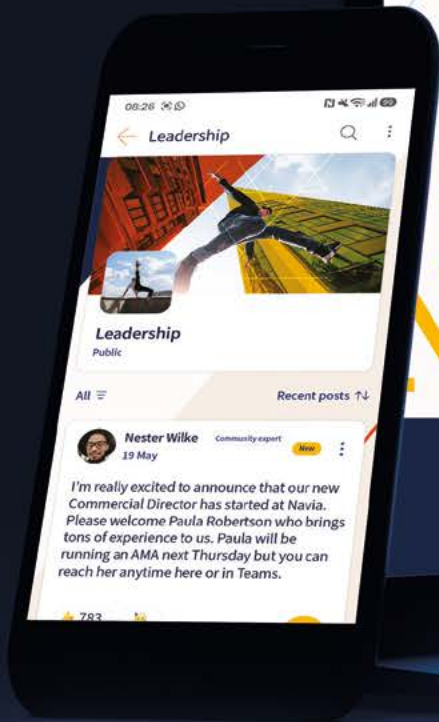


**ICE** INTERNAL  
COMMUNICATIONS  
AND ENGAGEMENT  
AWARDS 2026

**WINNERS  
BOOK**





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- 5 Note from the editor
- 7 Meet the judges
- 12 The winners

**CAMPAIGNS AND COMMUNICATIONS**

- 16 Best Internal Communications Campaign: Large Business under 10,000 Employees
- 18 Best Internal Communications Campaign: Large Business over 10,000 Employees
- 22 Best Communication of Change or Business Transformation
- 25 Best Internal Communications Campaign Across Multiple Markets
- 27 Best Alignment of Internal Communications with External Messaging
- 28 Best Internal Communications in a Crisis
- 29 Best Communications Campaign to Assist the Onboarding Process

**PROCESS**

- 32 Best Use of Data
- 34 Best Use of Content
- 36 Best Use of Storytelling
- 38 Best Engagement of Brand Ambassadors
- 40 Best Ongoing Commitment to Internal Communications
- 43 Best Engagement of a Disparate or Remote Workforce

**OUTPUTS AND DELIVERABLES**

- 47 Best Intranet
- 49 Best Use of Audio
- 50 Best Use of Video and Animation
- 52 Best Event: In-Person
- 56 Best Event: Online or Hybrid
- 58 Best Internal Publication: Print
- 60 Best Innovation
- 62 Best Use of Employee-Generated Content
- 64 Best Use of Artificial Intelligence in Internal Communications

**CULTURE AND PURPOSE**

- 66 Best Communication of Corporate Culture
- 68 Best DE&I Initiative
- 70 Best Engagement of Corporate Purpose

**SECTOR**

- 72 Best Internal Communications by a Charity, NGO or Not-For-Profit
- 74 Best Internal Communications from the Education Sector
- 75 Best Internal Communications from the Energy and Utilities Sector
- 77 Best Internal Communications from the Engineering and Manufacturing Sector
- 80 Best Internal Communications from the Financial Services Sector
- 82 Best Internal Communications from the Food and Beverage Sector
- 84 Best Internal Communications from the Healthcare and Pharmaceutical Sector
- 86 Best Internal Communications from the Professional Services Sector
- 89 Best Internal Communications from the Property, Construction and Facilities Management Sector
- 92 Best Internal Communications from the Public Sector
- 94 Best Internal Communications from the Retail Sector
- 96 Best Internal Communications from the Technology, Media and Telecommunications Sector
- 98 Best Internal Communications from the Transport and Logistics Sector

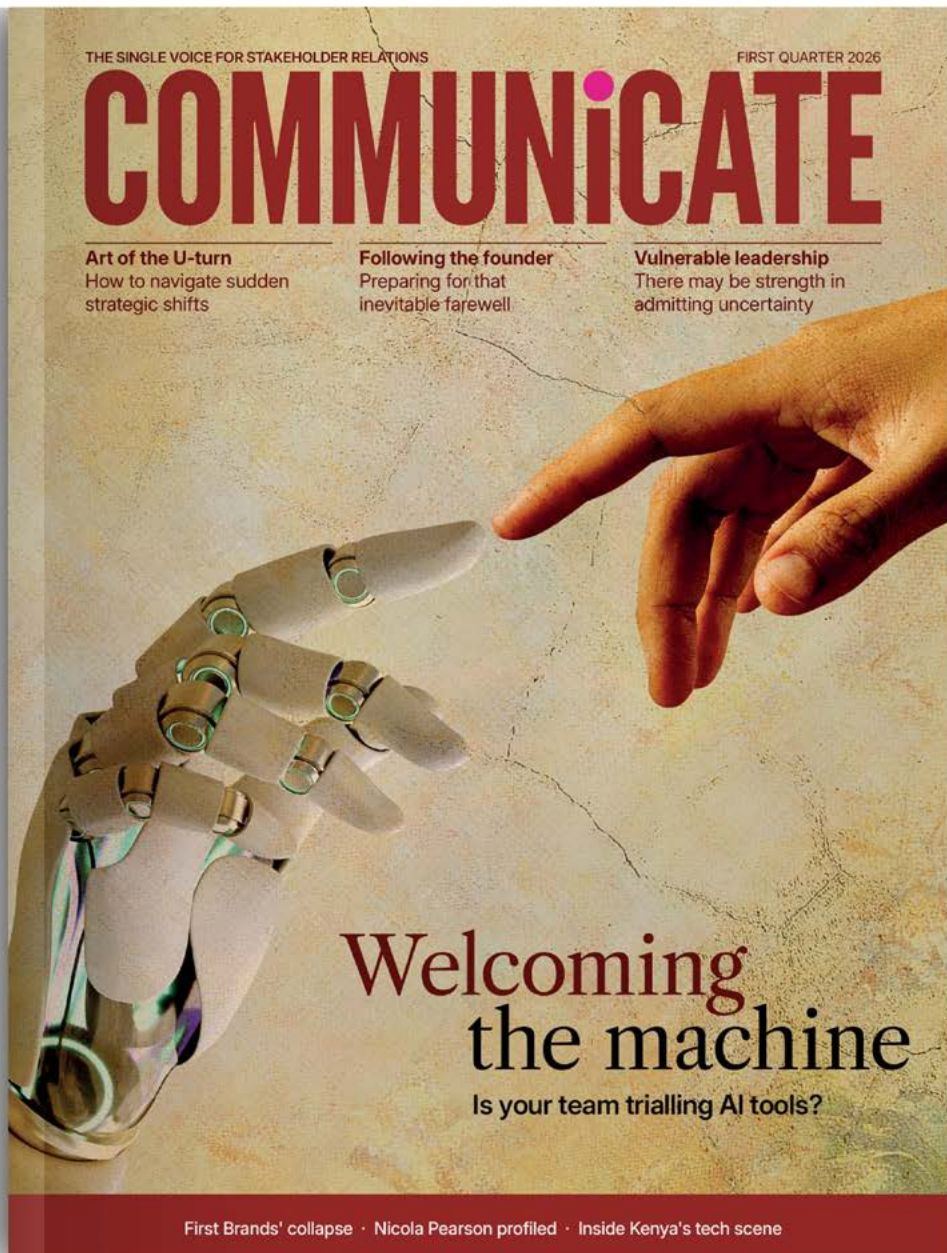
**SPECIAL RECOGNITION**

- 100 Internal Communications Team of the Year

**GRAND ACCOLADE**

- 102 Grand Prix

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## NOTE FROM THE EDITOR



**REBECCA PARDON**  
EDITOR  
*COMMUNICATE MAGAZINE*

For eight years now, the Internal Communications and Engagement Awards have recognised the people responsible for the quiet rhythm of an organisation. Often working behind the scenes in small, highly capable teams, internal communications rarely seeks the spotlight. Yet when businesses face moments of change or uncertainty, it is this function that provides clarity and continuity. More than that, it helps shape culture, connecting people with purpose and giving organisations a shared sense of direction.

This evening's winners and finalists are a reminder that the discipline is as creative as it is strategic. From thoughtful campaigns to inventive ways of bringing colleagues together, the work celebrated tonight has informed, inspired and, at times, brought genuine moments of joy. Every name on this year's shortlist represents work of the highest standard. Congratulations to you all, it is thoroughly deserved!

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**DIAGEO**

**NHS**

## MEET THE JUDGES



**Andrew Borthwick**  
Global head of internal communications  
*Skyscanner*

A collaborative, story-driven senior communications leader, Andrew brings more than 15 years of experience across internal communications, corporate communications and journalism. He is known for strengthening culture, building trust and translating strategy into clear, engaging narratives. He has also advised executive teams through periods of significant change and led initiatives that improved employee alignment and advocacy.



**Lewis Broughton**  
Head of employee engagement and communication  
*University of East London*

Lewis is head of employee engagement and communication with more than 10 years of experience transforming how organisations listen to, engage with and communicate with their people. He specialises in building engagement and communications functions, leading complex change programmes and creating multi-channel strategies that strengthen culture and employee voice.



**Asha Constanza**  
Senior manager – UK internal communications  
*Admiral Group*

Asha is the senior manager for UK internal communications at Admiral Group where she leads a high-performing team and brings strategic clarity, creativity and a healthy dose of 'let's cut through the noise' energy to every challenge. With more than 15 years' agency and in-house experience – including roles at Allianz Insurance, ASOS, New Look and Clarks Shoes – she has delivered impactful employee experiences across a wide range of sectors.



**Mina Dhillon**  
Global internal communications manager  
*ITRS Group*

With 20 years of experience, Mina has created internal communications for brands such as 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.



**Steve Hayes**  
Director of corporate affairs and communications  
*GSA*

Steve has more than a decade of experience leading communications functions in large organisations. After moving into communications and PR following a career as a newspaper journalist, he led communications for the Chartered Institute of Housing and has subsequently overseen award-winning transformations of the communications functions at housing associations Citizen and GSA.



**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 people with disabilities. She led the award-winning 'The Elephant' campaign for Bupa's 2021-2024 strategy and is now preparing for its next phase.

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**Congratulations and best of luck to all the finalists at the Internal Communications and Engagement Awards 2026!**



## MEET THE JUDGES



**Mimi Kyazze**  
Global communications  
business partner  
*Colt Technology Services*

Mimi is an award-winning communications business partner with more than 15 years' experience in the tech sector and at Big Four and FTSE-listed companies. She has spoken at industry events, judged awards and led communications for global workforces through major transformations, acquisitions and crises. She also serves on charity boards, helping to shape strategy and strengthen leadership.



**Olga Marchuk**  
Internal communication  
manager - Europe  
*Nestlé*

Olga is an experienced comms professional with more than 13 years in corporate communications, reputation management, brand PR, CSR and sustainability across multinational companies including Nestlé, Carlsberg and Mondelez. She leads internal communications for Nestlé in zone Europe, driving people-centred employee engagement, leadership communications and impactful storytelling that connects employees to strategy.



**Eduvie Martin**  
Group internal  
communications manager  
*British American Tobacco*

Eduvie is a chartered communications professional with 17 years of global experience across multinationals and startups. 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 Chartered Institute of Public Relations (CIPR). Eduvie is president of IABC UK and Ireland.



**Lyndsay Michaels-Gray**  
Internal communications lead,  
central functions  
*Santander UK*

Lyndsay is an internal comms professional with more than 25 years' experience. She has worked in internal comms roles across a variety of sectors at companies including Barclays, T-Mobile, EE, Direct Line Group, EasyJet and Bupa. Lyndsay is the senior internal communications business partner at Santander UK, leading a team supporting corporate and leadership communications across the business.



**Claire Naik**  
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 IoIC 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.

