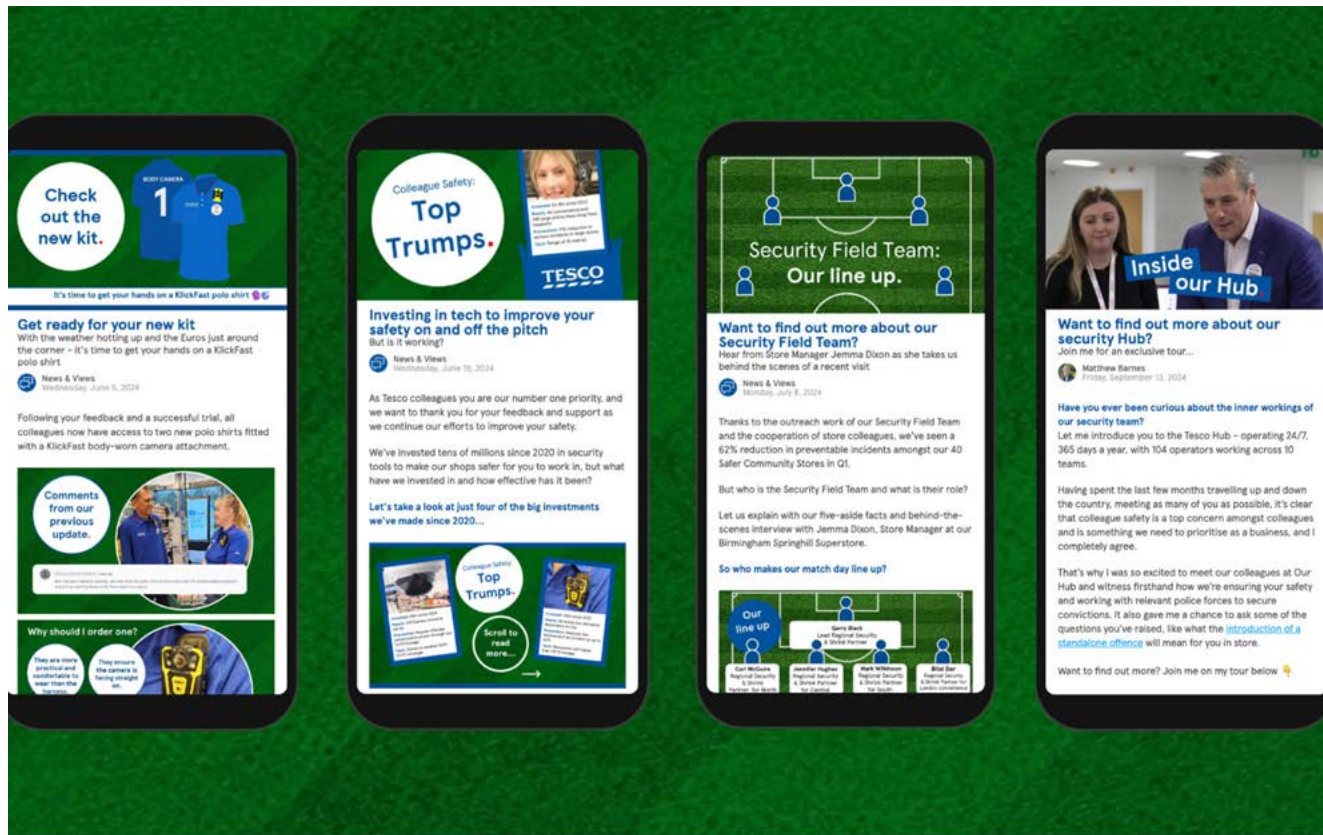


SILVER

## Rygor Group

Commercial vehicle dealership Rygor Group redesigned its onboarding process to focus on employee retention in the long term. It introduced touchpoints like a new starters' coffee break, a welcome survey, e-learning and clear, constant communications. Now, voluntary turnover rates are down by 4% – outstripping the target of 1% – and recruitment costs have dropped by more than £30,000 per year. Judges thought the “excellent measurable objectives and results” were achieved by a creative, thoughtful and strategic programme.

# BEST USE OF CONTENT



## GOLD

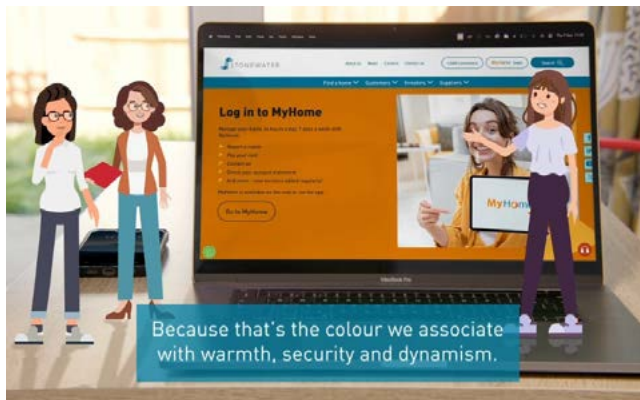
### Tesco

A rising number of assaults on retail workers led Tesco to develop a colleague safety campaign to improve awareness of health and safety at Tesco and shift perceptions of employee safety in the workplace. Research was the key to success for Tesco, as it listened to staff concerns and worked to understand the key points of friction hindering the efficacy of its safety messaging.

The campaign kicked off with the 2024 Euros, the football-inspired branding lending a consistent look and feel to the campaign. The content prioritised clarity and two-way dialogue. The football approach helped put technical concepts and strategies into context for employees. As a result, there was a 35% reduction in the number of serious preventable incidents last year. This and other metrics indicate a shift toward a culture prioritising safety. Judges loved everything about this campaign, from the football theme and the clarity of messaging to the research and the results. "A worthy winner. Brilliant!" said one judge.



## BEST USE OF CONTENT



## SILVER

### Bupa and Altadicta

Bupa's 'Picture of Health' campaign was designed to change perceptions around diversity and inclusion, representing different perceptions of health across Bupa's cultural landscape. Annie Lebovitz shot the campaign's hero imagery, but employees were encouraged to submit their own 'pictures of health'. Judges loved the way Altadicta took a consumer-facing campaign and adapted it to engage with Bupa's internal audience. "The results show a clear impact," said one judge.

## BRONZE

### Stonewater

Housing association Stonewater's annual 'Great Big Get Together' featured an interactive mural of positive stories, an emotional film focusing on the organisation's purpose and the unveiling of the new corporate website. These key pieces of content helped achieve a better understanding of Stonewater's ambitions and purpose, with 96% of staff saying they felt better informed about Stonewater's objectives.

## BEST USE OF STORYTELLING



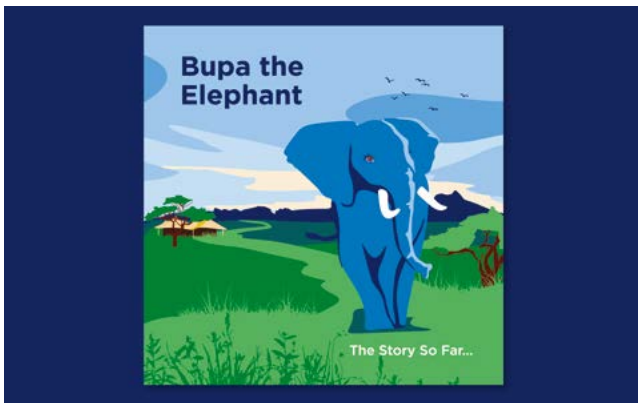
### GOLD

#### Elsevier

Storytelling is part of everything Elsevier does. Its internal communications storytelling strategy focuses on its commitment to the employee experience. Every aspect of the employee journey is touched by Elsevier's storytelling, most recently including a video featuring employees sharing their personal stories. It uses stories to drive emotional connections with the corporate purpose of developing advancements in science and health.

With a multi-channel approach that features podcasts, social media, videos and articles, Elsevier is reaching as many employees – and potential employees – as it can with its content. Judges loved the way employees were part of the storytelling strategy and how this had a clear impact on results. Not only does the content have massive reach and engagement, but it has also driven almost 266,000 job applications. One judge said there was a “clear link through to the business benefit.” Another praised the “authentic and fantastic user-generated content.”

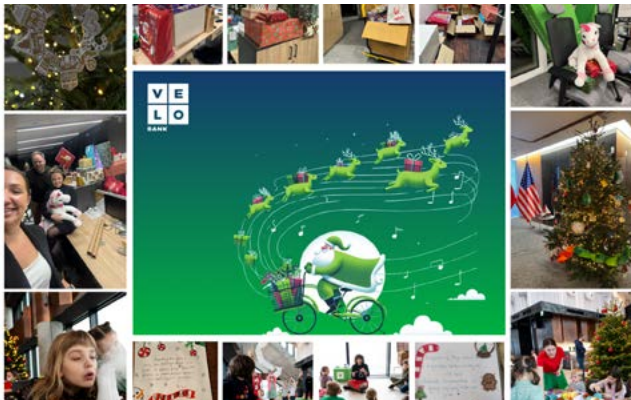
## BEST USE OF STORYTELLING



### SILVER

#### Bupa and Altadicta

Bupa worked with Altadicta on its Savannah27 strategy, which featured an animation and AR experience that uses Bupa's signature elephant mascot to tell a clear story. By focusing on the elephant, the complex story about the future of healthcare was made simple. This led to more than 12,000 views in the first two weeks alone. Judges loved the creative aspects of this project, with one saying "this is so well thought-through and the creative is to an excellent standard."

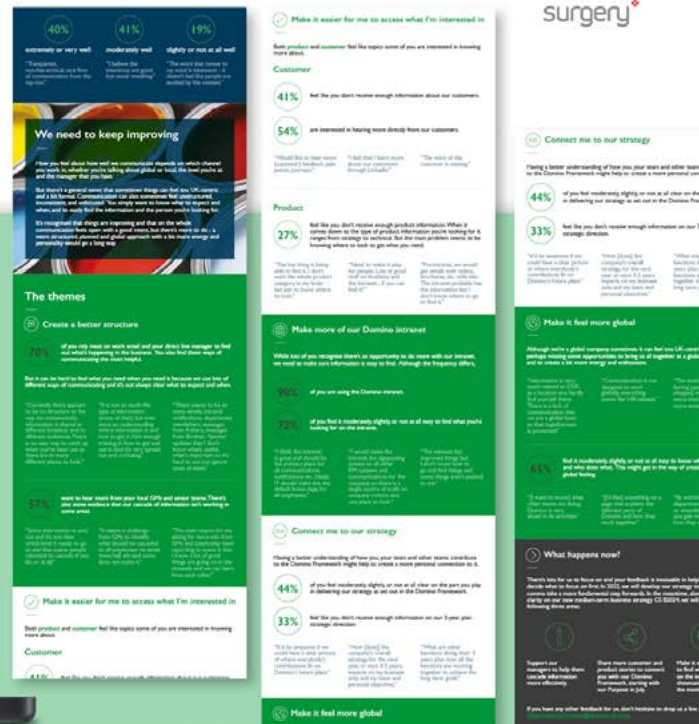


### BRONZE

#### VeloBank S.A.

VeloŚwięta is VeloBank's annual employee engagement series that encourages staff and their families to get involved during the month of December. The team harnesses the holiday spirit around Christmas to encourage participation, spread joy and bring families together. "The campaign felt very human and authentic," said one judge, while others praised the "wonderful" and "feel-good" storytelling.

## Our 2022 survey results



## Domino UK Ltd. and The Surgery

The results of the survey gave the team an indication of the best route forward. It highlighted the need for a global internal communications and engagement purpose. Now its communications are more consistent, relevant to employees across the globe and linked back to the company's purpose and ambitions. Judges thought the data-led approach to the development of a new internal comms strategy was excellent, with clear and impactful links between Domino's corporate objectives and the internal audience's needs.