## MEET THE JUDGES



### **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 more than 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.



### **Edeje Onwude**

Former lead communications manager - UK and Ireland  
*Allianz Partners*

Edeje is a Nigerian-born, UK-based communications leader who helps organisations connect business goals with human needs. She works at the intersection of brand, culture and change, partnering with global organisations including Coca-Cola, Reckitt and, most recently, Allianz Partners. Edeje specialises in aligning what organisations say with what they do. Her work ensures words, decisions and actions move in the same direction to build trust.



### **Rosie Powell**

Head of corporate communications  
*LRQA*

Rosie has more than 20 years of experience in communications, many of those spent specialising in internal communications. In her current role at LRQA, the leading global risk-management partner, Rosie is responsible for both internal and external communications, delivering integrated communications to inform, inspire and engage all audiences across a range of topics including company strategy, digital transformation and M&A.



### **Zofia Skrakowski**

Head of strategic communications and change  
*Unit4*

Zofia has more than 13 years of internal and change communications experience with brands such as O2 and Adobe and global companies such as 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*

Michael has been working in internal comms for more than 20 years, with experience in the policing, social housing and care and education sectors. A journalist by training, he started his first job just as typewriters were being replaced by word processors. While the tools have changed substantially, Michael firmly believes that giving people the opportunity to share their stories is the key to building connections and engagement in organisations.



### **Lucy Stevens**

Internal communications business partner  
*Information Commissioner's Office*

Lucy has more than 15 years of experience delivering strategic internal communications and engagement in complex public and private sector organisations. She's passionate about people, connection and organisational culture and specialises in developing insight-led, creative communications that build trust. Lucy is an IOIC member and an Internal Communications and Engagement Awards winner.

## MEET THE JUDGES



### **Danielle White**

Internal communications  
manager - UK  
*Yusen Logistics*

Danielle is the UK internal communications manager at Yusen Logistics, where she's spent nearly three years driving people-focused engagement across the business. With a background in corporate and business partnering, Danielle is a confident, structured communications professional known for her creativity, leadership and passion for diversity and inclusion. She has led award-winning campaigns on ESG and employee wellbeing.

# THE WINNERS

## CAMPAIGN AND COMMUNICATIONS

---

**Best Internal Communications Campaign: Large business under 10,000 employees**

**Gold – Arm**

**Gold – NHS Property Services**

Silver – ITV and 44 Communications

Bronze – Karbon Homes

Bronze – Thales and LEAP Create

**Best Internal Communications Campaign: Large business over 10,000 employees**

**Gold – Barclays Bank and EveryFriday**

**Gold – Virgin Media O2 and Chatter Communications**

Silver – Danone and Penna, an LHH brand

Silver – dsm-firmenich and Brunswick Group

Bronze – Cygnet

Bronze – Knight Frank and MGA

Bronze – Viatrix

**Best Communication of Change or Business Transformation**

**Gold – Greene King and 44 Communications**

**Gold – Virgin Media O2 and Chatter Communications**

Silver – Aviva

Silver – UKTV

Bronze – dsm-firmenich and Brunswick Group

**Best Internal Communications Campaign Across Multiple Markets**

**Gold – dsm-firmenich and Brunswick Group**

Silver – Bupa and Altadicta

Silver – GSK

Bronze – Pepco and MJCC

**Best Alignment of Internal Communications with External Messaging**

Silver – Cygnet

**Best Internal Communications in a Crisis**

**Gold – Colt**

**Best Communications Campaign to Assist the Onboarding Process**

**Gold – KLM Catering Services and La Plume Media**

Silver – Dalkia Facilities (Dalkia UK)

## PROCESS

---

**Best Use of Data**

**Gold – Elsevier**

Silver – Bentley Motors and Staffbase

**Best Use of Content**

**Gold – Lloyds Banking Group and Limehouse**

Silver – Sopra Steria

**Best Use of Storytelling**

**Gold – GreenSquareAccord**

**Gold – Sage and H&H Comms**

Silver – Bupa and Altadicta

Silver – GSK and Radley Yeldar

Bronze – dsm-firmenich and Brunswick Group

Bronze – Philips and MGA with Wonderpunch

**Best Engagement of Brand Ambassadors**

**Gold – Elsevier**

Silver – Intact Insurance and Goldbug

Bronze – GLS Netherlands and La Plume Media

**Best Ongoing Commitment to Internal Communications**

**Gold – Bupa and Altadicta**

**Gold – CGI and LEAP Create**

Silver – Pepco and MJCC

Bronze – Thales and LEAP Create

**Best Engagement of a Disparate or Remote Workforce**

**Gold – BP and Blue Goose**

**Gold – National Grid and Goldbug**

Silver – NHS Property Services

Silver – Wernick Group and Enthuse Communications

Bronze – Bupa and Altadicta

Bronze – dsm-firmenich and Brunswick Group

Bronze – Tarmac and 44 Communications

# THE WINNERS

## OUTPUTS AND DELIVERABLES

### Best Intranet

**Gold – Bentley Motors and Staffbase**

**Gold – Kent and Interact Software**

Silver – Robert Walters and Addin365

Bronze – Amplius

Bronze – ZIGUP and Oak

### Best Use of Audio

Silver – NAV and Atyp

### Best Use of Video and Animation

**Gold – Barclays Bank and EveryFriday**

**Gold – dsm-firmenich and Brunswick Group**

Silver – Bupa and Altadicta

Silver – Philips and MGA with Wonderpunch

Bronze – CGI and LEAP Create – Bystander to Upstander DE&I training initiative

### Best Event: In-person

**Gold – Virgin Media O2 and Chatter Communications**

Silver – Animal and Plant Health Agency

Silver – University of East

London – All-Employee Conference

Bronze – DNV and Penna, an LHH brand

Bronze – National Grid and Goldbug

Bronze – tms

### Best Event: Online or Hybrid

**Gold – Lloyds Banking Group**

Silver – Bupa and Altadicta

Bronze – Colt

Bronze – LivaNova

### Best Internal Publication: Print

**Gold – TransPennine Express and Definition**

Silver – Dalkia Facilities (Dalkia UK)

Silver – Huisman

Bronze – Clarkson and Emperor

### Best Innovation

**Gold – Computacenter and Blue Goose**

**Gold – GreenSquareAccord**

Silver – Bupa and Altadicta

Bronze – Philip Morris International

### Best Use of

**Employee-Generated Content**

**Gold – KLM Catering Services and La Plume Media**

Silver – Dalkia Facilities (Dalkia UK)

### Best Use of Artificial Intelligence in Internal Communications

**Gold – Kent and Interact Software**

Silver – Tate & Lyle

## CULTURE AND PURPOSE

### Best Communication of Corporate Culture

**Gold – National Grid and Goldbug**

**Gold – UKTV**

Silver – Dentsply Sirona

Silver – DNV and Penna, an LHH brand

Bronze – GSK and Radley Yeldar

Bronze – Wheatley Group

### Best DE&I Initiative

**Gold – Royal Mail and Blue Goose**

Silver – CGI and LEAP Create

Bronze – KLM Catering Services and La Plume Media

### Best Engagement of Corporate Purpose

**Gold – GreenSquareAccord**

Silver – Bupa and Altadicta

Silver – dsm-firmenich and Brunswick Group

Bronze – Springer Nature

# THE WINNERS

## SECTOR

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

#### **Gold – GreenSquareAccord**

Silver – Karbon Homes  
Bronze – Wheatley Group

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

Silver – University of East London

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

#### **Gold – National Grid and Goldbug**

Bronze – National Gas and WPA Pinfold

### **Best Internal Communications from the Engineering and Manufacturing Sector**

#### **Gold – Bentley Motors and Staffbase**

Silver – Thales and LEAP Create

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

#### **Gold – Barclays Bank and EveryFriday**

Silver – Intact Insurance and Goldbug  
Bronze – BNP Paribas Bank Polska SA and GonnaBe Sp. Z o. o.  
Bronze – Pluxee and Visual Assets

### **Best Internal Communications from the Food and Beverage Sector**

#### **Gold – Pernod Ricard and Emperor**

Silver – Tate and Lyle

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

#### **Gold – GSK**

#### **Gold – Philips and MGA with Wonderpunch**

Silver – dsm-firmenich and Brunswick Group  
Bronze – LivaNova

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

#### **Gold – sopra Steria**

Silver – Pluxee and Visual Assets  
Bronze – Boyd Group and Quennect Communications  
Bronze – tms

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

#### **Gold – Amplius**

Silver – NHS Property Services  
Silver – Wernick Group and Enthuse Communications  
Bronze – Knight Frank and MGA

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

#### **Gold – Animal and Plant Health Agency**

Bronze – NAV and Atyp

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

#### **Gold – BMN and La Plume Media**

Silver – Pepco and MJCC

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

#### **Gold – BT Group and Emperor**

Silver – CGI and LEAP Create

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

#### **Gold – Air Astana and Definition**

Silver – Clarkson and Emperor  
Bronze – North Yorkshire Moors Railway

# THE WINNERS

## SPECIAL RECOGNITION

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**Internal Communications  
Team of the Year  
Philip Morris International**

## GRAND ACCOLADE

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**Grand Prix  
Sage and H&H Comms**

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

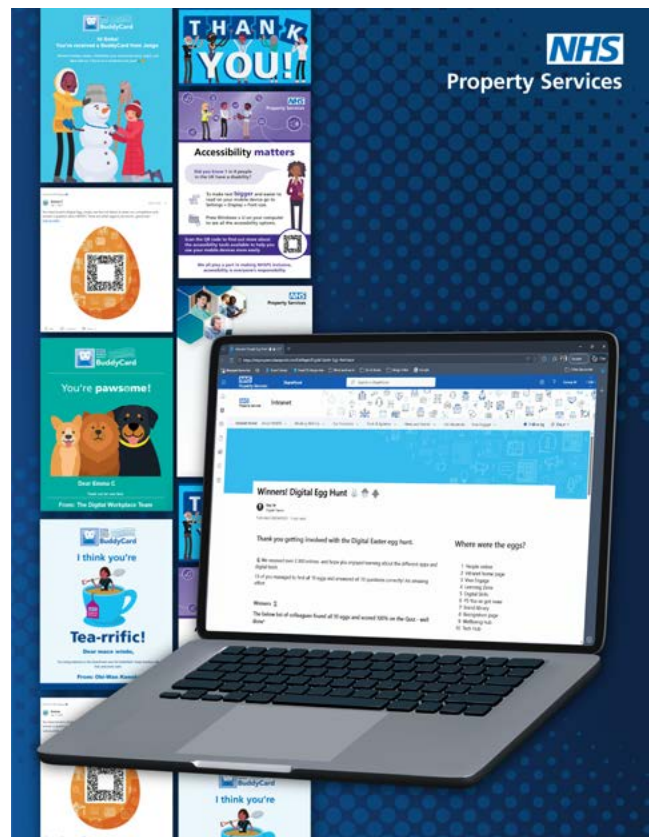


**GOLD**

## Arm

Arm's 'One Million Minutes' campaign transforms volunteering into a visible, global movement across the business. Created in response to employee feedback that colleagues lacked time and clarity around volunteering opportunities, the initiative challenged employees to contribute one million volunteering minutes in a year. Through strong branding, executive sponsorship, storytelling, office leaderboards and local champions, the campaign embeds volunteering into everyday working life.

The target was exceeded three months early, achieving more than 1.38 million minutes and engaging 3,346 volunteers across 360 charities worldwide. Results included a 111% increase in volunteering time, a 194% rise in participation and nearly 70% of volunteers taking part for the first time. Judges were impressed by the campaign's strong storytelling and measurable impact. One judge described the campaign as "ambitious and inspiring".