# BEST EVALUATION PROCESS OF INTERNAL COMMUNICATIONS

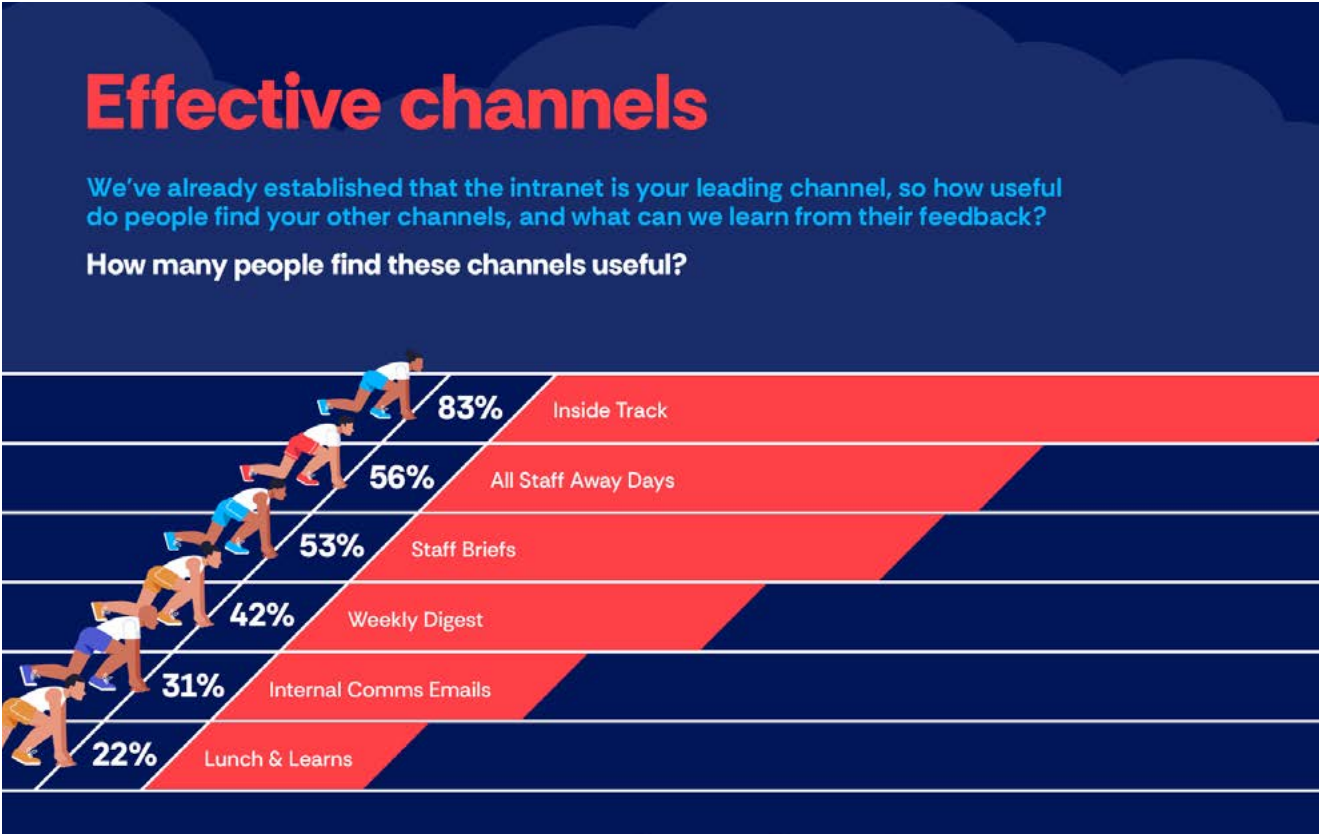


## SILVER

### **The Health Foundation and Sequel Group**

The Health Foundation worked with Sequel Group to run a 'health check' – or internal comms audit – to craft a more effective IC strategy. Sequel examined how information flowed around the organisation and identified ways to more effectively use existing channels and processes. As a result, attendance at staff meetings has increased, leaders' blog views are up and engagement with manager briefings has improved.

# BEST ONGOING COMMITMENT TO INTERNAL COMMUNICATIONS



### GOLD

#### UK Sport and Home

UK Sport wants its mission of developing world-class athletes and sporting programmes to be reflected in a world-class employee experience. The journey toward the Paris 2024 Olympics required high-class internal communications. The organisation worked with Home to audit the internal communications landscape and understand the sticking points. Only 50% of employees rated the internal comms as 'good'. To make change, UK Sport established clearer lines of communications, built pride in the organisation and launched a new intranet.

As a result, 80% of people said the intranet was the most useful communication tool. This process has built a culture of transparent and relevant communications. There is now better dialogue across the organisation, more impactful messaging and purposeful comms. Judges thought this was gold-medal-worthy. They praised the research that UK Sport and Home conducted, the preparation they engaged in and the strategic aims that were effected by the communications transformation.

# BEST ONGOING COMMITMENT TO INTERNAL COMMUNICATIONS



## SILVER

### Royal Mail and Linney

Royal Mail has had an employee periodical for decades. Its production of Courier and the newer TV magazine show, RMTv, are a clear indication of its commitment to improving communications and the employee experience. Working with Linney, Royal Mail has used its content to create positive behavioural change, improve inclusion and build a stronger, more sustainable culture. "It's great to see the commitment to the involvement of frontline employees" in the content, said one judge.



## BRONZE

### JTI and Ignis

JTI places a huge amount of focus on its internal communications. Recently, when cybersecurity became a crucial issue, it worked closely with Ignis to turn the workforce into 'Guardians of the Digital Galaxy'. They worked together to embed a culture of security and digital awareness, improving the strength of the business and employees' connection to the organisation in the process. Judges loved the creative campaigns and fun foundations of the programme.



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## BEST ENGAGEMENT OF A DISPARATE OR REMOTE WORKFORCE



### GOLD

#### National Grid and Goldbug

National Grid has invested hugely in the country's infrastructure as a way to power the energy transition. To support this, its internal audience also needed to be motivated to achieve these corporate objectives. It worked with Goldbug on the 'Big Work' campaign. The communications were designed to be big, in terms of both loftiness of ideas and literal typeface design, and impactful. It used simple language and clear ideas to ensure everyone could understand the key messages easily.

Photography of National Grid's assets and people was coupled with an engaging graphic lockup to create a big visual impact. The campaign was designed to reach disparate workers across every arm of the business. Digital comms were coupled with tangible assets, even including a Big Work air freshener for trucks. Now 84% of staff agree that they have a good understanding of how their work fits into the big picture at National Grid. One judge said simply, "Great results and creativity. A clear winner."

# BEST ENGAGEMENT OF A DISPARATE OR REMOTE WORKFORCE

## SILVER

### Bellway

Housebuilder Bellway needed to reach its non-desk-based staff to ensure it was delivering two-way communications opportunities and that its intranet was useful across the business. It built a mobile app that had a 12-month pilot period allowing for feedback to effect changes. This meant the new intranet and app were entirely suited to the needs of the audience. Judges thought this approach was an excellent way to ensure the usability of the intranet.



## BRONZE

### Bridgestone and Sequel Group

Bridgestone's Active8 campaign was designed to promote sustainable behaviour change and embed the company's sustainability values within the corporate culture. Sequel Group debuted a digital 'wall of pledges' that included photos and pledges from employees about their sustainable actions. Other activities like a hackathon and virtual events helped support the message. Thousands of employees took part in the campaign, engaged in learning around sustainability and took part in volunteering endeavours.



## BEST USE OF MOBILE OR APPS



### **GOLD**

#### **Bellway**

Bellway is a FTSE 250 residential housebuilder, employing almost 3,000 people across Great Britain. A 12-month internal communications transformation programme resulted in the development of a new employee app and intranet, called Pathway. This has helped the organisation shift away from top-down email communications towards the use of a multi-channel approach that is building a culture of dialogue with employees.

The app was designed to ensure non-desk-based employees could be as engaged with the company's culture as their office-based counterparts. A year-long pilot period ensured employee feedback was gathered and considered carefully to create a robust, functional app. Pathway has now achieved an 85% engagement rate with 80% monthly active users, well above sector norms. "You can clearly see that the colleagues who led this understood the business and defined the challenge extremely well," said one judge.

# BEST USE OF MOBILE OR APPS

## SILVER

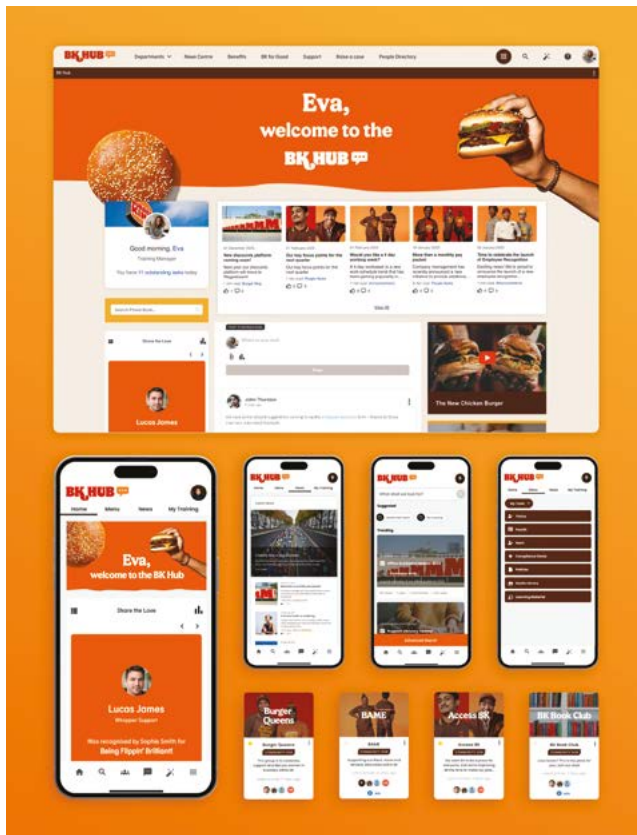
### HAVI

HAVI is a supply chain logistics company operating across Europe, Asia and North America. It launched a mobile app in 2024 to serve its field workforce, comprising around 61% of the business. The app was rolled out globally with testing periods informing the development of the user experience. Judges thought this was a smart development that clearly met the needs of employees. They praised the app's personalisation, its creative communications and the effective communications campaign that supported its launch.





# BEST INTRANET

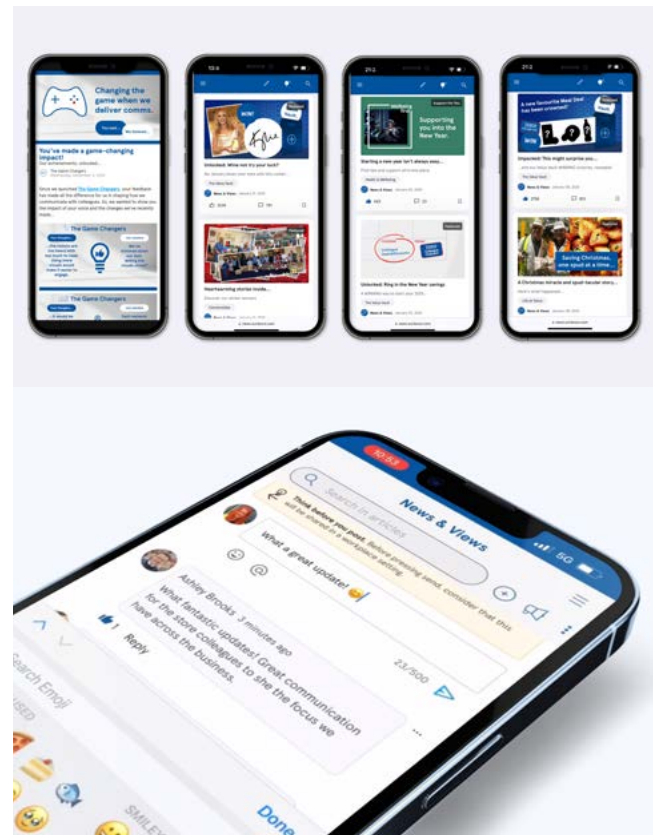


**GOLD**

## Burger King UK and Oak Engage

Burger King UK needed a way to communicate with its vast, 98% offline staff base, including a number of non-native-English speakers. It had to keep employees informed and engaged without overwhelming them with unnecessary information. The incredibly high turnover rate for hourly staff meant engagement with Burger King's corporate culture was essential for retention. Burger King worked with Oak Engage to craft an intranet and app that would work on mobile, be translatable into multiple languages and provide engaging onboarding and employment communications.

The platform was customisable, personal and fun. It allowed for prioritisation of content to ensure only recent or unread comms were highlighted. Employee communities had their own spaces and encouraged staff to become part of the BK community. Now, 70% of employees are onboarded and there is 97% monthly engagement by those using the platform. One judge said, "Well done for providing a great new intranet that is accessible to the challenges of your specific audience."



**GOLD**

## Tesco

In 2023, Tesco launched News & Views, a new, mobile-friendly app enabling it to share key business information and allowing employees to chart their own progress and development. It was the first time all Tesco employees had access to key corporate information directly on their own devices. Not only has this moved Tesco away from indirect methods like break room printouts or management cascades, but it has also enabled two-way communication with employees.

The intranet was developed with the support of an employee panel and was launched with a campaign designed to ensure management support and employee understanding. More than half of Tesco's employees have made use of the intranet and three-quarters of users said the network pages on the intranet have helped promote diversity, equity and inclusion across the organisation. "Brilliant!" said one judge. "So good to see such an extensive research phase before implementation. Also the use of gamification was very impressive."

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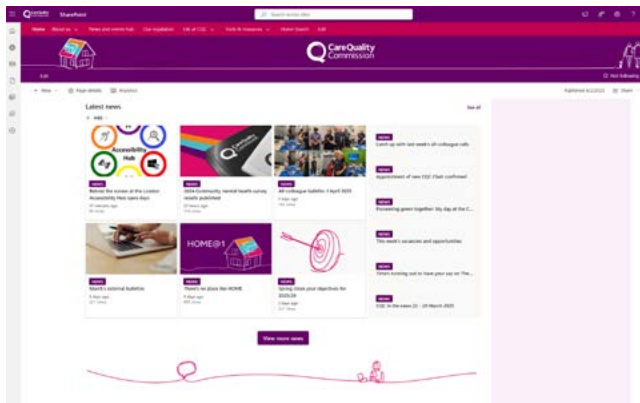
Connect with colleagues



Share ideas

All from any **device, anywhere, at any time**.