**GOLD**

## NHS Property Services

NHS Property Services' 'Digital Workplace' programme transforms digital adoption across a dispersed frontline workforce by combining practical support with creative engagement. Launched in 2024, the campaign introduced more than 1,000 devices and embedded tools including incident reporting and fire alarm apps. Gamified initiatives such as the Digital Egg Hunt generated 2,352 entries, while BuddyCards encouraged peer recognition with more than 2,500 cards exchanged. The programme achieved measurable behaviour change, including tenfold growth in PeopleSafe app adoption and training delivered to more than 2,000 colleagues.

By blending plain-English communications and inclusive design, NHSPS successfully increased digital confidence and engagement across frontline teams while making technology feel accessible. Judges praised the "smart, people-first campaign" and commended its combination of creativity with operational impact, with impressive measurable digital adoption across a complex frontline workforce.

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



## SILVER

### ITV and 44 Communications

To celebrate ITV's 70th anniversary, 'The Makers' recognition programme, produced with 44 Communications, connects colleagues to the company's new purpose, 'Making What Matters'. A bespoke global platform enabled inclusive peer nominations across 10 countries, generating 777 nominations in four weeks. The campaign boosted pride and engagement, and judges praised the programme as "creative and inclusive".



## BRONZE

### Karbon Homes

The 'Think Customer' campaign from Karbon Homes united 1,200 employees around customer safety. Through live events, storytelling, leadership engagement and interactive learning, the campaign reinforces that every colleague has responsibility for reporting concerns. The initiative increased use of the 'Something's Not Right' platform and strengthened organisation-wide accountability and customer-first thinking. Judges found the campaign "meaningful".

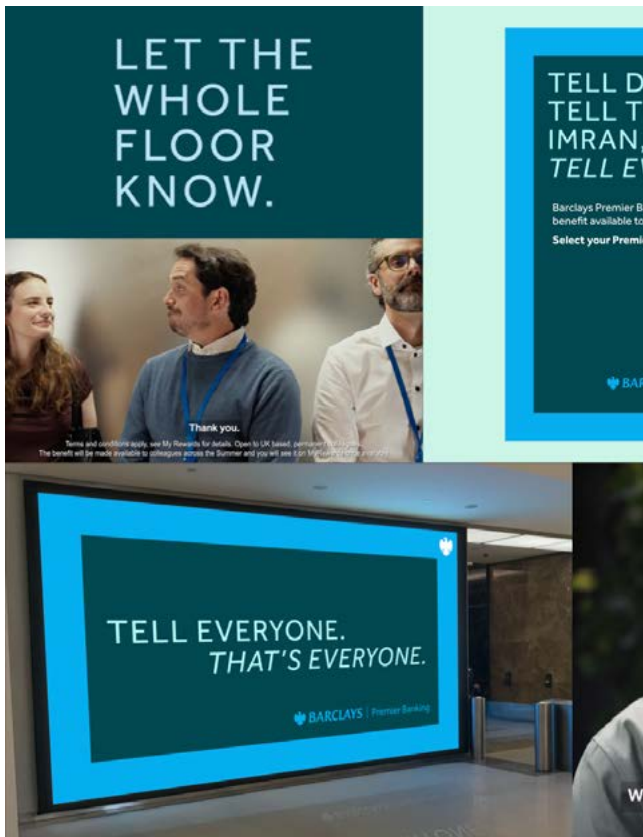


## BRONZE

### Thales and LEAP Create

The 'Securing Every Step' campaign from Thales, produced with LEAP Create, transforms internal security communications into an engaging, year-round behavioural programme. Combining striking visuals and everyday workplace prompts, the campaign encourages employees to trust their instincts. By treating staff as trusted partners rather than compliance risks, the initiative increased engagement and embedded security awareness. Judges described the campaign as "smart" and "creatively executed".

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



## GOLD

### Barclays Bank and EveryFriday

The 'Colleagues As Customers' campaign from Barclays, produced with EveryFriday, redefines internal communications by treating employees like consumers rather than staff audiences. To increase colleague advocacy and product belief, Barclays launched premier banking as a benefit for all UK employees, supported by cinematic films, humour-led storytelling, peer advocacy content and immersive workplace activations. Built around the message 'Tell everyone. That's everyone.', the campaign replaces traditional HR messaging with bold, customer-grade creativity that resonated across a workforce of nearly 50,000.

The results were significant: colleague current account penetration increased from 50% to 60%, creating around 5,000 new account holders, while engagement with internal content exceeded benchmarks. One judge commented: "A brilliantly executed campaign that combines creativity and humour, with measurable business impact."



## GOLD

### Virgin Media O2 and Chatter Communications

Virgin Media O2's 'Access All Areas' campaign with Chatter Communications transformed sceptical employees into informed brand advocates by tackling network frustrations with honesty and immersive engagement. At a time when employees themselves lacked confidence in VMO2's services, the campaign created 'Connectivity Conversations' through interactive touring experiences and real customer stories that brought the company's £2 billion infrastructure investment to life.

Rather than relying on corporate messaging, VMO2 gave colleagues unprecedented access to the technology and plans behind network improvements, helping them understand both current challenges and future progress. More than 3,000 employees attended, with 92% reporting greater confidence explaining network improvements to customers. The campaign delivered a 57-point uplift in mobile network advocacy and a 37-point increase for fixed networks, successfully rebuilding trust across the organisation. One judge praised the campaign as "honest and highly engaging".

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



**SILVER**

## Danone and Penna, an LHH brand

The 'That's Danone Waters' campaign from Danone, produced with Penna, transformed employee perceptions of the bottled water industry through immersive, purpose-led internal communications across eight global locations. Combining office takeovers, myth-busting facts, interactive games and locally tailored messaging, the campaign turns apathy into advocacy while celebrating sustainability and water access initiatives. Judges described the campaign as "bold" and "engaging".



**SILVER**

## dsm-firmenich and Brunswick Group

The 'Progress Tour' campaign from dsm-firmenich, produced with Brunswick Group, transformed post-merger communications into a cinematic storytelling platform connecting 30,000 employees across more than 60 countries. Through six documentary-style films featuring authentic employee voices, the campaign showcases innovation and cultural pride across global locations. Judges praised the campaign as "beautifully crafted".



**BRONZE**

## Cygnnet

Cygnnet's 'It's No Joke to Choke' campaign transformed choking prevention into an organisation-wide patient safety priority across a workforce of 13,000 colleagues in 150 services. Combining animations, webinars, digital screensavers and a memorable 'CHOKING' acronym, the 12-month campaign delivered accessible, life-saving education at scale. Judges found the campaign "highly impactful".



**BRONZE**

## Knight Frank and MGA

Knight Frank's 'Powering Up Your Potential' campaign with MGA transformed the launch of Workday from a technical rollout into a people-first business transformation. Through striking creative and tailored messaging, the campaign positions Workday as an investment in employee growth and career development. Multi-channel communications and engaging storytelling drove exceptional adoption, with engagement rates significantly exceeding benchmarks. Judges praised the creativity of the campaign.

# forty four

Engaging people

Best of luck  
to all the  
nominees!



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



## BRONZE

### Viatrix

The 'Who Drives You?' campaign from Viatrix uses authentic storytelling to strengthen connection and belonging across its global workforce. Inviting employees to share stories of the people who inspire them, the initiative combines live storytelling events, employee-generated content, films and written narratives to build empathy and shared purpose across cultures and geographies. One judge described the campaign as "moving".

# BEST COMMUNICATION OF CHANGE OR BUSINESS TRANSFORMATION



**GOLD**

## Greene King and 44 Communications

Greene King and 44 Communications transformed a complex Workday rollout into an engaging, people-focused campaign for 36,000 colleagues across 2,000 sites. Facing the challenge of delivering critical HR and payroll changes through short stand-down meetings in pubs and offices, the team created 'Start Your Workday Right!', a breakfast-themed 'meeting-in-a-box' designed like a cereal packet filled with practical tools and playful branded materials.

Combining humour and hands-on engagement, the campaign made a major business transformation feel accessible and relevant to frontline teams. Results exceeded targets, with 84% Workday adoption in the first week, 90% by month-end and high engagement across surveys and user-generated content. The initiative demonstrated how creativity and simplicity can successfully drive behavioural change at scale. "Brilliantly original" was how one judge described the campaign, with the work being praised as "engaging and memorable".



**GOLD**

## Virgin Media O2 and Chatter Communications

Virgin Media O2's 'Access All Areas' campaign, produced with Chatter Communications, transformed sceptical employees into informed brand advocates by tackling network frustrations with honesty and immersive engagement. At a time when employees themselves lacked confidence in VMO2's services, the campaign created 'Connectivity Conversations' through interactive touring experiences and real customer stories that brought the company's £2 billion infrastructure investment to life.

Rather than relying on corporate messaging, VMO2 gave colleagues unprecedented access to the systems behind network improvements, helping them understand both current challenges and future progress. More than 3,000 employees attended, with 92% reporting greater confidence explaining network improvements to customers. The campaign delivered a 57-point uplift in mobile network advocacy and a 37-point increase for fixed networks. "An honest, highly engaging campaign," was how one judge described the work.

# BEST COMMUNICATION OF CHANGE OR BUSINESS TRANSFORMATION



**SILVER**

## **Aviva**

Aviva's 'We Shine Brighter Together' campaign successfully guided one of the UK insurance sector's biggest acquisitions, uniting more than 32,000 colleagues following Aviva's £4.1 billion takeover of Direct Line Group. Facing strict regulatory constraints and significant organisational uncertainty, the internal communications team delivered a leader-led integration campaign focused on visibility and celebration. Judges found the campaign "warm", "expertly executed" and "human".



**SILVER**

## **UKTV**

UKTV's 'How We Work' campaign helped embed a high-performance, digital-first culture during a major business transformation. Through bold in-house creative, including a bespoke animated film and interactive workshops, the campaign introduced five new company behaviours designed to reshape mindsets and ways of working. Judges described the campaign as "creatively ambitious".



**BRONZE**

## **dsm-firmenich and Brunswick Group**

Together, dsm-firmenich and Brunswick Group produced 'Progress Tour', which transforms a complex global merger into a human-centred storytelling campaign connecting 30,000 employees across more than 60 countries. Through a six-part documentary-style film series featuring authentic employee voices, the campaign brings strategy, innovation and cultural integration to life. Judges praised the campaign's "authenticity".

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# BEST INTERNAL COMMUNICATIONS CAMPAIGN ACROSS MULTIPLE MARKETS



## **GOLD**

### **dsm-firmenich and Brunswick Group**

Together, dsm-firmenich and Brunswick Group transformed post-merger engagement through 'The Progress Tour', an ambitious six-part film series designed to unite 30,000 employees across more than 60 countries behind a shared sense of purpose. Rather than relying on corporate messaging, the campaign places employees at the centre of the story, using documentary-style filmmaking to showcase local innovation, sustainability and culture from South Africa, Dubai, Mexico, the US, Norway, France and Shanghai.

Hosted by the company's chief communications officer and narrated by colleagues themselves, the films balance global consistency with local authenticity, helping employees see how their individual contributions form part of a larger organisational narrative. The series generated almost 20,000 intranet views, more than 161,000 internal social views and 27 million combined reach, views and engagements across channels. One judge described the campaign as a "powerful use of employee voices" and praised how a merger was turned into a "global story".

# BEST INTERNAL COMMUNICATIONS CAMPAIGN ACROSS MULTIPLE MARKETS

## SILVER

### Bupa and Altadicta

Bupa and Altadicta transformed learning engagement across a global workforce of 100,000 colleagues through the launch of 'Bupa Campus', a multi-market campaign designed to make learning aspirational, accessible and culturally relevant. Combining human-centred storytelling, phased communications and local market flexibility, the initiative successfully embeds a culture of continuous learning. Judges praised the campaign's creativity and global consistency.