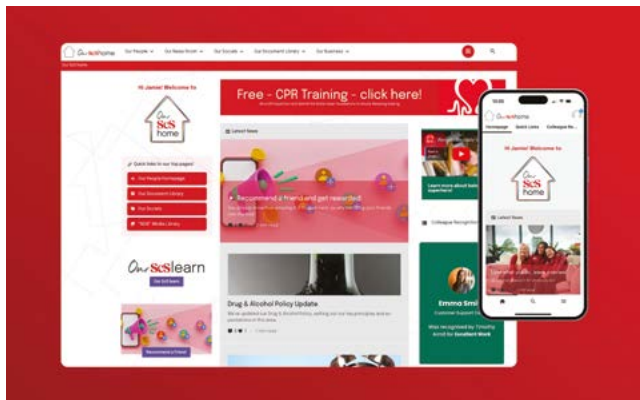
# BEST INTRANET



## SILVER

### CQC and WM Reply

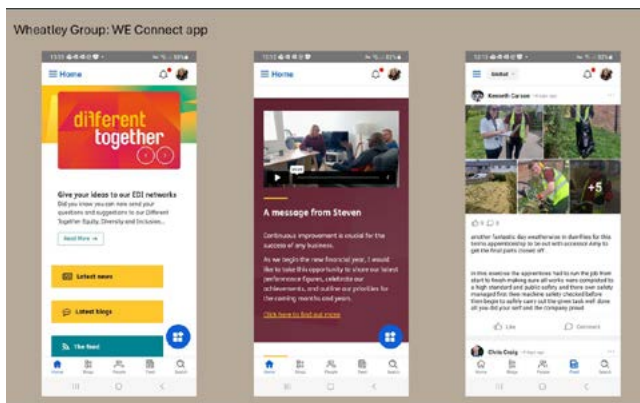
The CQC is the independent regulator of health and adult social care in England. It worked with WM Reply to make its intranet a 'touchstone' for staff, ensuring they have access to the information they need wherever they are. Incredibly detailed planning and research contributed to the intranet development, resulting in a massive increase in users and positive feedback from employees. Judges liked the way the team got employees involved from the beginning, ensuring the delivery was aligned with their needs.



## BRONZE

### Scs and Oak Engage

Sofa brand SCS has 101 stores and nine distribution centres across the UK, along with a digital hub and support centre. Reaching this diverse audience required an intranet that would deliver personalised news, improve connections across the business and include mobile accessibility. With 84% of employees regularly using the platform, "the app looks like a game-changer for the business," said one judge.



## BRONZE

### Wheatley Group

With employees spread across Scotland and operating in a number of fields, the Wheatley Group's intranet had to work hard to connect with every member of staff. It upgraded WE Connect, its existing intranet, to improve the mobile app experience, include a useful org chart and highlight crucial messaging. As a result, 97% of employees said they felt informed and 90% said they could easily find what they were looking for on the intranet. These excellent results "really show the impact the new channel has had," noted one of the judges.



## BEST USE OF AUDIO



### GOLD

#### Amazon and DRPG

Amazon wanted to inspire its EMEA workforce about professional development while enhancing connections between employees and leadership. It worked with DRPG on a podcast series called 'Pass the Mic', featuring 11 unscripted conversations between senior leaders and employees. The podcast was designed to buck the trend of top-down communications and build stronger personal connections between employees and the business.

To encourage people to listen, pop-up listening booths appeared in offices and a buzzy campaign was rolled out across the company. The podcast reached over 60,000 employees and allowed Amazon to build the foundations for a stronger employee-driven communications culture. One judge said, "This was an excellent use of audio to elevate messaging and engage colleagues. I really enjoyed the pairing of individual colleagues with leaders to add initiative and engagement. A very good use of this medium – well done."



## BEST USE OF AUDIO

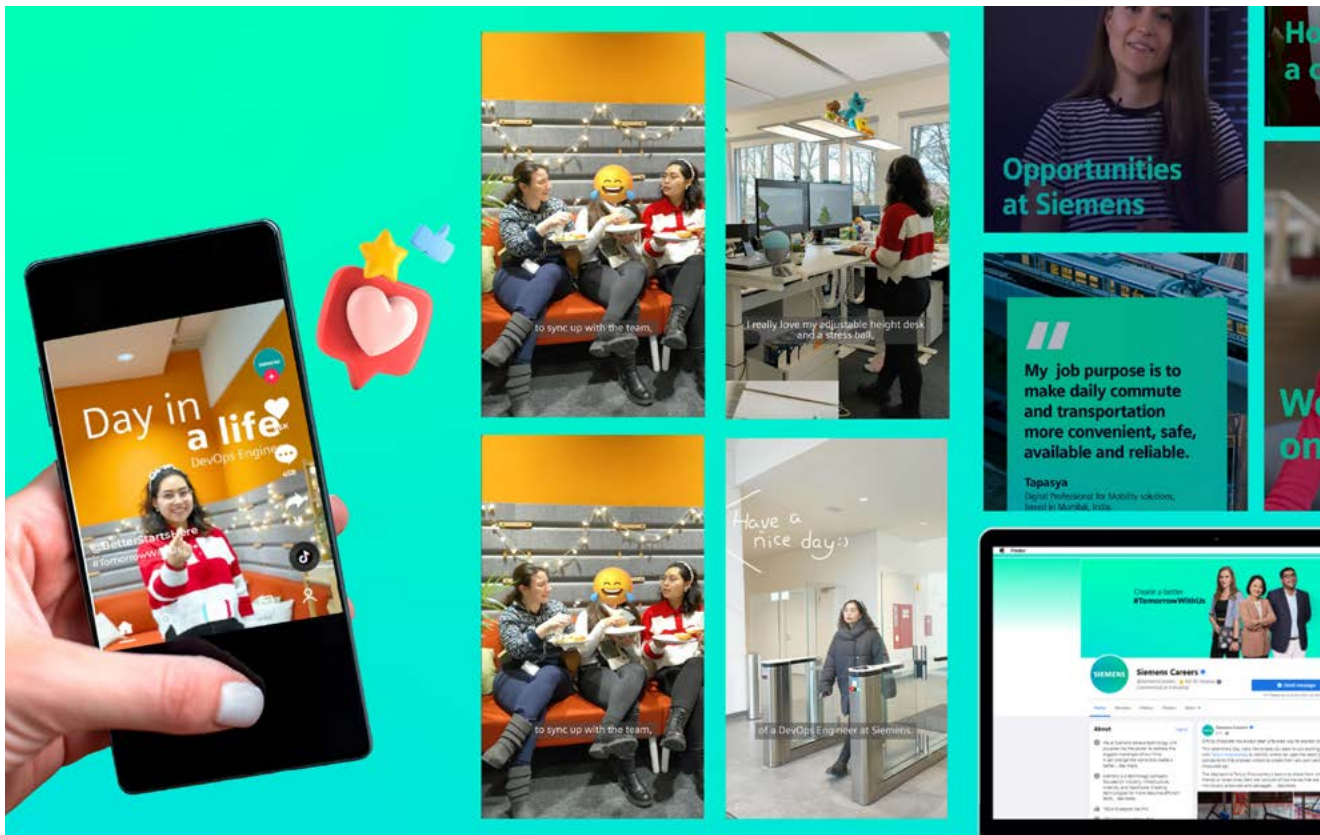


### BRONZE

#### **Ben Kinsella Trust and Sequel Group**

Knife-crime prevention charity the Ben Kinsella Trust worked with Sequel Group to change perceptions about carrying a knife. It delivered a podcast series that discussed the impact of knife crime and violence, challenged the idea that carrying a knife protects people from knife crime and delivered key messages that could be further reflected in education and family settings. Judges loved the “alignment with the business objective using powerful stories and authentic, unscripted and outcome-driven podcasts.”

# BEST USE OF SOCIAL MEDIA



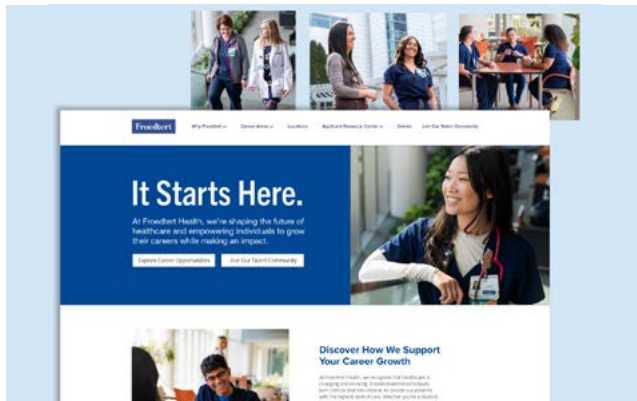
## GOLD

### Siemens

Siemens is a multi-faceted tech company focusing on the future of industry, infrastructure, transport and healthcare. It wanted to shift perceptions of careers with Siemens to ensure it was drawing in talented tech candidates committed to making business and societal change. It had to challenge the idea that it was a traditional manufacturer focusing on basic appliances. To do so, it used employee stories and project spotlights to showcase Siemens' digital transformation, tech development and sustainable consulting.

Social media followers quickly grew after implementation, resulting in 1,770 new candidates entering the careers portal. One judge said this was "a real demonstration of understanding the audience the company wanted to reach and how to use each channel effectively to achieve its objectives. A well planned and executed creative campaign."

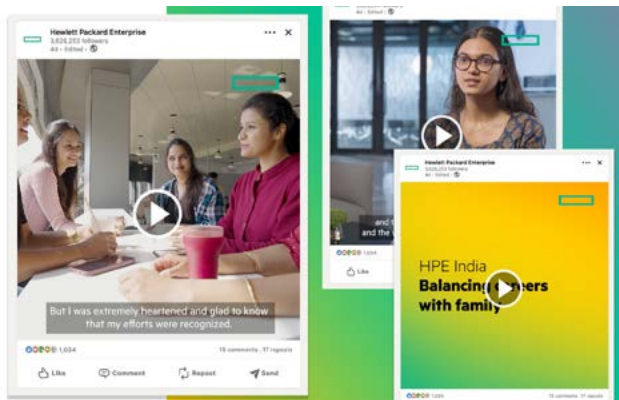
# BEST USE OF SOCIAL MEDIA



## SILVER

### Froedtert Health and Cielo

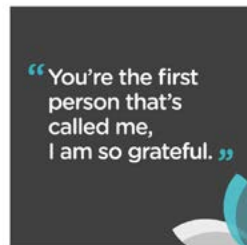
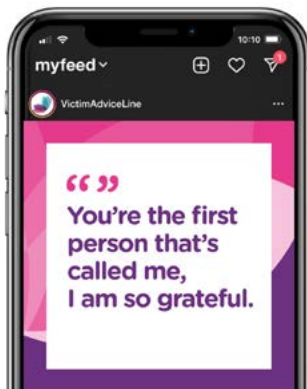
Froedtert Health, a healthcare provider in Wisconsin, sought to strengthen its employer brand and attract early-career medical assistants. It worked with Cielo to create an Instagram campaign focusing on reels. It developed engaging content that reached the company's target audience and resulted in a 57% conversion rate in social-derived job applications. "I love the approach of jumping onto trends to drive impressions but with your own brand stamp. Really strong results aligned to the objectives," said one judge.



## BRONZE

### HPE and Cielo

Hewlett Packard Enterprise wanted to encourage more women to seek technology careers in India by making this demographic more visible across its social media. It worked with Cielo on a multi-platform social campaign that resulted in a 125% increase in video completion rates and reached millions. Judges thought this was an excellent, well-researched campaign that used engaging creative to reach the target demographic.



## BRONZE

### West Mercia Police and DRPG

The Victim Advice Line is a free and confidential victim-support hotline provided by the West Mercia Police. It worked with DRPG to generate a stronger reach and understanding of the service's value among the target audience. Sensitive, engaging content was developed for social media resulting in a 75% increase in social media followers and 434 victims reaching out to the network for support. Judges praised the "thoughtful and well-executed campaign, with really impressive results."