## SILVER

### GSK

GSK transformed leadership communications training across its global manufacturing network through 'Leadership Comms to Go', an innovative digital 'vending machine' that delivers bite-sized communication skills on demand. Designed for busy leaders across multiple markets, the campaign combines multilingual learning modules and practical tools. Judges were impressed by how leadership development was "transformed" by this campaign.



## BRONZE

### Pepco and MJCC

Pepco and MJCC transformed employee recognition across 18 European markets through 'Pepcoulture Masters', a peer-to-peer programme designed to turn company values into visible, everyday behaviours. Combining employee nominations, local and global voting, storytelling and high-profile recognition, the initiative celebrates colleagues who embody Pepco's values in practice. Judges enjoyed the campaign's ability to curate a "culture of belonging" across geographies.



# BEST ALIGNMENT OF INTERNAL COMMUNICATIONS WITH EXTERNAL MESSAGING



## SILVER

### Cygnnet

Cygnnet's 'Social Care's Hopes and Dreams' campaign successfully aligns internal engagement with external brand storytelling through authentic, person-centred stories celebrating the achievements of people supported across its services. Spanning six months, the campaign highlights life-changing milestones while showcasing the compassionate staff enabling those outcomes. Judges found the campaign "heartfelt" and "beautifully integrated".

# BEST INTERNAL COMMUNICATIONS IN A CRISIS



## **GOLD**

### **Colt**

Colt's response to a major 2025 cyber-incident demonstrates the critical role internal communication plays during an organisational crisis. With systems shut down and 9,000 employees affected globally, the internal communications team became a trusted source of clarity, reassurance and operational guidance. Through a structured three-phase approach, the team delivered daily incident updates, global all-hands sessions, leadership briefings and a dedicated cyber-incident hub that became the organisation's single source of truth.

The campaign balanced transparency with empathy, supporting employee wellbeing while maintaining business continuity and customer operations. Engagement remained exceptionally high, including 80% email open rates and more than 90,000 views of cyber-related intranet content. One judge praised the "calm" and "disciplined" crisis response, while another was impressed by the evident "genuine care" for employees.

# BEST COMMUNICATIONS CAMPAIGN TO ASSIST THE ONBOARDING PROCESS



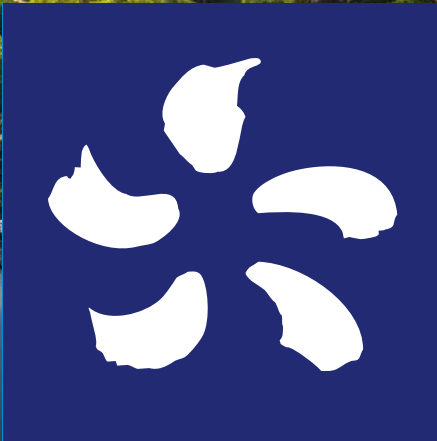
## GOLD

### KLM Catering Services and La Plume Media

KLM Catering Services and La Plume Media transformed frontline onboarding through 'The Navigator', a premium 98-page print magazine designed to support employees in a fast-paced, digitally disconnected operational environment. Recognising that many frontline workers lacked regular computer access, the campaign replaces fragmented digital onboarding with a tactile, visually rich guide that simplifies complex logistics, safety procedures and production flows into accessible, engaging content.

Co-created with frontline employees through an editorial board, the magazine combines authentic storytelling, facility maps, jargon guides and real employee photography to foster immediate belonging and brand pride. Initially designed for new starters, the publication's impact impressed leadership so strongly it was expanded to all 1,500 employees. Judges praised the campaign as "beautifully crafted" and proof of the enduring power of physical storytelling.

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# BEST COMMUNICATIONS CAMPAIGN TO ASSIST THE ONBOARDING PROCESS



**SILVER**

## **Dalkia Facilities (Dalkia UK)**

The 'Project Assure' campaign from Dalkia Facilities transforms a large-scale transfer of Undertakings (Protection of Employment) into a people-first onboarding experience for 1,000 new colleagues joining EDF UK power stations. Through nationwide leadership roadshows, personalised welcome materials, videos and hands-on engagement, the campaign built trust and reassurance from day one. Judges found the initiative "thoughtful" and "highly personal".

# BEST USE OF DATA



## GOLD

### Elsevier

Elsevier's 'Using Data to Supercharge Employer Reputation Without a Budget' campaign demonstrates how strategic analytics can transform employer branding at global scale using only existing tools and internal resources. By analysing data across platforms including Glassdoor, Comparably, Workday, Indeed and EveryoneSocial, Elsevier built a real-time understanding of employee sentiment and external reputation. The insights informed targeted storytelling campaigns that focus on innovation, diversity, leadership and societal impact, while more than 50 talent acquisition managers and brand ambassadors were trained to deliver consistent messaging worldwide.

The initiative delivered measurable results, including a rise in Glassdoor recommendation scores from 79% to 87%, 4.8 million advocacy impressions, 23 employer brand awards and significant improvements in candidate engagement and hiring metrics. One judge described the work as "highly intelligent and resourceful", with judges generally impressed by the campaign's "exceptional execution".

# BEST USE OF DATA



## SILVER

### Bentley Motors and Staffbase

Bentley Motors and Staffbase transformed internal communications by creating 'BeConnected', a mobile-first intranet and app designed to unite factory and office colleagues through data-led personalisation and accessibility. The platform integrates more than 100 business tools, personalised news channels and crisis alerts. Judges were impressed by the "innovative" initiative.

## BEST USE OF CONTENT



### GOLD

#### Lloyds Banking Group and Limehouse

Lloyds Banking Group and Limehouse transformed mandatory cybersecurity training into an immersive cinematic learning experience through 'Application Security Management', an interactive film inspired by the visual storytelling style of Wes Anderson. Designed for 2,000 senior application owners responsible for safeguarding critical banking applications, the project replaces dry, text-heavy policy training with a humorous narrative set inside a stately home, using live action, motion graphics and interactive multimedia to simplify complex security responsibilities.

The creative approach combines engaging storytelling, relatable metaphors and distinctive visual design to make highly technical information memorable and accessible. Results were exceptional: 98.7% of the target audience completed the training within one month and there were zero recorded application security non-compliances following launch. Judges praised the work as "brilliantly original" and enjoyed its "cinematic" creativity.

## BEST USE OF CONTENT



### SILVER

#### **Sopra Steria**

Sopra Steria's 'Orange Award Scheme' transforms a complex employee share initiative into an engaging, accessible communications campaign for 6,000 UK colleagues. Through vibrant branding, jargon-free content, interactive guides, leadership advocacy and multi-channel storytelling, the campaign successfully educates employees on share ownership. Judges described the work as "creatively engaging".

## BEST USE OF STORYTELLING



### GOLD

#### GreenSquareAccord

GreenSquareAccord's 'The Trials of Mrs Tranter' transformed customer service training into an immersive storytelling experience designed to embed customer-centric behaviours across a workforce of 1,600 colleagues. Inspired by murder mystery games, the self-guided exercise invites teams to investigate a realistic damp and mould complaint using evidence packs containing emails, call recordings, photographs and housing system records.

Developed entirely in-house for just £4,200, the initiative was rolled out across multiple functions, including finance, procurement and repairs. Results were significant: complaints fell by 26%, response times improved substantially and 94% of colleagues reported a clearer understanding of their role in delivering excellent customer service. Judges found the work original and "highly impactful" and were impressed by the immersive element.



### GOLD

#### Sage and H&H Comms

Sage and H&H Agency's 'Every Move Matters' campaign transformed strategic communications into a global storytelling movement designed to close the gap between understanding and belief. Created for Sage 'Kickoffs FY26', the month-long programme united 11,000 colleagues across 18 countries around a shared growth ambition through emotional storytelling and participatory content. Inspired by the reinvention of London's Hackney Empire, the campaign uses a bold creative, CEO storytelling, live broadcasts, colleague-generated 'Bold Moves' and interactive global moments to make strategy feel human and personally relevant.

Rather than simply communicating priorities, the programme encourages employees to actively own them. Results were exceptional: belief in Sage's ability to deliver its ambitions rose from 60% to 97%, while 94% of employees saw how their role contributed to company success. "A brilliantly crafted storytelling campaign," one judge enthused.

# BEST USE OF STORYTELLING



**SILVER**

## Bupa and Altadicta

Bupa and Altadicta's 'Elephant to Savannah' campaign transformed a complex global strategy into an evolving storytelling journey connecting 100,000 employees worldwide. Using bold metaphors, immersive AR experiences, podcasts, gamification and vibrant visual branding, the campaign turns transformation into a memorable, emotionally engaging narrative colleagues could understand and champion. Judges found the campaign "bold" and "imaginative".



**SILVER**

## GSK and Radley Yeldar

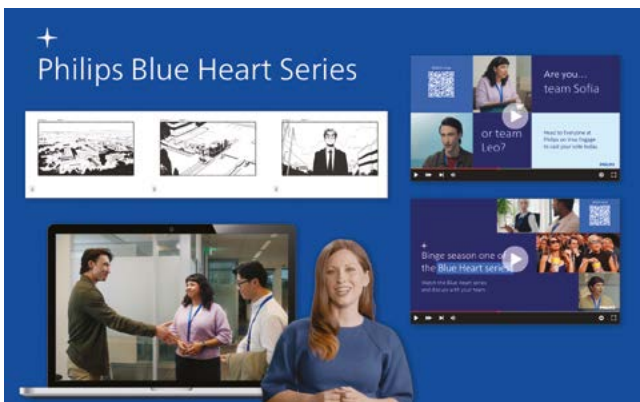
GSK and Radley Yeldar's 'Patient Advocacy and Engagement' campaign uses powerful patient storytelling to reconnect more than 10,000 global research and development employees with the human realities behind scientific innovation. The initiative generated strong engagement, and judges praised the use of authentic patient voices to build emotional connection.



**BRONZE**

## dsm-firmenich and Brunswick Group

The 'Progress Tour' campaign from dsm-firmenich and Brunswick Group transforms post-merger integration into a global storytelling journey connecting 30,000 employees across more than 60 countries. Through a six-part documentary-style film series, the campaign spotlights real employee stories from locations including South Africa, Dubai, Mexico and Shanghai. Judges praised the use of "authentic human narratives".



**BRONZE**

## Philips and MGA with Wonderpunch

Philips, MGA and Wonderpunch transformed compliance learning into a binge-worthy storytelling experience through the 'Blue Heart' series, a three-part cinematic video drama designed to embed Philips' 'Impact with care' culture across more than 69,000 employees worldwide. Combining relatable workplace scenarios and high production values, the series tackles ethics and compliance through emotionally engaging storytelling. Judges praised the "cinematic" storytelling.

# BEST ENGAGEMENT OF BRAND AMBASSADORS



## GOLD

### Elsevier

Elsevier's 'Empowering Brand Ambassadors to Power-Up Our storytelling' campaign transformed employee advocacy into a strategic employer branding engine across a global workforce spanning 180 countries. Following a major employer brand refresh, Elsevier trained 200 employer brand ambassadors and talent acquisition managers through four immersive workshops designed to strengthen storytelling confidence and social advocacy skills. Gamification, LinkedIn ambassador badges and EveryoneSocial integration encourages authentic employee storytelling at scale, helping colleagues share genuine experiences of culture and innovation.