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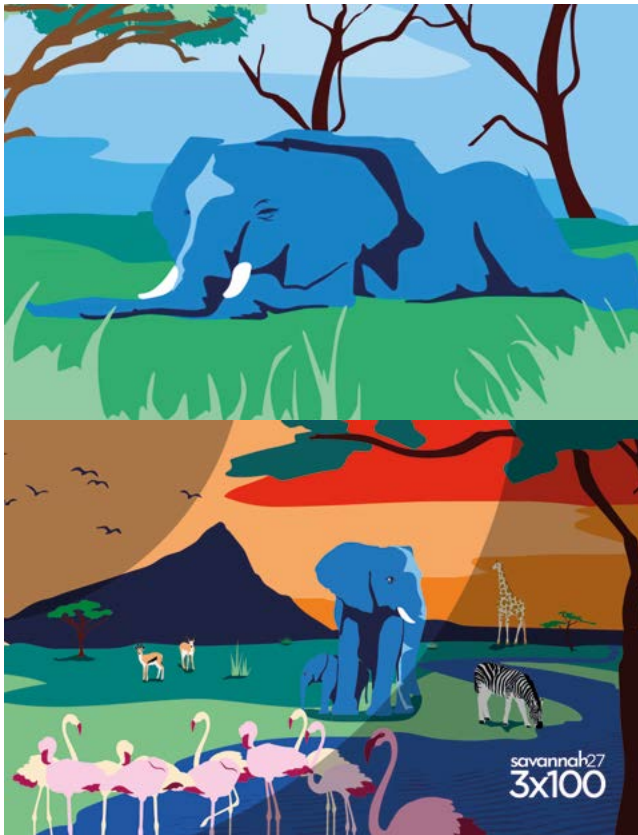
**IMI**

**DIAGEO**

**NHS**



## BEST USE OF VIDEO AND ANIMATION



### GOLD

#### Bupa and Altadicta

Bupa's previous internal communications strategy was anchored around an animation called 'Make the elephant run', depicting Bupa as an elephant – strong and big, but still agile enough to respond to changing landscapes. To follow this, it introduced Savannah27, an animation focusing on the next steps of the elephant's journey. It depicted the elephant as crucial to the savannah's ecosystem in the same way that Bupa is central to the global health and wellbeing landscape.

Altadicta's animation is creative, emotive and charming. The video garnered more than 12,000 views in just two weeks and sparked more than 20,000 AR app engagements. "I love everything about this campaign," said one judge. "The creativity and use of metaphor, the link to the previous strategy, the breadth of assets produced and the focus on its people make this a standout campaign."



### GOLD

#### Scottish Water and Home

Scottish Water wanted to reach its large workforce with a crucial health and safety message that would inspire behaviour change on a daily basis. It had to transform health and safety messaging from legal, compliance-driven language to employee-centred and vital. It worked with Home to make health and safety feel real. The hero video focused on one employee's health and safety choices and encouraged employees to consider how to 'get Mark home safely'.

The 'Safe Choices' campaign supported the video's launch with key messaging around behaviour change and simple actions that make a big difference. Now, 90% of staff have completed the Safe Choices training, rating it on average 4.7 out of 5. "I love this innovative and engaging approach to mandatory learning on a very serious safety topic," said one judge. Another added, "A big congratulations to the team for effectively using video and behavioural understanding to drive attitudinal change."

# BEST USE OF VIDEO AND ANIMATION

## SILVER

### Odido and PROOF

Upon the merger of Dutch telecoms brands T-Mobile and Tele2, the company had to engage employees with the new corporate objectives and culture. The newly minted Odido worked with PROOF on a video journal that was designed to showcase a personal view of life at Odido, engaging employees with the company's shared vision, values and objectives. "They've smashed their objectives," said one judge, while another praised the "fresh and innovative approach with real, authentic storytelling."



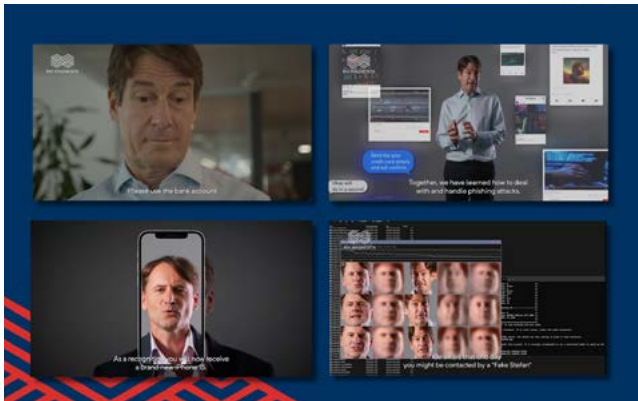
## SILVER

### The University of Warwick

To bring the University of Warwick's sustainability strategy to life, the organisation unveiled a five-part video series showcasing the campus' natural biodiversity and encouraging behaviour change. Employees were encouraged to engage with university sustainability events while also thinking about sustainability in refreshing ways during the course of their day. The 'Autumn at Warwick' series was "very impressive work done by a small team to bring a simple concept to life, engaging colleagues along the way," according to one judge.



# BEST USE OF VIDEO AND ANIMATION



## BRONZE

### RHI Magnesita

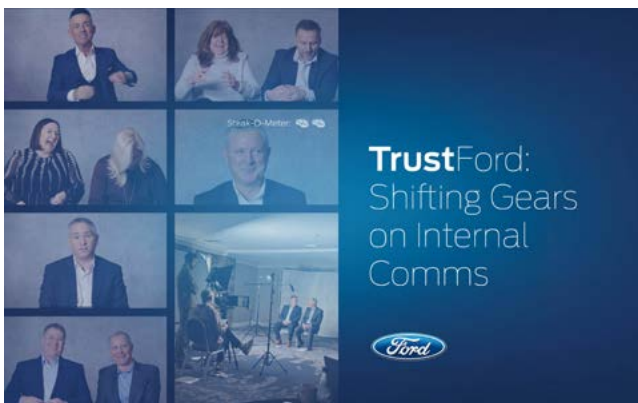
To tackle an increase in phishing and promote cybersecurity, refractory products manufacturer RHI Magnesita crafted a video as part of cybersecurity month in October 2023. The video led to an ongoing campaign promoting different approaches to cybersecurity and improving understanding of security in the workplace. Judges thought this was an innovative way to engage employees and praised the way the team ensured leadership buy-in as a way to promote the campaign's importance to the business.



## HIGHLY COMMENDED

### Phoenix and Emperor

Phoenix worked with Emperor on the 'Cracking the Code' video podcast series to inform and educate its workforce about financial industry regulations and its internal code of conduct.



## HIGHLY COMMENDED

### TrustFord and H&H Agency

TrustFord collaborated with H&H Agency to turn one long, unengaging video into a series of 11 snappy films featuring TrustFord leaders speaking from the heart.

## BEST EVENT



### GOLD

#### **Marriott International and Remarkably**

Marriott International needed to energise its EMEA Consumer Operations Conference 2024 around critical business priorities, including driving digital growth, enhancing revenue and expanding membership in Marriott Bonvoy. It worked with Remarkably to transform its conference into an immersive journey through hospitality's future. Marriotttopia used innovative storytelling, an AI host and technology to immerse attendees in the business' direction of travel.

As a result, employees smashed the targets set in all areas and conference attendees rated their 'excitement for the future' at 4.6 out of 5. One judge said, "This is how to elevate an event from being a great day out to a meaningful moment in an organisation's history with lasting impact. Very well done." Another said, "MIND-BLOWING! This event ticked all the boxes. A great idea, firmly rooted business strategy, customer-focused and forward-facing. A clear winner."



## BEST EVENT



### SILVER

#### National Crime Agency

For its 10<sup>th</sup> anniversary, the National Crime Agency (NCA) held events for employees and their families to boost staff engagement and morale. It was the first time officers and their families were able to visit the organisation. The events required rigorous sign-off but were designed to be fun and engaging. As a result, 93% of attendees said the Family Days made them feel proud to work at the NCA. "I applaud the team that was brave enough to take this approach and I'm sure this had a positive impact on colleagues," said one judge.



### SILVER

#### Philip Morris International

Philip Morris International hosted a conference designed to bring industry leaders from different sectors together in Lausanne and to inspire employees to learn from a versatile range of businesses and industries. The event intended to spark tech innovation and new thinking brought to life by leaders from the likes of Adobe, Accenture and Salesforce. Judges thought this was a well-executed event that had excellent links to the business strategy and good cut-through among staff.



### BRONZE

#### Aviva

Aviva Week brought together 23,000 employees from the UK, Canada and Ireland for a week of in-office and virtual events, competitions, leadership comms and staff recognition. The team used insights from 2023's event to ensure 2024 would result in staff feeling inspired and connected. One judge said, "This was a really creative approach to a significant challenge for large organisations when they try to bring colleagues together."



### BRONZE

#### Gambling Commission

The Gambling Commission wanted its annual conference to be something everyone could relate to, be interactive, engaging and for people to hear from a wide range of voices. The resulting event was a day all about what it means to work at the Gambling Commission, from contributing to the National Lottery's charity works to the organisation's internal staff benefits. Judges loved the way this event considered staff sentiment and sought to change perceptions and build a stronger culture.

## BEST INTERNAL PUBLICATION: PRINT



## GOLD

## BMW Group – MINI and Cognizant Moment

The launch of the MINI Countryman was a shift in the brand's positioning, allowing families to consider a MINI for the first time. To ensure this was understood by staff and embraced in their engagements with customers, BMW worked with Cognizant Moment on a single, impactful piece of print communications. They developed a 'cootie catcher' – dubbed a 'mood matcher' internally – that highlighted key talking points, motivations and customer needs.

This was a simple, fun way to get across key messaging in an engaging way. The origami sheet was complemented by a communications campaign designed to ensure employees understood the 'active family' market segment that the Countryman was targeting. One judge called it "a very neat and clever concept that was well delivered and produced demonstrable results for the organisation." Others praised the way the fun print asset reflected the internal culture at MINI while engaging well with employees.

## BEST INTERNAL PUBLICATION: PRINT



### SILVER

#### The Glenmorangie Company

Moët Hennessy's spirits division delivered its fourth edition of Spirited, its internal magazine. This professional-quality publication used high-profile moments, like the launch of Beyoncé's new brand, to engage employees. Judges thought the magazine was "beautifully executed" and painted a "clear picture of the brand", adding that the content was well aligned to the organisation's key external messaging and brand communications.

### BRONZE

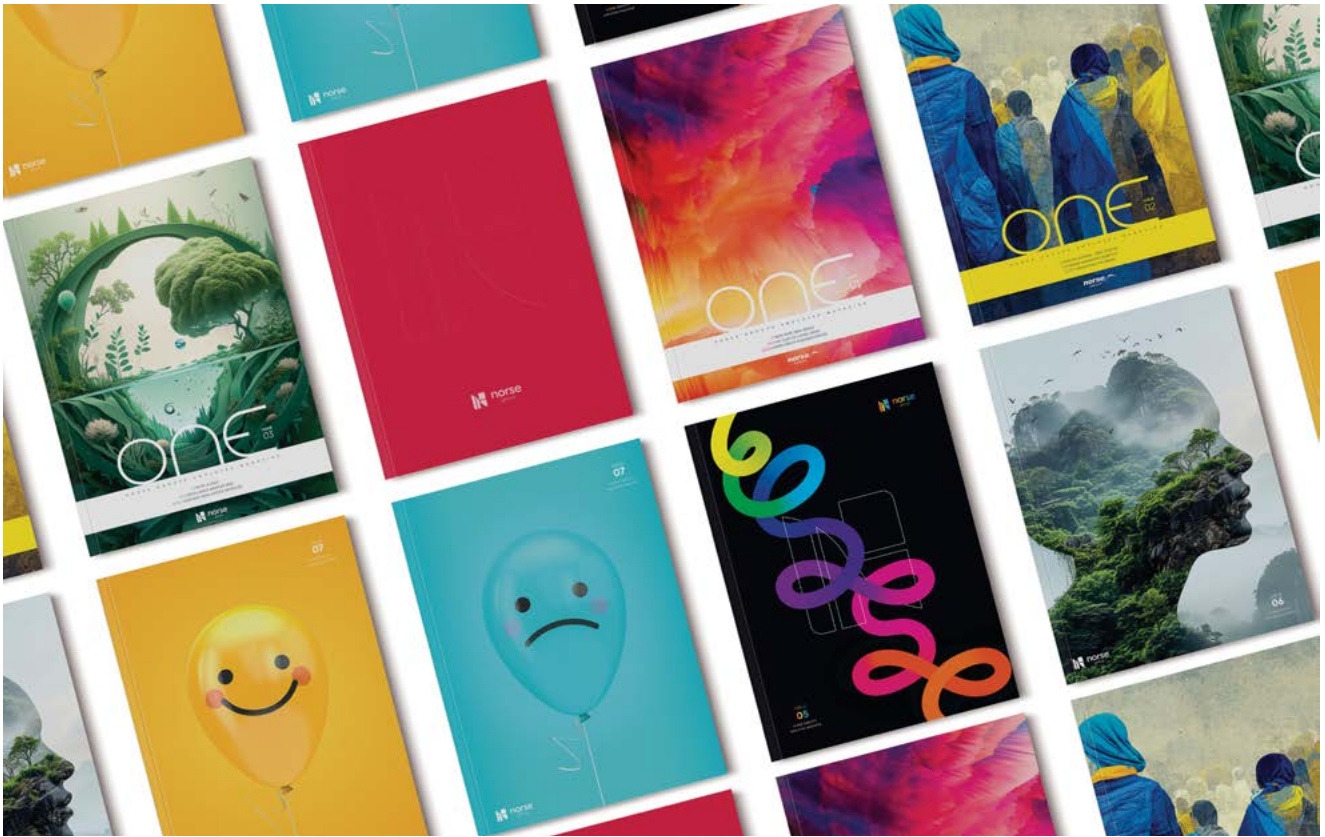
#### RSA Journal and Wardour

The RSA Journal is a quarterly print publication showcasing world-leading ideas and actions that align with the mission of the Royal Society for the Encouragement of Arts, Manufactures and Commerce (RSA) to enable people, places and the planet to flourish in harmony. Wardour works closely with employees to develop quality content that resonates with the RSA's audience. As a result, 88% of recipients say that the RSA Journal is an important component of their fellowship.