The campaign achieved exceptional results: understanding of Elsevier's employer value proposition rose from 40% to 96%, while ambassadors shared more than 21,000 stories generating 4.8 million impressions, 55,800 clicks and 71,900 engagements. Judges praised the "highly strategic" ambassador programme that had "exceptional engagement results".

# BEST ENGAGEMENT OF BRAND AMBASSADORS



## SILVER

### Intact Insurance and Goldbug

Intact Insurance and Goldbug's brand ambassador programme transformed a major post-acquisition rebrand into a credible, peer-led cultural integration for 4,150 employees. By training and empowering 20 'Activation Champs' to create authentic content and humanise leadership, the campaign built trust and engagement during a complex organisational transition. Judges praised the "authentic" ambassador programme.



## BRONZE

### GLS Netherlands and La Plume Media

GLS Netherlands and La Plume Media's 'Innovation Hub' transformed frontline employees into active brand ambassadors by creating a direct 'fast lane' between operational staff and senior leadership. The initiative generated hundreds of employee ideas and embedded a lasting culture of co-creation and grassroots innovation across the business. One judge described the initiative as "simple but strategic".

# BEST ONGOING COMMITMENT TO INTERNAL COMMUNICATIONS



**GOLD**

## Bupa and Altadicta

Bupa and Altadicta's 'Elephant to Savannah' programme demonstrated a sustained, globally co-ordinated commitment to internal communications across a workforce of 100,000 colleagues. Over five years, the campaign transforms complex corporate strategy into a memorable storytelling journey, evolving from the metaphor of a 'sleepy elephant' needing to run to a broader vision of creating healthier ecosystems for customers and communities.

Through immersive AR experiences, podcasts, workvivo campaigns, global leadership storytelling, gamification and striking physical branding, the initiative embeds strategy into everyday behaviours and decision-making. The programme balances global consistency with local flexibility, creating strong emotional connection and strategic alignment across diverse markets and roles. Results were significant: employee engagement rose, confidence in the future increased, customer satisfaction improved and business performance strengthened substantially over the campaign period. Judges praised the "ambitious" communications programme that "touched" employees.



**GOLD**

## CGI and LEAP Create

CGI and LEAP Create transformed mandatory 'DE&I and Respectful Workplace' training into a sustained, human-centred internal communications programme designed to drive meaningful cultural change. Through the connected 'Bystander to Upstander' and 'Pause for Respect' initiatives, CGI replaced traditional slide-led compliance training with authentic, unscripted conversations featuring real employee experiences of inclusion and workplace behaviour.

Drawing on insights from internal networks including Women's, REACH, LGBT+ and Allies, Ability and Neuroverse, the campaign prioritises dialogue and emotional engagement over passive learning. Reaching more than 6,000 employees, the programme generated exceptionally positive feedback and demonstrated CGI's long-term commitment to embedding inclusion and respect into everyday workplace culture. One judge described the campaign as "brave and authentic", and others were generally impressed with the campaign's "genuine emotional engagement".

# BEST ONGOING COMMITMENT TO INTERNAL COMMUNICATIONS



## SILVER

### Pepco and MJCC

Pepco and MJCC's 'Pepco Culture Masters' programme transformed employee recognition into a large-scale, values-led cultural initiative connecting 31,500 employees across 18 countries. Through peer nominations and multi-channel engagement, the campaign celebrates colleagues who embody Pepco's core values in everyday work. Judges found the campaign "highly engaging" and praised how it turned organisational values into everyday behaviour.



## BRONZE

### Thales and LEAP Create

Thales and LEAP Create's 'Securing Every Step' programme transformed security communications into a sustained, behaviour-led campaign promoting vigilance, integrity and confident decision-making. Through scenario-led videos, striking poster campaigns and clear reporting pathways including Optimy and Alert Line, the initiative encourages employees to trust their instincts and act on concerns. Judges were impressed by how complex security messaging became engaging.



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# BEST ENGAGEMENT OF A DISPARATE OR REMOTE WORKFORCE



**GOLD**

## BP and Blue Goose

BP and Blue Goose's 'The Big BPme Rewards Challenge' transformed engagement across one of the UK's most structurally dispersed workforces. Designed for 1,153 largely independent dealer-operated sites, the campaign tackles the challenge of influencing frontline loyalty behaviours without direct employee access or mandated participation. Combining dealer advocacy, physical activations, behavioural incentives, targeted training and the launch of a new digital Loyalty Hub, the initiative created a scalable engagement ecosystem connecting BP with dealership employees for the first time.

Fun accessible communications, regional league tables, competitions and bite-size learning modules help embed the habit of promoting BPme Rewards at every customer interaction. Results were exceptional, with engagement activity tripling in the second half of 2024. Judges found the engagement programme "impressively strategic" and "insight-led".



**GOLD**

## National Grid and Goldbug

National Grid and Goldbug's 'Living our values' campaign transformed a long-standing recognition programme into a globally aligned cultural movement connecting more than 30,000 colleagues across the UK and US. Designed to engage a highly dispersed workforce, including 70% field-based employees, the initiative links National Grid's company values directly to employees' everyday 'BIG Work', reinforcing both what colleagues do and how they do it.

Through simplified nomination tools, peer-led storytelling, local business unit activation, live reveal moments and a flagship three-day BIG Celebration event, the programme created meaningful recognition at scale. Results were impressive: nominations increased from fewer than 1,000 to more than 4,500 and field winners rose by 380%. Judges found the programme "excellently executed", especially considering the vast, dispersed workforce. The campaign was described as "authentic and purposeful".

# BEST ENGAGEMENT OF A DISPARATE OR REMOTE WORKFORCE

## SILVER

### NHS Property Services

NHS Property Services' redesigned 'Colleague Roadshows' transformed engagement across a highly dispersed frontline workforce spanning more than 3,000 NHS sites. Combining leader-led sessions, practical strategy updates, open Q&A and on-site 'TechBars', the programme tackles communication, trust and digital inclusion challenges head-on. Judges found the programme "highly practical and people-focused".



## SILVER

### Wernick Group and Enthuse Communications

The 'From Vision to Action: A CEO's Listening Journey' campaign from Wernick Group and Enthuse Communications transformed engagement into a highly inclusive engagement programme for a dispersed workforce. Through 60 CEO-led roadshows across 32 UK locations, the initiative connects colleagues directly to Vision 2030 while encouraging honest dialogue and idea-sharing. Judges were impressed by the "inclusive and authentic" campaign.



## BRONZE

### Bupa and Altadicta

Bupa and Altadicta's 'Best of Bupa' campaign transformed global employee recognition into an inclusive engagement programme connecting 100,000 colleagues across 13 countries. Using localised storytelling, multilingual communications, manager toolkits and multichannel activations tailored for frontline, remote and unwired employees, the campaign ensured every colleague could participate. Judges praised the campaign's successful globally co-ordinated recognition programme.



## BRONZE

### dsm-firmenich and Brunswick Group

The 'Progress Tour' campaign from dsm-firmenich and Brunswick Group transformed post-merger engagement into a cinematic storytelling experience connecting 30,000 employees across more than 60 countries. Through a six-part global film series featuring real colleagues from factories and offices worldwide, the campaign creates a shared sense of identity and pride across a highly dispersed workforce. Judges found the campaign "emotionally powerful".



# BEST ENGAGEMENT OF A DISPARATE OR REMOTE WORKFORCE



## BRONZE

### Tarmac and 44 Communications

The 'One News' campaign from Tarmac and 44 Communications transformed frontline engagement by replacing a traditional print magazine with a mobile-first digital platform tailored to site-based colleagues. Combining conversational content, gamification, user-generated storytelling and peer-led promotion, the initiative successfully connects a previously disconnected workforce across hundreds of UK sites. Judges were impressed by the "creativity" of the digital platform.

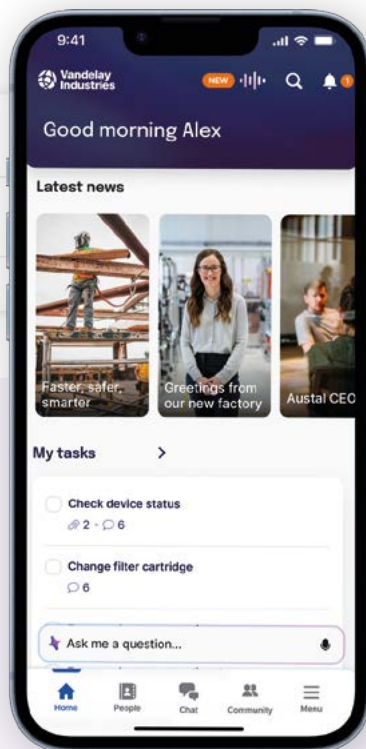
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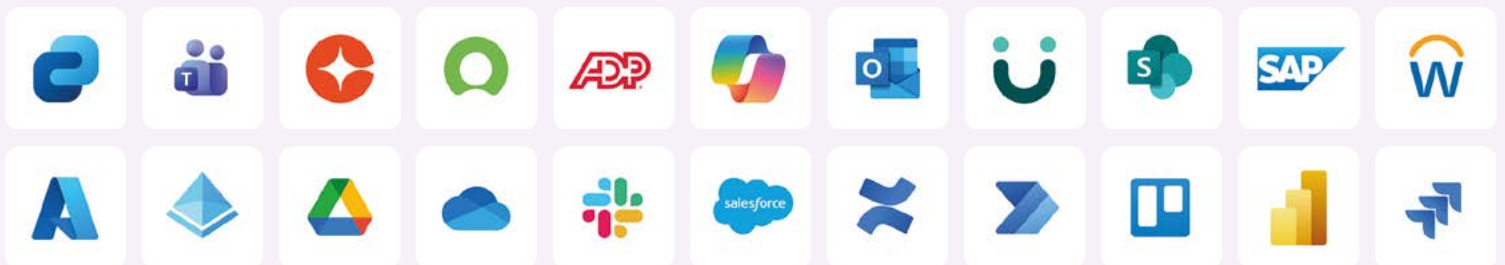
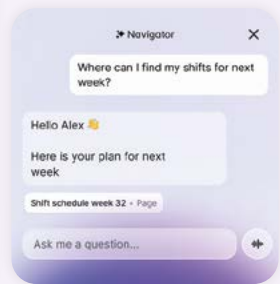
My tasks >

- Check device status  
2 • 6
- Change the filter cartridge  
1 • 2
- Intern-training



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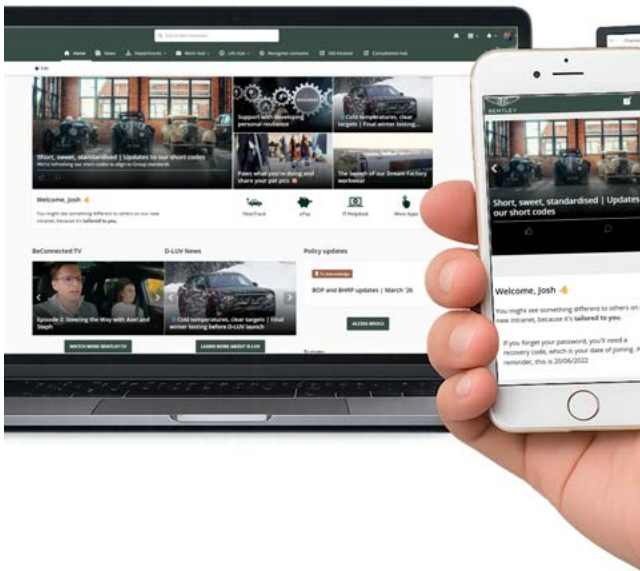
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# BEST INTRANET