## BEST INTERNAL PUBLICATION: DIGITAL



### GOLD

#### Norse Group

Property services and specialist-care facilities management company Norse Group has had to contend with communicating across a geographically dispersed, non-desk-based workforce. To connect the 6,400-person-strong company, it launched One Magazine to ensure every employee could access and engage with relevant corporate news, people stories and communications. In 2023, it reimagined the publication to feel like a lifestyle magazine, rather than a newsletter. This shift made the content more exciting, while also providing more opportunities for employees to contribute to the publication.

The magazine is even translated into different languages and available as a large-print edition to ensure it is inclusive across Norse Group's employee base. Reaching more than 64% of employees with each digital issue, One Magazine is a vital tool for internal communications. "I love that this is produced in-house. It looks fantastic and is a testament to the skill of the team," said one judge. Another praised the "beautiful publication and very good results with a hard-to-reach audience."



## BEST INTERNAL PUBLICATION: DIGITAL



**SILVER**

### **BT Business and Top Banana**

BT Business worked with Top Banana to launch The Buzz, giving 18,500 employees across the globe a communication platform that's role-specific, easy to navigate and relevant to their day-to-day work. It streamlined internal communications and was designed to build a more cohesive corporate culture. "I love the digital-first approach and the research that has gone into this," said one judge, praising the way existing channels were consolidated to achieve a bigger impact.



**SILVER**

### **Sunderland City Council**

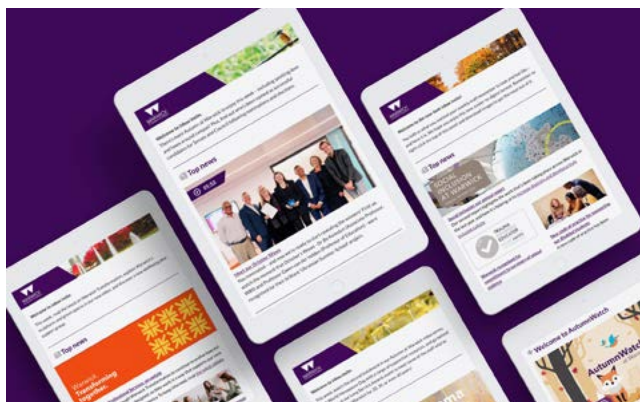
Sunderland City Council replaced its print newsletter with a digital publication that speaks to the heart of the council's unified approach. Called 'That's the way we do things', the digital magazine has built a solid readership of engaged council employees. This has led to a 4% increase in the percentage of employees who think the council keeps them well informed of what's going on. Judges thought this was an excellent example of an internally created digital publication that is primed to make even bigger change in the future.



**BRONZE**

### **The Glenmorangie Company**

Moët Hennessy's internal magazine, Spirited, is a stunningly developed and professional title that has helped to build a unified culture within the spirits division of the business. The content delivers high-profile interviews and storytelling alongside key business news, ensuring the company's global staff base is kept well informed. Judges found the digital publication to be beautiful and visually impactful, with a strong reach.



**BRONZE**

### **The University of Warwick**

As part of its internal transformation, the University of Warwick sought to improve its internal communications from an email-drop format newsletter. It focused on improving staff involvement in the storytelling and ensuring the newsletter was more inclusive and aligned to the Warwick brand. The new publication is easier to read, more visually impactful and has led to a massive uptick in readership. Judges praised the "insights-driven approach" and excellent creative improvements the team made.

## BEST INNOVATION

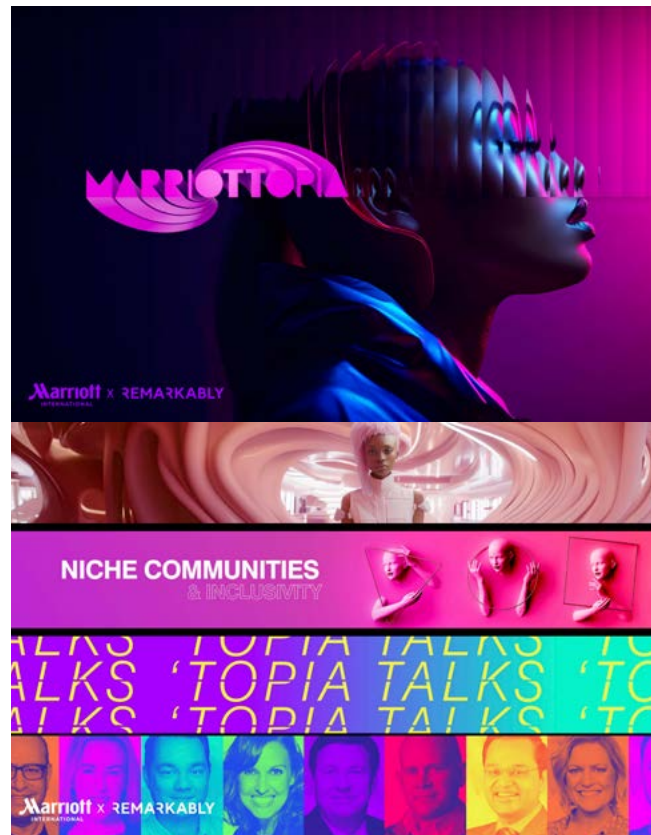


### GOLD

#### Bridgestone and Sequel Group

Bridgestone West and Sequel Group launched the 2024 ACTIVE8 sustainable business campaign to increase employee engagement with the Bridgestone E8 Commitment across the Americas, Europe, Middle East and Africa. Aimed particularly at hard-to-reach manufacturing sites, the campaign included a digital Wall of Pledges, ACTATHON hackathons and a month-long focus on sustainability themes.

Supported by local task-forces and leadership, it engaged over 2,500 employees, generated 157 business improvement ideas and led to over 37,000 content views. Survey results showed significant increases in awareness, behavioural change and understanding of sustainability goals. The campaign demonstrated how targeted, creative internal communication can embed corporate values and drive cultural and operational change across a diverse, multinational workforce. Judges thought the use of activation and pledges to engage colleagues with the campaign, especially non-desk-based workers, was a step towards "creating a taskforce of ambassadors".



### GOLD

#### Marriott International and Remarkably

Marriotttopia - Marriott's annual consumer operations conference - intended to unveil 'A world of endless possibilities' while also driving clear business change. Remarkably crafted an immersive event that used technology to showcase the future of hospitality in an engaging, tangible way. Messaging was delivered in a fun, interactive way, ensuring that employees understood the business' objectives - like increasing Marriott Bonvoy memberships and driving digital growth.

Not only was this engaging and fun event a highlight for staff, but it also resulted in clear positive outcomes against the target objectives. An AI host brought the content to life and showcased the benefits of immersive technology on the future of the sector. One judge called this a "super-cool event! Vibrant and fun, extremely creative and innovative." Others praised the "great innovation and use of AI", calling it "inspirationally creative!"



## BEST INNOVATION



### SILVER

#### Central Bank of Ireland

The Central Bank of Ireland's One Bank Week wanted to create a festival-like environment at the bank to replace a poorly performing all-staff conference format. The massive programme of events was focused on four key themes and was developed in association with employees. Changing the format helped build strong engagement with the communications and resulted in 89% rating the experience as 'excellent' or 'very good'.



### BRONZE

#### We Are Brass Tacks - The Environmental Services Association

The Environmental Services Association (ESA) is the voice for the UK's waste treatment and recycling centre workers. It worked with We Are Brass Tacks to deliver a health-focused programme called 'Head Start', designed to cut through the noise and provide vital mental health support and communications. It had to meet the needs of a diverse workforce and cut across distinct company brand lines. Judges thought the assets created – such as a playbook for mental health, gamification and clear guides – were not only engaging but also beneficial and innovative.

## An open photo album with a blue cover. The left page is titled "Asia Pacific" in blue text. It features a collage of nine photographs: two male athletes running, a person in a red shirt with "KATO" on it, a person in a blue shirt, a person in a red shirt, a person in a blue shirt, a person in a red shirt, a person in a blue shirt, a person in a red shirt, and a person in a blue shirt. The right page shows a person in a blue shirt.

## Bupa and Altadicta

This resulted in thousands of pictures and posts documenting the global workforce's different commitments to health, caring and wellbeing. Judges thought this campaign was emotive and creative and praised the way it linked the internal communications with the external branding. "They clearly knew and understood their audience," said one judge. Another added that this was a "simple but brilliant idea that is very well grounded in the organisation's purpose."



## BEST USE OF EMPLOYEE-GENERATED CONTENT



### SILVER

#### ABN AMRO and La Plume Media B.V.

ABN AMRO worked with La Plume Media on an internal gameshow called 'We Love Clients'. The format pitted two teams against each other answering questions around the company's client units. Winners received a customer experience day in which the winning pair shadowed an expert within the company, bridging the gap between leaders and employees. Judges thought this was fun, unique and utterly innovative.



### BRONZE

#### EVOS and La Plume Media B.V.

La Plume Media created a safety induction video for all eight European terminals of EVOS, a company specialising in the storage of liquid fuels and chemicals. This relied on close co-creation of the content alongside employees. The collaborative approach led to an animated film promoting best practice in health and safety. Judges thought this was produced to a high quality and liked that it produced an overall boost in employee pride.



### BRONZE

#### Keyloop

To focus its CSR efforts and revive internal energy behind them, Keyloop created the 'Power to Change' programme. This was an employee-led and employee-driven project that allowed staff to create communities and communications that would lead to a more impactful CSR culture. It also meant that employees were able to craft a culture of giving back that would resonate with them.

## BEST COMMUNICATION OF CORPORATE CULTURE

# ASTARA MOBILITY CHALLENGE



ASTARA

### GOLD

#### Astara and Kreab España

Astara is committed to the future of sustainable mobility solutions. To ensure its corporate culture, internal communications and values were aligned to this mission, it worked with Kreab España to embed sustainability at the heart of its business. The team developed a campaign that would inspire employees to consider the actions they could take to make sustainable change in their transportation choices. It used a mobility challenge and gamified activation to encourage participation.

Almost three-quarters of staff took part in the mobility survey and more than half said they would make sustainable changes to their transportation habits as a result. The campaign got employees to truly live and breathe the corporate mission. One judge called this "a worthy winner for a well-rounded campaign", while others praised the beautiful design work, the use of gamification as an engagement tool and the clear alignment between the internal communications and company strategy.

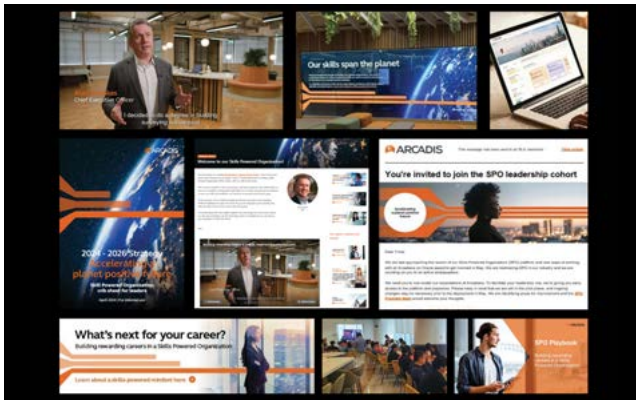
# BEST COMMUNICATION OF CORPORATE CULTURE



## SILVER

### TransPennine Express

TransPennine Express' ownership change led to the need to redefine the corporate culture and ensure staff were inspired by the business. A year-long campaign focused on reinvigorating employees' passion for the organisation and transforming staff into brand ambassadors. A leadership event drove excellent engagement and ensured the messaging was delivered across the company.



## BRONZE

### Arcadis

Arcadis' commitment to sustainable building and design was reflected internally with a careers-focused employer brand shift that harnessed the power of sustainability. The company used internal insights to shape a campaign that would change perceptions of Arcadis as an employer. Judges thought this campaign had strong reach and high levels of engagement due to its clear links to the company's objectives and its consideration of employee insights.



## BEST DE&I INITIATIVE



### GOLD

#### Aviva

Aviva wanted to highlight the contributions its employee groups made to its inclusive and engaged corporate culture. To do so, it introduced 'community takeovers' in which each group had a week to run the company's internal communications channels. The company's six networks were able to shed light on the different aspects of Aviva's culture while encouraging membership and promoting inclusivity within Aviva.

The stories told were personal, authentic and entirely employee-generated. Using statistics, individual experiences and a cohesive visual look, the takeovers made a big impact. There was a 280% increase in traffic to the communities' intranet microsite and thousands of comments and engagements with the posts. And the communities charted a 30% increase in membership after the takeovers concluded. "I really liked the striking creative and the mix of facts and testimonials," said one judge.



### GOLD

#### Bupa and Altadicta

Bupa worked with Altadicta on its 'Picture of Health' campaign in response to data showing that 80% of people feel diverse health stories are underrepresented in society. It crafted a high-profile campaign featuring six Paralympic athletes photographed by Annie Leibovitz. It was designed to show Bupa's audiences that health didn't look the same for everyone. Alongside this, Bupa launched an advocacy forum to provide listening spaces for those with disabilities, health conditions or neurodivergence.

Employees were also encouraged to share their own photos documenting what the 'picture of health' meant to them. In the first 10 days alone, 1,400 photos were submitted. The incredible engagement was also an indication of the alignment of Bupa's internal and external comms as the campaign ran for both audiences. Judges thought the integration between the internal and external audiences was excellent and praised the way the campaign garnered an incredible amount of employee participation and engagement.



## BEST DE&I INITIATIVE



### SILVER

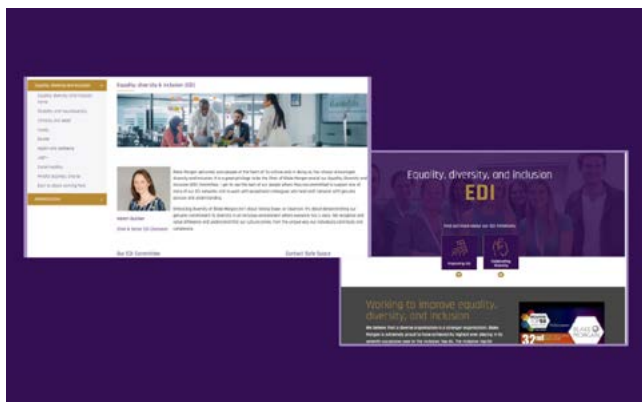
#### Elsevier

Elsevier developed a diversity campaign that was built alongside its internal audience. Employees were able to contribute their own stories and then take advantage of resources like professional photography, copyediting and content development. This made every participant an internal communicator. Not only was this an excellent way to improve the inclusive culture within Elsevier, but it also helped position the company as an employer that embraces and celebrates diversity when recruiting new staff.

### BRONZE

#### Blake Morgan LLP

Law firm Blake Morgan is the only law firm in the Inclusive Top 50 companies in the UK – and has been ranked there for eight years. But to ensure its commitment to DE&I continues, it developed a webinar series focusing on diversity issues, developed an annual report and communicated regularly about DE&I through internal channels. Judges thought the ongoing commitment to excellence in diversity and inclusion was superb and well supported by Blake Morgan's internal comms activities.

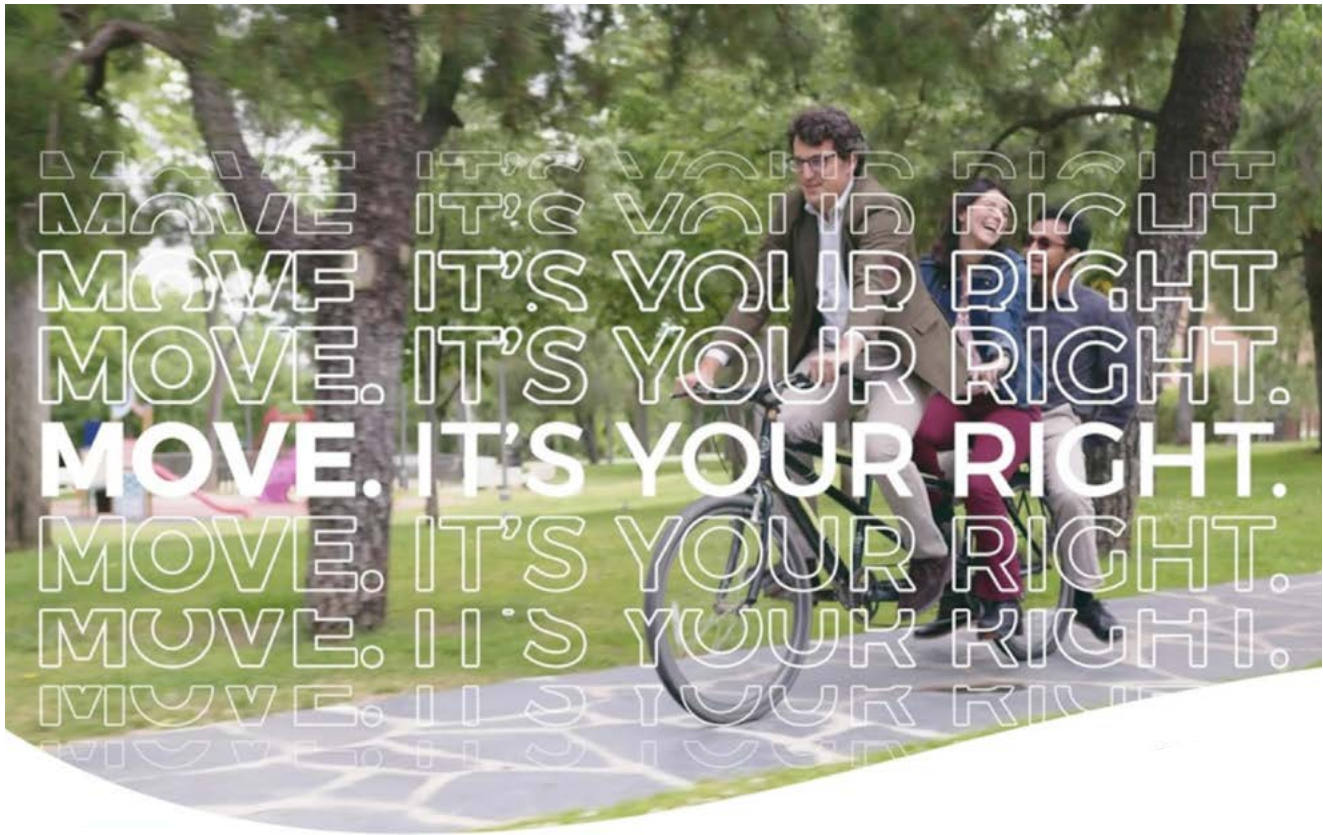


### BRONZE

#### Gambling Commission

The Gambling Commission has been working to develop and embed an inclusive culture. It has created network groups and taken steps to make the workplace a safe space for employees to share their stories. This commitment was driven by data showing the need for change. And change the commission has, with a massive shift in employee sentiment and feelings of belonging as a result. One judge praised the "good use of organisational data to inform decision-making, co-operation and collaboration across the business to create and support campaigns and the multi-channel approach to engagement."

## BEST ENGAGEMENT OF CORPORATE PURPOSE



### GOLD

#### Astara and Kreab España

Astara is a global mobility company committed to the sustainable evolution of mobility solutions. It worked with Kreab España to launch the 'Astara Mobility Challenge' – a global initiative designed to promote sustainability and strengthen engagement among its global workforce. Two key activities included a mobility survey that delved into employees' commuting habits and behaviours and a gamified, app-based challenge that encouraged behaviour change in a fun way.

The programme was designed to improve engagement with Astara's corporate purpose and build a stronger understanding of sustainability and each individual's contribution to the company's objectives. As a result, employees said they felt more like a part of the global team, that their awareness and understanding of sustainability improved and that they made a change in their transportation habits after the challenge. "The campaign is super-aligned with the company mission, clearly aligned with an impactful corporate purpose and audience-driven with a clear understanding of how to drive the attitudinal change expected. A worthy winner," said one judge.

## BEST ENGAGEMENT OF CORPORATE PURPOSE



### SILVER

#### **Heddlu de Cymru South Wales Police**

To keep Heddlu de Cymru South Wales safe and be the best at understanding and responding to its communities, the South Wales Police launched a series of events called the Chief Constable Roadshows. These events sought to reach all employees across the vast region with consistent, clear messaging and personal connection to the chief constable. Judges thought this was “clearly aligned with the corporate purpose” and delivered impactful results for the workforce.



## BEST INTERNAL COMMUNICATIONS BY A CHARITY, NGO OR NOT-FOR-PROFIT



### GOLD

#### Wheatley Group

Scottish housing and property management company the Wheatley Group found that only 72% of employees felt connected with their colleagues across the business. To improve belonging and promote a cohesive culture, the group focused on a digital-first internal communications transformation programme. It updated its intranet to include a mobile app, simpler navigation and clearer communications assets.

This simple strategy has nonetheless made a massive impact on the company. Now, 93% of staff feel connected to their peers and there has been a 24% increase in people saying it's easy to find what they need on the intranet. Additionally, more than 80% of the workforce regularly interacts with news stories on the intranet. Judges were amazed by the dramatic improvements in belonging and inclusion as a result of the new communications strategy.



# BEST INTERNAL COMMUNICATIONS BY A CHARITY, NGO OR NOT-FOR-PROFIT



## SILVER

### Central Bank of Ireland

The Central Bank of Ireland is undergoing a transformation, requiring its internal communications to work hard to support this shift, while also facilitating change in their own right. The organisation focused on building stronger connections across the business, improving leadership communications and creating a stronger culture. Judges thought the One Bank Week 'festival of engagement' was a bold - and ultimately impactful - event.

# BEST INTERNAL COMMUNICATIONS FROM THE EDUCATION SECTOR



## GOLD

### The University of Warwick

During a challenging period for communications in the higher education sector, The University of Warwick's internal communicators worked carefully to listen to protestors, craft leadership communications and gear the university's message towards 'free speech', ensuring a balance to its positioning.

Part of the success it had in this period was due to an ongoing commitment to improving its internal communications. Internal channels, newsletters and messaging have been improved over the past two years to ensure all of the organisation's 13,000 staff – from professors to cleaners – could access and engage with internal communications. The updated newsletter has seen a 40% open rate, against an industry average of 35%. Internal engagement has also improved across video series, staff awards and newsletter metrics. Judges praised the insights-driven approach to the internal communications strategy.

# BEST INTERNAL COMMUNICATIONS FROM THE EDUCATION SECTOR



## SILVER

### Bright Horizons UK

Early years education provider Bright Horizons has focused on improving its internal communications to reach its non-desk-based workforce to not only improve the culture but also reduce attrition and support employees' learning and development journeys. Installing digital screens in break rooms means that 90% of staff now regularly use the corporate intranet. Judges liked how "a small team achieved big things" and praised the multi-channel approach, considering the challenging needs of the workforce.

## BEST INTERNAL COMMUNICATIONS FROM THE ENERGY AND UTILITIES SECTOR



### GOLD

#### National Grid and Goldbug

The National Grid is in the middle of a massive infrastructure investment period, in which the nation's networks will foster growth and support the energy transition. But this transformation required deft internal communications to encourage employees to rally behind the corporate mission. Goldbug developed the 'Big Work' programme, which was designed to engage the largely non-desk-based workforce with compelling, relatable communications.

The 'Big Work' campaign saw punchy, simple messaging combine with real photos of the grid's infrastructure and employees, all complemented by big typeface design. The result is an aligned, creative and strategic campaign that gives employees a voice and engages them with the company's objectives. Now more than 75% of staff understand the National Grid's purpose and how they fit into it. Judges thought the campaign was "visually striking" and resulted in excellent engagement among the target audience while also being "clearly aligned to business strategy and outcomes."



# BEST INTERNAL COMMUNICATIONS FROM THE ENERGY AND UTILITIES SECTOR



## SILVER

### Yorkshire Water and WPA Pinfold

Yorkshire Water's 10-year ambition to transform its business and improve water sustainability and infrastructure across Yorkshire required employees to have a strong understanding of their contribution to these goals. WPA Pinfold crafted 'drive to thrive' – a programme developed to run over five years and promote understanding, engagement and trust. Judges thought the strategic foundations and creative work were excellent, praising the clear understanding of the target audience's needs.

# BEST INTERNAL COMMUNICATIONS FROM THE FINANCIAL SERVICES SECTOR



## GOLD

### JTC and H&H Agency

JTC offers long-standing employees shared ownership in the business, but corporate expansion diluted this culture, resulting in fewer employees thinking in the long term as business leaders might. Before a share award date, JTC wanted to ensure that employees understood the reward as a way in which they could support long-term business performance. It worked with H&H Agency to encourage employees to think and act like owners.

By creating a campaign rooted in shared beliefs, understanding and experience, the team was able to inspire people to think differently about what share awards actually mean for JTC and their own career journeys. As a result, 96% of employees said they understood what shared ownership meant at JTC, a 6% increase year-on-year. "Some first-class thinking went into this campaign," said one judge. Others praised the use of personas in the research, the quality of the creative work and the alignment between internal communications and strategic business objectives.

# BEST INTERNAL COMMUNICATIONS FROM THE FINANCIAL SERVICES SECTOR



## SILVER

### Goodbody

Irish financial services firm Goodbody launched a number of internal comms initiatives over the past year to support the company's 150th birthday. It developed inclusion and charity partnership programmes, launched a leader training scheme and created its first internal communications department. The 150th anniversary provided a natural rallying point for a number of events, IC changes and employee engagement. Judges thought this was a "well-rounded campaign" with "clearly great work" and results that "generated pride in the organisation."

# BEST INTERNAL COMMUNICATIONS FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



## GOLD

### Cygnet

Health and social care services organisation  
Cygnet wanted to ensure that its internal culture was robust and inspired engagement between employees and the brand's purpose. Its annual Staff Achievement Awards represented a key moment in the year to achieve this. The host and keynote speaker were both members of Cygnet's target community, so the event was strongly aligned with the brand's purpose.