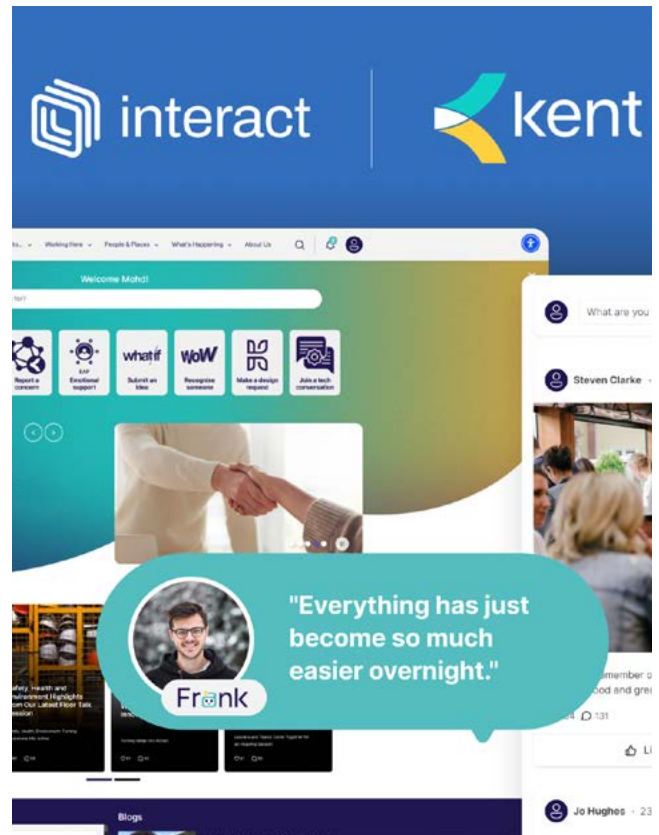


## GOLD

### Bentley Motors and Staffbase

Bentley Motors and Staffbase transformed internal communications by creating 'BeConnected', a fully inclusive intranet and mobile platform designed to unite 4,000 colleagues across office and factory environments. Historically, factory-based employees lacked access to the company intranet, creating a significant communication and engagement divide.

Through extensive research, CEO-led listening sessions and creative problem-solving, Bentley introduced a mobile-first platform integrating 107 business applications and real-time crisis alerts accessible from any device. A standout innovation was a self-service password reset tool enabling factory workers to register independently without IT support. The campaign achieved exceptional results, with 2,000 registrations within 24 hours, 85% workforce adoption within six months and engagement metrics surpassing industry benchmarks. Judges found the intranet both "inclusive" and "innovative", successfully "bridging the gap" between factory and office workers.



## GOLD

### Kent and Interact Software

Kent and Interact Software transformed internal communications through 'Frank', an AI-powered, personalised intranet designed to connect 13,000 employees across 26 countries. Replacing fragmented legacy systems and siloed SharePoint sites, the platform combines intelligent search, mobile-first design, social feeds and deep Microsoft 365 integration to create a single digital home for the organisation.

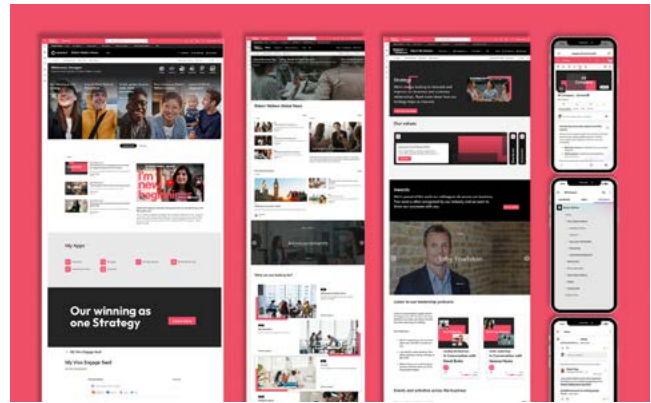
Crucially, the initiative shifts communications from centralised broadcasting to community ownership by training 150 local content creators worldwide. Impressive results saw 70% monthly active users, 22,126 searches per month with an average of just 1.1 clicks to content and a 75% reduction in communications team email volume. Judges found the initiative genuinely valuable in creating a globally connected, engaged digital workplace, describing the work as "brilliant".

# BEST INTRANET

## SILVER

### Robert Walters and Addin365

Robert Walters and Addin365 transformed internal communications through 'Connect', an AI-enabled intranet uniting 3,300 employees across 31 countries behind the 'Winning As One' strategy. Replacing fragmented communications and migrating communities to Viva Engage, the platform delivers personalised content and leadership visibility. One judge praised the intranet's ability to "unite a global workforce around a shared vision."



## BRONZE

### Amplius

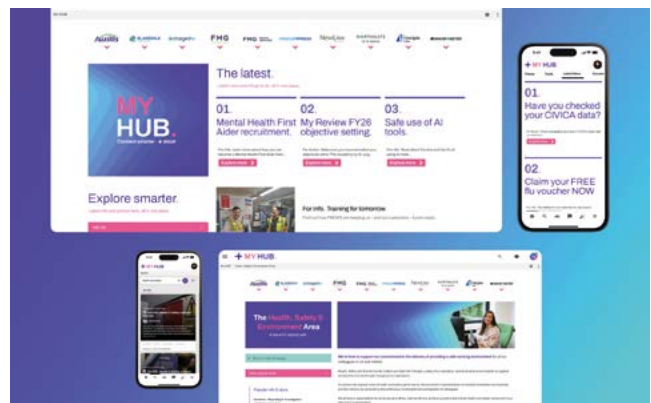
Amplius transformed post-merger engagement through 'The Ampliverse', a creative, space-themed intranet uniting 1,200 colleagues across two legacy housing associations. Combining personalised content, colleague recognition, powerful search functionality and mobile accessibility, the platform replaces three disconnected systems with one engaging digital workplace. Judges found the campaign "thoughtful" and "genuine".



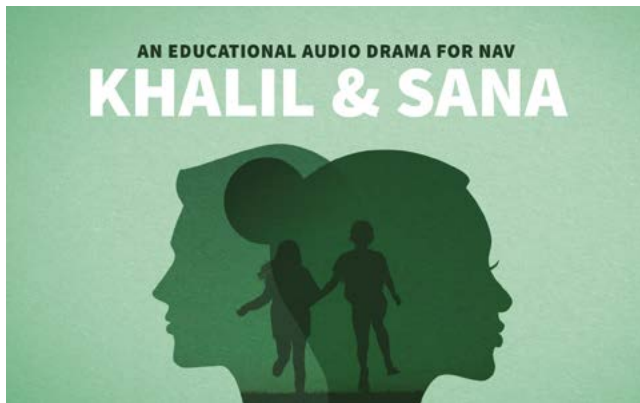
## BRONZE

### ZIGUP and Oak

ZIGUP and Oak transformed internal communications through 'My HUB', a unified intranet connecting 6,500 colleagues across 11 merged businesses, including frontline mechanics and drivers previously without digital access. Replacing three fragmented intranets, the platform delivers personalised communications and a single source of truth. Judges found the campaign "accessible" and "purposeful".



## BEST USE OF AUDIO



### SILVER

#### **NAV and Atyp**

Norwegian Labour and Welfare Administration and Atyp's 'Khalil & Sana' reimagined internal learning through a nine-part dramatised audio series designed to strengthen professional judgement and communication skills among NAV advisers across Norway's welfare system. Rather than relying on written guidance, the project uses immersive storytelling and realistic dialogue to explore complex challenges. One judge described the campaign as "a very original use of audio."

## BEST USE OF VIDEO AND ANIMATION



### GOLD

#### Barclays Bank and EveryFriday

Barclays and EveryFriday's 'Colleagues As Customers' campaign transformed a product launch into a bold, cinematic internal communications experience that challenged traditional financial services messaging. Created to encourage colleagues to adopt Barclays premier banking themselves, the campaign uses humour-led storytelling, high-production filmmaking and peer-to-peer video content to cut through scepticism and communication fatigue across a workforce of 49,000 employees. Anchored by the hero film 'Tell everyone. That's everyone.', directed by BAFTA-winning director Chris Cottam, the campaign treats colleagues like consumers, using emotional storytelling and self-aware humour to build trust and advocacy.

Supported by animated assets and colleague-led conversations, the initiative generated exceptional engagement, including more than 30,000 film views and widespread organic sharing. Judges enjoyed the use of humour and authenticity throughout the campaign, describing it as "genuinely engaging".



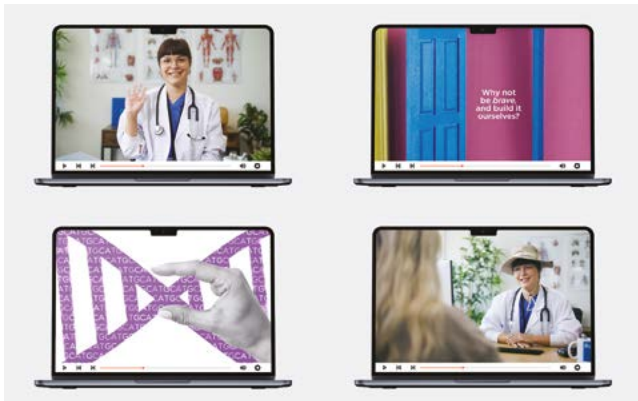
### GOLD

#### dsm-firmenich and Brunswick Group

The 'Progress Tour' campaign from dsm-firmenich and Brunswick Group transformed post-merger communications into a cinematic global storytelling platform connecting 30,000 employees across more than 60 countries. The six-part video series combines documentary filmmaking and immersive storytelling to bring the newly merged brand vividly to life through authentic employee stories filmed across South Africa, Dubai, Mexico, the US, Norway, France and Shanghai.

Hosted by the chief communications officer, each episode uses animated transitions and dynamic visual design to unify complex strategic narratives while maintaining emotional authenticity. The initiative generated extraordinary engagement, with 27 million combined reach interactions, 10 million film views and completion rates significantly above benchmark. One judge described the film series as "emotionally intelligent" with "impressive creative ambition".

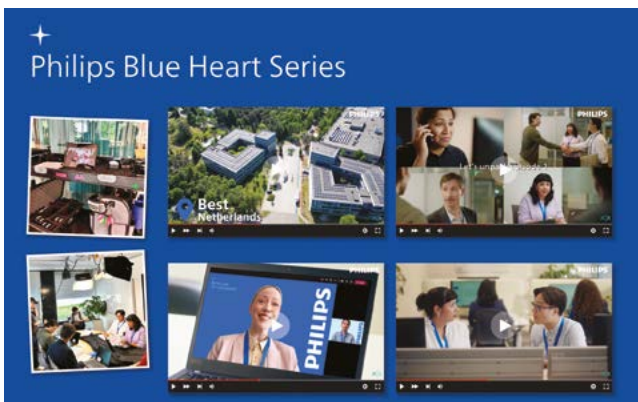
# BEST USE OF VIDEO AND ANIMATION



**SILVER**

## Bupa and Altadicta

Bupa and Altadicta's 'Emblematics' campaign transformed complex strategic innovation into an engaging global video series connecting 100,000 employees to Bupa's Savannah27 purpose. Through accessible storytelling and CEO-led promotion, the campaign simplifies topics including genomics, AI and mental health for both frontline and office-based colleagues. Judges found the campaign "human" and "meaningful".



**SILVER**

## Philips and MGA with Wonderpunch

Philips, MGA and Wonderpunch transformed compliance learning through the 'Blue Heart Series', a cinematic three-part video drama designed to embed Philips' 'Impact with care' culture across a global workforce. Using relatable workplace scenarios and suspense-driven storytelling, the series makes complex ethics and quality topics engaging and accessible. Judges found the series "innovative" and "emotionally engaging".