The internal comms team also supports the six employee networks that contribute to a diverse culture and effect change in the company's policies and processes. It delivers communications around key events and milestones throughout the year, maintaining consistent messaging and sentiment to ensure the internal audience is aligned with Cygnet's values. Judges called this "a well-rounded, heartfelt entry that allowed me to get a clear sense of what sort of organisation Cygnet is." They praised the "dedication to celebrating diversity, supporting staff development and fostering a culture of belonging."



# BEST INTERNAL COMMUNICATIONS FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



## SILVER

### Bupa and Altadicta

Bupa's internal comms strategy Savannah27 required a launch and rollout that would set the company up for three years of cohesive internal comms. Altadicta delivered a charming, engaging animation and a communications programme that ensures Bupa's staff are aligned with its vision for the future of healthcare. Judges called this "an absolutely stunning piece of work with very good results."

# BEST INTERNAL COMMUNICATIONS FROM THE PROFESSIONAL SERVICES SECTOR



## GOLD

### Arcadis

Arcadis is committed to driving positive change by innovating solutions that address the needs of both natural and built environments. In 2024, it launched the 'Building rewarding careers in a skills-powered organisation' programme to transform the internal culture, but also to better position the company in serving clients through its skills globally.

Part of this programme was an AI skills-matching platform that allowed employees to take charge of their personal development. More than 62% of employees were onboarded onto the programme in the first six months, ensuring they were well on their way to building new skills. Feedback showed that staff felt the company was providing career progression opportunities. Judges thought this was an excellent way for Arcadis to empower employees to consider their future at Arcadis and decide the direction of their own career development.

# BEST INTERNAL COMMUNICATIONS FROM THE PROFESSIONAL SERVICES SECTOR



## SILVER

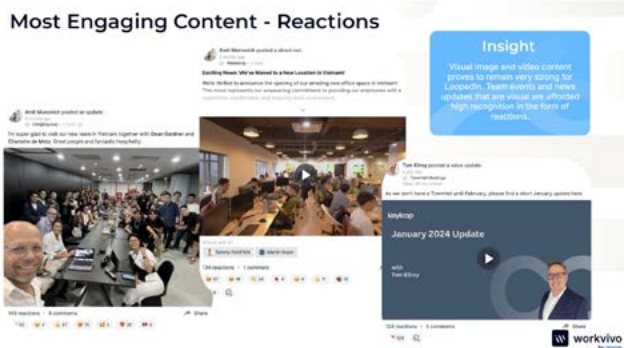
### Blake Morgan LLP

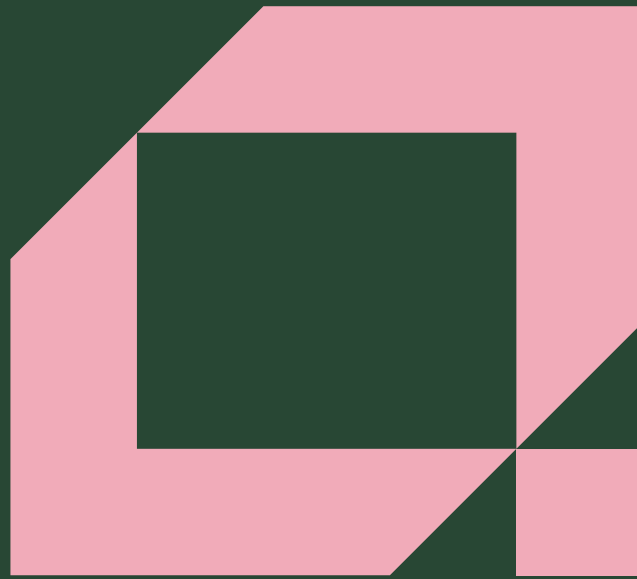
For law firm Blake Morgan's 10th anniversary, its internal communications programme 'One firm' focused on communicating pride in the company's achievements and promoted a sense of belonging. Communications across DE&I activities, conferences, milestone moments from the past, leadership strategy and ensured the firm's direction of travel was clear for all employees. Judges thought the engagement levels were an excellent indication of the programme's impact.

## BRONZE

### Keyloop

Keyloop focuses on fostering a culture of understanding and flexibility in which managers and team leaders are encouraged to be empathetic and considerate of their teams' needs. Its intranet, LoopedIn, plays a crucial role in delivering key content, messages and ensuring employees feel connected to each other across the business. The breadth of internal communications – covering CSR activities, corporate culture and the employer brand – all contribute to making Keyloop a great place to work, according to judges.





# Amplius

Homes that make a difference





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



### **GOLD**

#### **Amplus**

When two UK-based housing associations, Longhurst Group and Grand Union, merged to form Amplus, the merger represented an opportunity to create a compelling narrative to redefine what it means to be a housing provider and build a brighter future. Throughout the process, internal communications was a massive priority. The team had to provide clarity, reassurance and key leadership messages to all employees to ensure a successful transition.

It used a variety of tactics and channels to ensure it could reach every employee and deliver a successful rebrand. The team achieved incredibly high open rates on its email communications – some as high as 94% – and saw excellent engagement across its intranet and video content. Judges said this was an example of internal communications during a merger done right. “Well done to the team involved in what is an intense period,” added one judge.

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

## SILVER

### Bellway

Bellway wanted to ensure that its intranet was usable, useful and well embedded within the corporate culture. It worked with colleagues over a prolonged pilot period to build in key feedback and shape the intranet to be an effective and engaging hub for corporate communications. Judges thought the amazing 85% engagement rate with the new app was an indication of the team's incredible research and success in implementing the intranet.



## BRONZE

### Speedy Hire

Speedy Hire wanted to make leaders more visible and connect with deskless workers to create an authentic people-first culture and embed its business strategy, Velocity. Its comprehensive communications over the past year have led to excellent engagement levels and an increase in belonging. More than 70% of staff said they were proud to work at Speedy Hire and 82% said they were 'motivated to do their best work'.



## BEST INTERNAL COMMUNICATIONS FROM THE PUBLIC SECTOR



### **GOLD**

#### **Sunderland City Council**

Sunderland City Council had to ensure consistent, open communication with its large workforce amid a challenging landscape both in local government more broadly and in Sunderland more specifically. It focused its efforts on five key pillars around which to build a stronger corporate culture. The communications programme was designed to be inclusive of desk-based and deskless workers, ensure clarity of messaging across a massive suite of content and reach employees in the way that would best engage them.

As a result, employee wellbeing is improving, connections across the organisation are being strengthened and the understanding of leadership strategy is developing. "Well done. I know how hard it is for public sector bodies on tight team numbers and tight budgets to make an impact on internal communications so the effort and dedication is always to be commended," said one judge.

# BEST INTERNAL COMMUNICATIONS FROM THE PUBLIC SECTOR

## SILVER

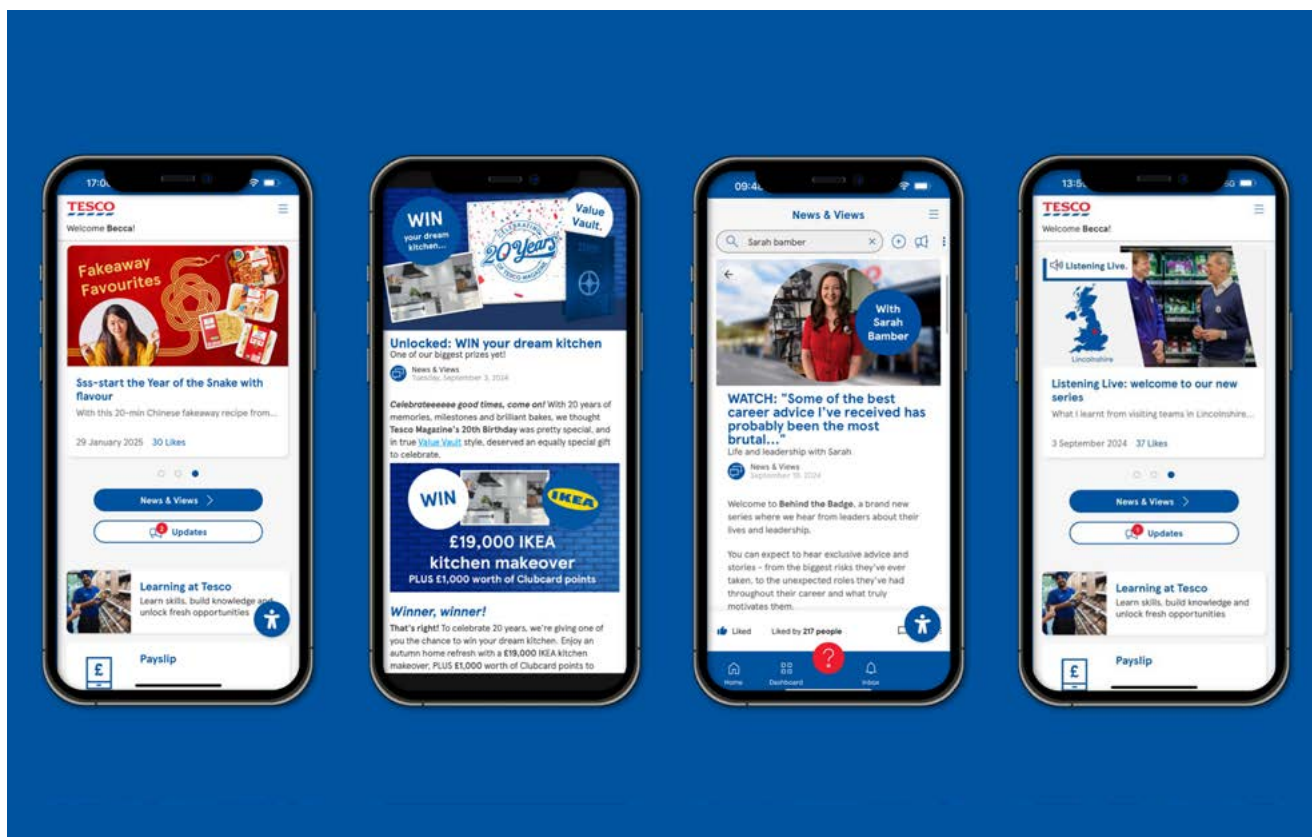
### Heddlu de cymru South Wales Police

With a geographically dispersed workforce, the South Wales Police needed to ensure its communications were consistent, delivered to all employees and reflective of the organisational objectives. Its regular updates, digital screens and internal content were developed to be creative, vital sources of information and connection. Judges loved the excellent communications mix and creative campaigns delivered by the team. One judge said, "There was so much great content!"





# BEST INTERNAL COMMUNICATIONS FROM THE RETAIL SECTOR



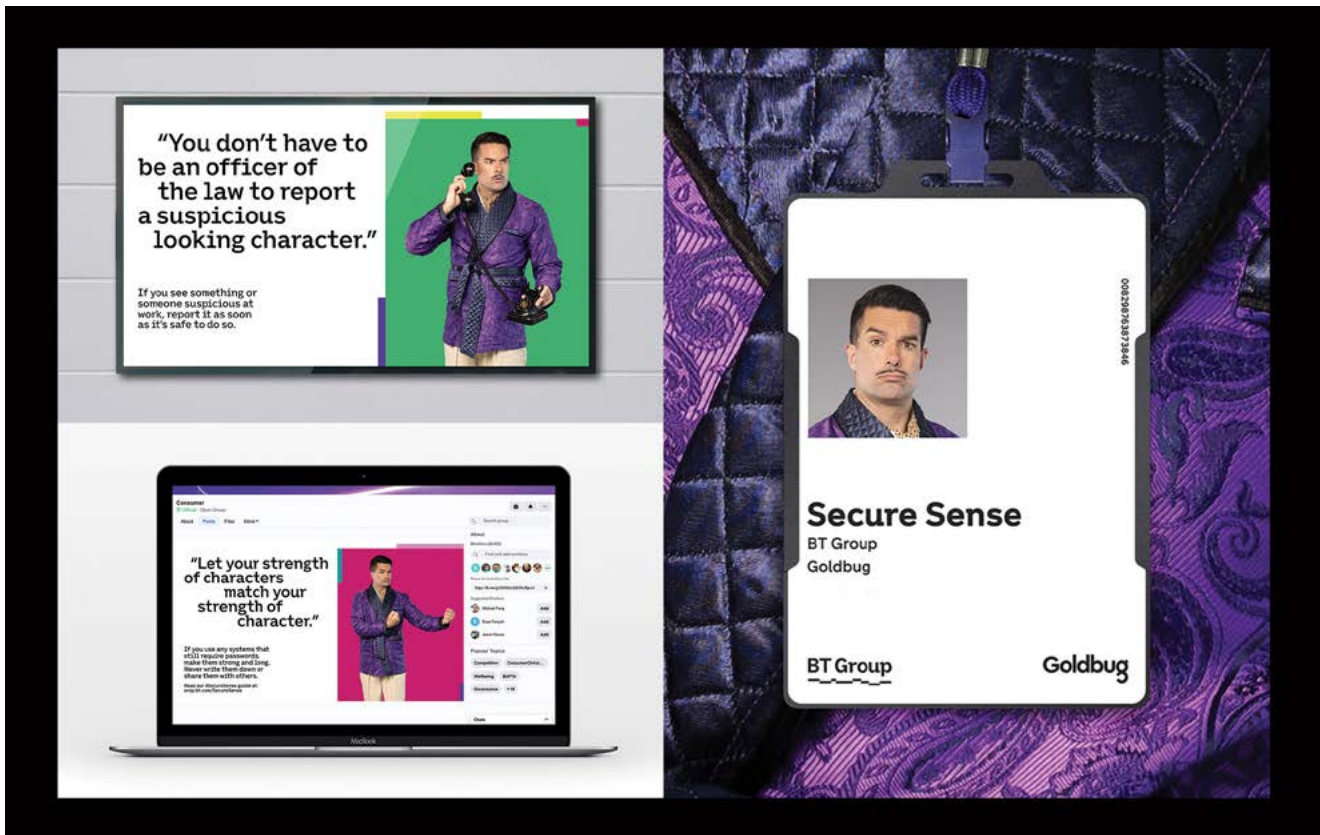
## GOLD

### Tesco

Tesco followed up the introduction of its News & Views communications platform with a focused commitment to using internal comms to change the corporate culture. It wanted to build a stronger safety culture, improve perceptions of Tesco as a great place to work and reach as many employees as possible with its communications. With a business that comprises around 12% of the UK retail sector as a whole, however, this was a definite challenge.