**BRONZE**

## CGI and LEAP Create - Bystander to Upstander DE&I training initiative

CGI and LEAP Create's 'Bystander to Upstander' initiative transformed mandatory DE&I training through emotionally engaging video and animation featuring real employee stories and practical allyship guidance. Replacing traditional slide-based learning, the programme encourages reflection and created genuine emotional impact across more than 6,000 employees. One judge described the initiative as "emotionally powerful".

# BEST EVENT: IN-PERSON



## GOLD

### Virgin Media O2 and Chatter Communications

Virgin Media O2 and Chatter Communications transformed employee scepticism into advocacy through 'Access All Areas', an immersive internal engagement experience designed to rebuild trust in the company's network performance. Rather than hiding connectivity frustrations, the campaign openly addresses them through 'Connectivity Conversations' that invited employees behind the scenes of VMO2's £2 billion infrastructure investment programme. A touring interactive trailer combines customer stories, hands-on demonstrations, expert-led tours and future network plans to make complex engineering improvements tangible and credible.

More than 3,000 employees attended, with 92% reporting greater confidence discussing network improvements. Employee advocacy increased dramatically, with mobile network confidence rising by 57 Net Promoter Score (NPS) points and fixed network confidence increasing by 37 points. "Bold and honest," was how one judge described this campaign. Judges were impressed by how employee trust was rebuilt through transparency and immersive storytelling.

# BEST EVENT: IN-PERSON



## SILVER

### Animal and Plant Health Agency

The Animal and Plant Health Agency's 'One APHA Get Togethers' transformed engagement across a highly dispersed public-sector workforce spanning more than 90 sites. Delivered by a six-person internal communications team on a minimal budget, the face-to-face events combined leadership access, interactive workshops, games and honest colleague dialogue to strengthen belonging and organisational understanding. One judge described the campaign as a "highly human engagement programme."



## SILVER

### University of East London - All-Employee Conference

The University of East London's All-Employee Conference and VC&P Excellence Awards transformed staff engagement through a strategically designed event aligning leadership communication and recognition around 'Vision 2028'. Combining keynote sessions, facilitated discussions and wellbeing activities, the conference strengthened understanding and connection across teams. Judges praised the "strategic" and "inclusive" event.



## BRONZE

### DNV and Penna, an LHH brand

DNV and Penna '2025 Summit' transformed corporate culture into a fully immersive leadership experience uniting 300 senior leaders from more than 100 nationalities during a period of political uncertainty. Combining neuroscience-backed messaging, experiential design, visual storytelling and interactive participation, the two-and-a-half-day event embedded behavioural values into every aspect of the programme. Judges found the campaign "bold" and "highly immersive".



## BRONZE

### National Grid and Goldbug

National Grid and Goldbug's 'Big Celebration' transformed employee recognition into a large-scale cultural experience, uniting UK and US colleagues through immersive storytelling and values-led celebration. Held at Battersea Power Station, the three-day event combined live broadcasts and shared learning to strengthen pride and advocacy across the organisation. Judges found the campaign "emotionally engaging".



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## BEST EVENT: IN-PERSON



### BRONZE

#### tms

The 'Connections: The Power of You' event from tms transformed a leadership summit into a strategic internal communications experience designed to strengthen alignment and collaboration across the global organisation. Bringing 113 senior leaders to Chicago, the three-day event combined immersive workshops and branded experiential environments to deepen strategic understanding and inspire innovation. Judges found the campaign "thoughtfully designed".

## BEST EVENT: ONLINE OR HYBRID



### GOLD

#### Lloyds Banking Group

Lloyds Banking Group's 'All In 2025' transformed its annual colleague event into the organisation's most ambitious and inclusive hybrid experience to date, uniting more than 27,000 employees across multiple geographies and time zones. Broadcasting live from London, Edinburgh and Hyderabad, the event combined authentic customer storytelling, colleague-led hosting, live voting, 'Innovation Exchange' sessions and accessible design features including quieter spaces, audio-only options and British Sign Language-supported replay content.

Designed to strengthen belief in the group's transformation strategy, the experience created a unified and highly interactive colleague journey across eight wave sites and 12 watch parties worldwide. The event achieved record engagement levels and the organisation's most positive sentiment scores on record, while also delivering significant cost efficiencies through sustainable, in-house production. One judge commented: "A brilliantly executed hybrid event." Other judges praised the campaign as "innovative".

## BEST EVENT: ONLINE OR HYBRID



### SILVER

#### Bupa and Altadicta

Bupa and Altadicta's 'Accelerate' transformed a global hackathon into a connected, high-energy innovation experience spanning 11 countries and multiple time zones. Combining physical innovation hubs, live storytelling, multichannel communications and real-time content sharing, the three-day event united colleagues around solving real healthcare challenges through technology and collaboration. Judges praised the "creative" campaign.

### BRONZE

#### colt

Colt's 'Connect25' transformed its annual employee event into a highly engaging hybrid experience connecting more than 7,000 'Colties' worldwide behind a bold new business strategy. Combining cinematic storytelling, AI-generated content, interactive leadership discussions and game-show-inspired audience participation, the event strengthened clarity and collaboration across the organisation. Judges found the event "creative" and "engaging".



### BRONZE

#### LivaNova

LivaNova's 'Strategic Framework & Brand Refresh' event transformed a complex global change programme into a high-energy broadcast experience uniting employees across seven international locations. Inspired by live television formats, the event combined employee hosts, multilingual captioning, live global cutaways and authentic patient storytelling to launch the company's refreshed vision and strategy. Judges found the campaign "creative" and "authentic".



# BEST INTERNAL PUBLICATION: PRINT



## GOLD

### TransPennine Express and Definition

TransPennine Express and Definition transformed internal communications through 'Together', a frontline-first quarterly magazine designed to reconnect and inspire a dispersed rail workforce following years of disruption and low morale. Mailed directly to employees' homes, the publication combines colleague storytelling, recognition, operational updates and practical information in an accessible, visually engaging format that reflects the organisation's new vision and values. Built around authentic frontline experiences rather than top-down messaging, 'Together' successfully strengthens connection and understanding across hard-to-reach teams with limited digital access.

The magazine achieved strong readership and engagement scores, contributed to a 30% increase in colleague engagement and coincided with rising customer satisfaction and NPS performance. "Beautifully crafted and deeply human," observed one judge.

# BEST INTERNAL PUBLICATION: PRINT



**SILVER**

## **Dalkia Facilities (Dalkia UK)**

Dalkia Facilities' 'Network News' transformed internal communications across a dispersed 3,000-strong workforce through a people-first print and digital magazine designed to celebrate colleagues and connect frontline and office-based teams. Built around employee stories, safety insights, career journeys and business updates, the publication evolved directly from colleague feedback. One judge praised the publication as "warm" and "inclusive".



**SILVER**

## **Huisman**

Huisman's 'Perspectives' magazine transformed internal communications across a highly technical global workforce through strategic storytelling and people-focused content published in three languages across seven countries. Combining global project updates and values-led features, the quarterly publication strengthens connection and cultural alignment worldwide. One judge described the magazine as "beautifully produced".



**BRONZE**

## **Clarkson and Emperor**

Clarkson and Emperor transformed 'Horizons' from a long-running employee magazine into a strategic global communications platform celebrating the people behind the business. Combining bold editorial design, employee-generated photography, interactive digital integration and inclusive storytelling, the refreshed publication strengthens pride and connection across the global maritime workforce. Judges praised the balance of "heritage and creativity".

# BEST INNOVATION



## GOLD

### Computacenter and Blue Goose

Computacenter and Blue Goose transformed mandatory cybersecurity training through '#BeReady', an espionage-themed, gamified engagement platform designed to make information security memorable, emotional and behaviour-driven. Built around fictional agents 'Agent B' and 'Sandra', the programme combines cinematic storytelling, humour, interactive video and branching narratives to shift cybersecurity from procedural compliance into a shared organisational responsibility.

Designed for a 20,000-strong global workforce operating across more than 70 countries, the initiative continuously evolved through AI-focused modules, immersive 'Hero' campaigns and innovative experiences inspired by TV show Black Mirror and fitness culture. By integrating behavioural design with technical innovation inside a traditional LMS environment, #BeReady sustained exceptionally high engagement year after year. The campaign achieved 98% participation and more than £2.5 million in prevention savings. "Brilliantly original," observed one judge, commending its cultural and financial impact.



## GOLD

### GreenSquareAccord

GreenSquareAccord's 'The Trials of Mrs Tranter' transformed customer-service training into an immersive, murder-mystery-inspired learning experience designed to embed a customer-centric culture across a 1,600-strong workforce. Using realistic evidence packs containing emails, call recordings, photographs and Housing Ombudsman-style reports, colleagues investigate a fictional damp and mould complaint to identify service failures and behavioural gaps.

Developed entirely in-house, the self-serve exercise created meaningful discussion, accountability and emotional connection to customer outcomes across frontline and support teams alike. More than 650 colleagues completed the activity, which was later adopted by other housing associations as sector best practice. Results included a 26% reduction in complaints and stronger employee understanding of customer impact. The initiative successfully demonstrated how creative internal communications can drive measurable behavioural and cultural change at low cost and large scale. Judges found the training concept "impactful" and "emotionally intelligent".

# BEST INNOVATION



## SILVER

### Bupa and Altadicta

Bupa and Altadicta transformed internal engagement through immersive 'Mindplace' and 'Accelerate' hubs that brought customer experiences and innovation culture directly into the workplace. Repurposing physical installations across mental health and hackathon campaigns, the initiative encouraged collaboration and wellbeing through interactive spaces and hands-on experiences. Judges were impressed by the creative use of immersive experience to engage employees.



## BRONZE

### Philip Morris International

Philip Morris International's 'CDIO Award' transformed employee recognition across PMI Tech through a peer-driven global programme celebrating colleagues who go above and beyond. Combining multichannel communications, leadership engagement, community storytelling and an immersive three-day event in Lausanne, the initiative strengthened appreciation, belonging and connection across a 1,600-strong workforce. Judges found the campaign "engaging" and "thoughtful".

# BEST USE OF EMPLOYEE-GENERATED CONTENT



## GOLD

### KLM Catering Services and La Plume Media

KLM Catering Services and La Plume Media transformed employee-generated content into a powerful celebration of diversity through 'The World on Your Plate', a 68-page cookbook featuring recipes and personal stories from employees representing 40 nationalities. Combining authentic storytelling, custom illustrations and peer-to-peer cultural sharing, the initiative strengthened belonging, pride and organisational connection across all levels of the business.

Distributed during a celebratory winter event, the cookbook became both a meaningful recognition gift and a lasting conversation starter that united colleagues through shared heritage, food and personal identity. The campaign successfully turned everyday employee experiences into a vibrant internal narrative that celebrated inclusion, cultural convergence and community across the organisation. One judge described the cookbook as "beautifully and carefully crafted", while other judges praised the creativity of employee storytelling through food.

# BEST USE OF EMPLOYEE-GENERATED CONTENT



## SILVER

### Dalkia Facilities (Dalkia UK)

Dalkia Facilities' 'We Are Dalkia' video transformed onboarding communications for 1,000 transferring employees through authentic, employee-generated storytelling. Featuring unscripted peer-to-peer conversations about wellbeing and career development, the campaign reassured new colleagues and brought Dalkia's 'People First' culture to life during a major TUPE transition. Judges praised the campaign as "touching" and "authentic".