Tesco ran a number of campaigns, activations, events and activities to ensure communications were varied, relevant and fun. They represented the Tesco spirit well and reached thousands of employees across the business. Results include improved perceptions of Tesco as an employer, excellent reach across its News & Views platform and incredible engagement throughout the year. But the fact that every piece of communication was underpinned by a commitment to making Tesco a better business meant that every comms touchpoint worked that much harder.

# BEST INTERNAL COMMUNICATIONS FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR



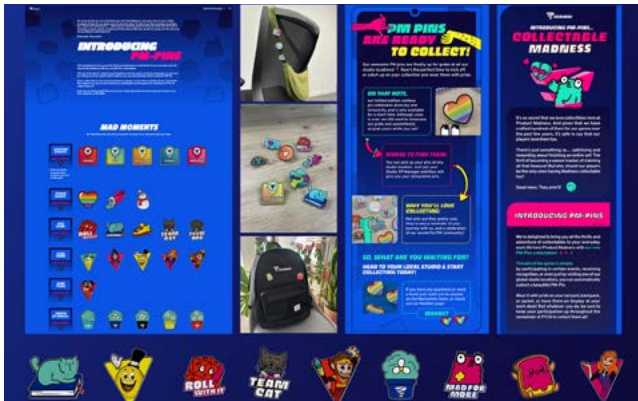
## GOLD

### BT Group and Goldbug

BT Group runs a number of telecoms services and also ensures emergency services calls are connected. But employees didn't have a strong security culture or sense of personal responsibility around security matters. To improve personal ownership of security – both digital and physical – BT Group wanted to change the script. Instead of instilling a sense of fear and a burden on employees, it worked with Goldbug to make security engaging.

The campaign was infused with humour, starring a comedic mascot whose intent was to gain access to BT's systems using his signature 1930s British charm and unfettered 'don't ask, don't get' attitude. This approach paid off as positive sentiment for the campaign was at 100%. Additionally, 77% of employees said they took action after seeing the campaign and 92% of staff are now wearing their ID cards as directed. "Love, love, love this! I wish I'd come up with this idea!" said one judge. Another praised the way the creative "has left a lasting, embeddable mark on the organisation. Superb."

# BEST INTERNAL COMMUNICATIONS FROM THE **TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS** SECTOR



## SILVER

### Product Madness

Mobile gaming company Product Madness has seen rapid growth over the past three years, leading to employees feeling disconnected with the culture. The internal comms effort harnessed four key moments in the calendar to inspire employees and generate a stronger company spirit. By infusing the events with Product Madness' signature brand values and fun, employees found their love for the business again. Referral rates are up and judges praised the way the team "knew exactly what appeals to its workforce."



## BRONZE

### Elsevier

Elsevier wanted its employer brand and internal culture to be synonymous with diversity. A diverse workforce is crucial to its mission to advance health and scientific research. Its 'Diversity at Elsevier' campaign was a multi-channel project that used podcasts, cohesive branding, written content and personal testimonials to amplify the diverse stories within the business. "The campaign goes beyond tokenism to create a lasting impact on the company's employer brand and approach to DE&I," said one judge.



# BEST INTERNAL COMMUNICATIONS FROM THE TRANSPORT AND LOGISTICS SECTOR



## GOLD

### TransPennine Express

With new ownership arriving in 2024, TransPennine Express launched a comprehensive internal communication and employee experience campaign to introduce and embed the business' new vision and values. It wanted to engage employees and reignite their passion for the business while improving customer service in the process. It also aimed to transform managers into brand ambassadors for the new corporate vision and values.

A comprehensive programme of internal communications supported this mission, including a quarterly magazine, frontline employee engagement, employee takeovers of social channels, local comms, manager training, resources and more. TransPennine Express noted a 13% increase in employees saying the organisation was a recommended employer while 75% of people said they were motivated to do their best at work, up 6% from the previous year. One judge said, "The activity of the team was well defined and focused, the delivery is well executed and the organisation has thought through the embedding of this crucial campaign exceptionally well."



# BEST INTERNAL COMMUNICATIONS FROM THE TRANSPORT AND LOGISTICS SECTOR



## SILVER

### Keyloop

Automotive retailer technology company Keyloop focuses heavily on ensuring it is a workplace where all individuals feel appreciated and recognised. To achieve this, it delivers consistent internal comms across a range of channels and to different audiences. Its intranet provides social connectivity, podcasts, videos and more, while its employee initiatives build a culture of inclusivity. Judges thought the high levels of engagement and positive feedback from employees were clear indications of successful internal comms.



## BRONZE

### HAVI

Global supply chain brand HAVI has focused on improving its digital employee communications to build stronger connections with geographically dispersed and non-desk-based workers. It has developed cohesive communications across the company's app, newsletter and intranet to ensure all employees are informed and included. Judges thought the multi-channel approach was an excellent way to ensure every employee across the business could be engaged.

## ONE TO WATCH



### WINNER

#### **Danielle Bagnall – Bright Horizons UK**

Bright Horizons provides early years education across the UK and requires a deft hand at internal communications to ensure its audience of busy and energetic nursery teachers and staff are kept well informed. Danielle Bagnall joined the company after a career in journalism with the mission to transform the company's leadership development programme and improve staff retention.

Bagnall ensures the organisation's non-desk-based workers are engaged by crafting relevant content and delivering it through a combination of digital noticeboards, face-to-face comms and corporate news. Bagnall consistently strives to go above and beyond to ensure employees feel valued, informed and connected. Her work has contributed to the organisation jumping 13 places to secure the 13th spot in the Great Places to Work rankings in 2024. Parents are happy with their children's experiences at the nurseries. Bagnall has also contributed to 94% of employees saying they are proud to work at Bright Horizons, an 8% increase year-on-year.

One of Bagnall's colleagues said, "Her accountability stands out as she consistently considers the bigger picture and the impact of her words and actions on others. She's never afraid to respectfully challenge assumptions or ask important questions – a hallmark of true leadership." Bagnall, with her past successes and ambitions for the future, is clearly one to watch in British internal communications.



**WINNER**

**Hatty Lobb – We Are Brass Tacks**

Hatty Lobb, comms and campaigns lead at We Are Brass Tacks, joined the business as a project manager, but swiftly became an impactful young communications talent. Lobb has been charged with producing challenging messaging and bold creative work that resonates with all audiences, from frontline staff to senior leaders. She has worked across every channel and output to ensure her client work is engaging, well suited to the needs of the audience and creative.

Lobb has a keen ability to see both the big picture and the incremental steps needed to get there. She understands the complexities of full-scale culture change while recognising that real change happens one message at a time. Her career has seen her turn a hand to the Environmental Services Association's 'Head Start' programme, Biffa's 'Safer Together' videos and Flogas Britain's winter safety campaign.

Howard Jonas, head of occupational health, safety, environment & security at Flogas Britain, said, "Hatty's approach was a breath of fresh air. Her idea to focus on sharing stories and experiences rather than just reiterating the risks has encouraged more colleagues to speak up."

Lobb's enthusiasm, creativity and understanding of the value of internal communications will surely serve her well in a long career as an internal communicator.

## INTERNAL COMMUNICATOR OF THE YEAR



### WINNER

#### **Lauren Cursiter – Google**

Lauren Cursiter is the global marketing & communications manager for Google's learning and development team, Mastery. She is responsible for engagement and culture change through innovative communication strategies for more than 25,000 employees at Google. She has worked hard to instil a culture of continuous learning among employees while championing the development of new skills as a key driver for business growth.

Cursiter is a staunch believer in the power of data to make decisions. She also focuses on creative storytelling and infusing communications with a strong sense of fun. She has transformed perceptions of learning from being seen as a checkbox activity towards being a critical driver of sales success. She has also transformed the Manager Minute newsletter to become a vital communications channel by infusing it with storytelling, cartoons and a sense of fun.

Cursiter's changes across Google have led to a stronger internal culture with employees considering their long-term careers and their overall contributions to the organisation more strategically. Her work in crafting Mastery into a means for driving business success indicates her clear understanding of the links between internal comms and corporate objectives. She is a leading light in the UK internal communications landscape.



## BUSINESS LEADER OF THE YEAR



### WINNER

#### **Michael Voegele – Philip Morris International**

Philip Morris International's (PMI) chief digital & information officer Michael Voegele is leading the business' IT arm toward driving innovation and success at PMI and in the sector more broadly. IT has been responsible for part of the transformation of PMI into a smoke-free company. Voegele has contributed to this organisational change by integrating cloud-based tech solutions, eliminating siloes and instilling a shared sense of purpose in his staff.

The corporate transformation has affected PMI's people landscape, shifting staff into new roles and locations. Voegele has made this transition more seamless by ensuring everyone is aligned with the corporate objectives and making the operational model clear and easy to understand. His leadership communications have contributed to a vibrant corporate culture and a sense of trust between employees and business leaders in the midst of change.

Corporate change on this scale can be disruptive and challenging for leaders. But people like Voegele, who prioritise the experience of employees and consistent and clear two-way communications, can contribute to the success of such transformations. Voegele is a strong leader who is paving the road for PMI to embrace a new way of working and effect change far into the future.

## INTERNAL COMMUNICATIONS TEAM OF THE YEAR



### WINNER

#### The University of Warwick

The University of Warwick is home to 13,000 employees in professional services, commercial services, estates, academics and research. This diverse staff base means internal communications is not only a huge challenge, but also of the utmost importance in unifying the organisation. The team is committed to delivering excellent communications that serves the needs of its audiences while reflecting the values and mission of Warwick's brand.

The team has reimaged the staff newsletter, delivered a sustainability communications programme and manoeuvred the university through a period of protest and political commentary. One of the activations, the Autumn and Spring at Warwick video series, has brought to life the work of the estates and sustainability teams. The series achieved excellent engagement and inspired behaviour change around sustainability.

The team has seen excellent results. Its management newsletter has a 47% open rate, outstripping sector competitors, while its all-staff newsletter sees an 8% open rate and charted a 12% engagement increase. The University of Warwick team has delivered world-class internal communications across a range of channels and tactics to improve the organisation's internal culture and build a stronger community within the university. It has already taken home a gold, a silver and a bronze award and is a worthy winner of the 'Internal Communications Team of the Year' award.



# MORE CHANCES TO WIN



## EVENTS HOSTED BY COMMUNICATE MAGAZINE

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ENGAGEMENT  
AWARDS

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& Financial  
Awards

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AWARDS

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## GRAND PRIX



### WINNER

#### Marriott International and Remarkably

The world is full of possibilities, particularly given how emerging technologies can affect the workplace and consumer experience. Marriott International wanted to showcase the world of possibilities to its consumer operations employees through an innovative, immersive event. It worked with Remarkably to make its 2024 conference - Marriottopia - a revolutionary internal comms activation. The conference featured an AI host and unveiled the ways in which AI and other technologies are shaping the consumer experience in the hospitality sector. It was designed to encourage staff to embrace the world of opportunities open to them because of these technologies. The conference itself was aligned with key business objectives, like increasing revenue per available room (RevPar), Marriott Bonvoy signups and an increase in digital share.

Attendees loved the event, rating it highly across all metrics. It also contributed to a 67% increase in Bonvoy enrolments and a 9% growth in RevPar. Judges were blown away by the creative, technological innovation and boldness of this event. One judge said, "The creative is intelligent and innovative and the results are robust and well articulated; extending into the wider business impact and giving us a clear 'so what' for this piece of work. This is how to elevate an event from being a great day out to a meaningful moment in an organisation's history with lasting impact. Very well done." Another said it was "MIND BLOWING! This event ticked all the boxes."

Marriott International and Remarkably crafted an outstanding, impactful and successful event that aligned internal communications with business growth in a tangible way. They are deserving winners of this year's 'Grand Prix'.





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