# BEST USE OF ARTIFICIAL INTELLIGENCE IN INTERNAL COMMUNICATIONS



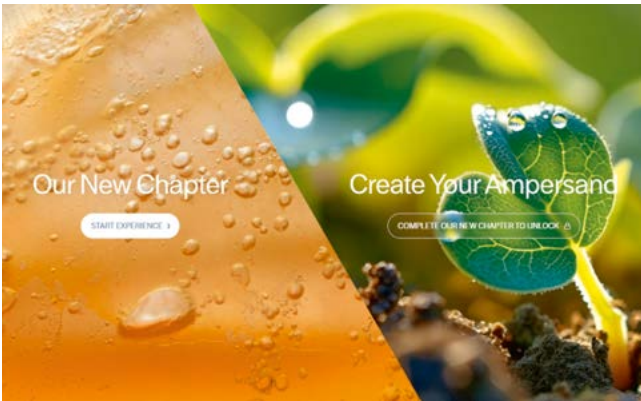
## GOLD

### Kent and Interact Software

Kent and Interact Software transformed internal communications through 'Frank', an AI-powered intranet that became the single digital home for 13,000 employees across 26 countries. Replacing fragmented systems with personalised content, AI-assisted search, social collaboration and mobile-first access, the platform dramatically simplifies everyday work while strengthening organisational connection at global scale. By empowering 150 local content creators, Kent shifted communications from a centralised broadcast model to collective ownership and community-driven engagement.

The initiative achieved 70% monthly active users, 22,126 searches per month with just 1.1 clicks to content, and a 75% reduction in communications-team email volume. Employees described having 'Kent in my pocket', reflecting the platform's impact on accessibility, productivity and culture. Judges were impressed by the AI-integrated intranet, describing the initiative as "transformative" for communications.

# BEST USE OF ARTIFICIAL INTELLIGENCE IN INTERNAL COMMUNICATIONS



## SILVER

### Tate & Lyle

Tate & Lyle transformed post-merger employee engagement through an AI-powered portal that personalised organisational identity for 5,000 colleagues across 38 countries. Using AI-generated ampersand designs tailored to individual personalities and interests, the platform celebrates diversity while reinforcing a shared purpose during complex integration with CP Kelco. Judges described the campaign as “innovative”.

## BEST COMMUNICATION OF CORPORATE CULTURE



### GOLD

#### National Grid and Goldbug

National Grid and Goldbug transformed employee recognition into a powerful global culture campaign through 'Living Our Values', a programme designed to connect colleagues' everyday 'BIG Work' with the behaviours that underpin organisational success. Reimagining a previously underperforming recognition scheme, the initiative uses bold storytelling, peer-led engagement and locally tailored communications to reach more than 30,000 employees across the UK and US, including hard-to-reach field teams representing 70% of the workforce.

The nine-month campaign combined simplified nomination tools, live engagement mechanics, social-style content, leadership visibility and a flagship three-day celebration event in London to create meaningful moments of pride and belonging. Results included more than 4,500 nominations, a 380% increase in field winners and record engagement across internal channels. Judges praised the "ambition" of the campaign, describing it as "emotionally engaging".



### GOLD

#### UKTV

UKTV's 'How We Work' transformed internal culture during a major digital-first business transformation by embedding five new company behaviours into everyday working life. Developed entirely in-house through collaboration between HR, internal communications, creative and workplace teams, the initiative combined award-winning animation, immersive storytelling, leadership engagement and practical team-based tools to turn strategic ambitions into tangible behaviours.

The campaign launched with a high-profile livestream event featuring the CEO, HR director and workplace culture expert Bruce Daisley, supported by teaser campaigns, prompt cards, posters and an ongoing storytelling programme. Grounded in extensive employee research and workshops, the initiative successfully created a shared language around experimentation, creativity, pace and collaboration. One judge described the campaign as "wonderfully crafted" and "strategic", with judges generally praising its long-term potential.

# BEST COMMUNICATION OF CORPORATE CULTURE



**SILVER**

## Dentsply Sirona

Dentsply Sirona transformed quality communications into a global culture movement through 'Quality Begins with Me', a campaign designed to embed personal accountability for quality and patient safety across 15,000 employees in 43 countries. Delivered in nearly 30 languages, the initiative combines leadership engagement, emotional storytelling, training and peer recognition. Judges praised the "impressively executed" global campaign.



**SILVER**

## DNV and Penna, an LHH brand

DNV and Penna transformed corporate culture communication through a two-and-a-half-day immersive leadership summit designed to make organisational value tangible, emotional and actionable. Bringing together 300 leaders from five continents, the 'IT'S ON!' experience combines neuroscience-backed messaging, experiential storytelling, environmental design and real-time audience participation to embed behaviours around ambition and collaboration. Judges found the campaign "bold" and "immersive".



**BRONZE**

## GSK and Radley Yeldar

GSK and Radley Yeldar transformed employer brand communications through 'It's Personal', a global storytelling campaign designed to reconnect 70,000 employees with GSK's purpose and employee experience. Judges praised the use of "authentic storytelling" across the campaign.



**BRONZE**

## Wheatley Group

Wheatley Group's 'Think Yes' campaign transformed a long-standing organisational value into a visible and emotionally engaging culture movement across a 3,000-strong workforce. Using real frontline stories, role-specific creative, induction experiences, leadership support and refreshed recognition programmes, the initiative empowered staff to take ownership and proactively improve customer outcomes. Judges found the campaign "warm" and "engaging".

## BEST DE&I INITIATIVE



### GOLD

#### Royal Mail and Blue Goose

Royal Mail and Blue Goose transformed DE&I communications through 'Change For Good', a bold, organisation-wide culture reset designed to tackle bullying, harassment and unacceptable workplace behaviour across a 130,000-strong workforce. Combining emotionally powerful storytelling, mandatory training, simplified business standards, leadership advocacy and strengthened reporting channels, the initiative created a shared understanding of respect, accountability and inclusion across operational and frontline environments.

The campaign's authentic 'It's Just Banter' film used real-life workplace scenarios and multiple perspectives to challenge normalised behaviours and encourage reflection, while practical manager toolkits and the #Imin leadership pledge reinforced behavioural ownership at every level. Achieving 99.5% training completion and a fourfold increase in reporting through the 'Raising Concerns' channel, the programme successfully strengthened psychological safety, trust and accountability while embedding long-term cultural change across Royal Mail. One judge described the campaign as "courageous", and the use of "emotional storytelling" resonated with judges.

# BEST DE&I INITIATIVE



## SILVER

### CGI and LEAP Create

CGI and LEAP Create transformed mandatory DE&I training into an emotionally engaging internal communications experience through 'Bystander to Upstander'. Built around unscripted conversations and lived experiences shared by real employees, the programme replaces traditional compliance-led learning with authentic storytelling and practical allyship tools. Judges praised the "very human" initiative and its potential for long-term behavioural change.



## BRONZE

### KLM Catering Services and La Plume Media

KLM Catering Services and La Plume Media transformed DE&I engagement through a year-round holiday calendar that embedded cultural recognition into everyday operations. Using peer-led storytelling, educational content and equal visibility for all celebrations, the initiative fostered organisational unity across a highly diverse workforce. Judges were impressed by how the campaign was embedded into the organisational culture.

## BEST ENGAGEMENT OF CORPORATE PURPOSE



### GOLD

#### **GreenSquareAccord**

GreenSquareAccord transformed customer-service engagement through 'The Trials of Mrs Tranter', an immersive, murder-mystery-inspired training experience designed to embed a customer-centric culture across a 1,600-strong workforce. Using realistic evidence packs, call recordings, photographs and Housing Ombudsman-style reporting, colleagues investigate a fictional damp and mould complaint to uncover service failures and behavioural gaps. Developed entirely in-house, the self-serve activity created meaningful reflection, collaboration and accountability across frontline and support teams alike. More than 650 employees completed the exercise, which was later adopted by other housing associations as sector best practice.

Results included a 26% reduction in complaints, improved response times and significantly stronger employee understanding of customer impact. Judges found the campaign "original" and "impactful", with one commenting that it "transformed customer-service learning".

# BEST ENGAGEMENT OF CORPORATE PURPOSE



**SILVER**

## Bupa and Altadicta

Bupa and Altadicta transformed sustainability communications through 'Better World', a global engagement campaign designed to embed corporate purpose across a 100,000-strong workforce. Combining animation, storytelling, leadership engagement, Workvivo activations and 'Better World Week' events, the initiative connected sustainability directly to Bupa's healthcare mission and Savannah27 strategy. Judges found the campaign "intelligent" and "beautifully executed".



**SILVER**

## dsm-firmenich and Brunswick Group

'The Progress Tour' created by dsm-firmenich and Brunswick Group transforms corporate purpose communications through a cinematic six-part internal film series showcasing how colleagues across 60 countries bring the company's 'Bring progress to life' purpose into everyday action. Judges found the campaign "ambitious" and "stylistic".

**BRONZE**

## Springer Nature

Springer Nature transformed its 10th anniversary into a global purpose-led movement through 'SN10', a year-long campaign combining celebration and volunteering across more than 40 countries. Empowering colleagues to select local causes and shape activities, the initiative strengthens ownership and connection to the organisation's mission. Judges praised the "inclusive" campaign.



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



## GOLD

### GreenSquareAccord

GreenSquareAccord transformed customer-service culture through 'The Trials of Mrs Tranter', an immersive, murder-mystery-inspired training experience designed to strengthen customer-centric behaviours across a 1,600-strong workforce following organisational merger and regulatory change. Using realistic evidence packs containing call recordings, photographs, emails and Housing Ombudsman-style reports, colleagues investigate a fictional damp and mould complaint to uncover service failures and behavioural gaps.

Developed entirely in-house, the self-serve exercise created meaningful reflection, collaboration and accountability across both frontline and support teams. More than 650 employees completed the programme, which was later adopted by multiple housing associations as sector best practice. Results included a 26% reduction in complaints, improved response times and significantly stronger employee understanding of customer needs and service impact. One judge described the campaign as "impressively innovative", and judges were impressed by the long-term cultural impact.

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



## SILVER

### Karbon Homes

Karbon Homes transformed customer-safety communications through 'Think Customer', a multi-channel internal campaign designed to embed customer-first thinking ahead of Awaab's Law. Combining leadership storytelling, interactive learning, customer voices, live events and practical reporting tools, the initiative unites more than 1,200 employees around shared accountability for customer wellbeing. Judges were impressed by the "purposeful" campaign that "united" employees.



## BRONZE

### Wheatley Group

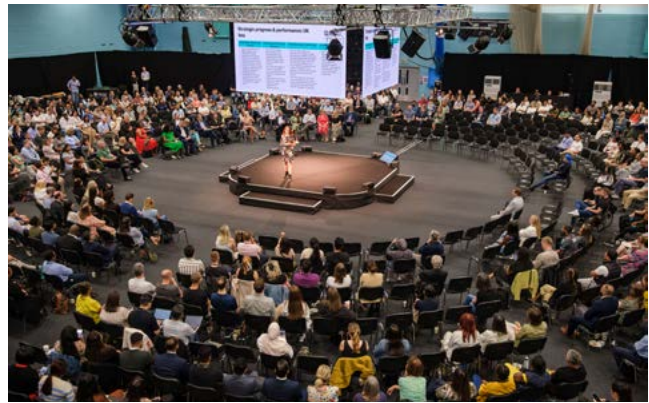
Wheatley Group's communications and marketing team transformed internal engagement across a 3,000-strong workforce through consistent, human-centred communications rooted in its 'Think Yes' culture. Combining weekly CEO videos, frontline storytelling, behaviour-change campaigns and high-profile staff awards, the team strengthened leadership visibility and employee connection. Judges were impressed by how the campaign united Wheatley's workforce.

# BEST INTERNAL COMMUNICATIONS FROM THE EDUCATION SECTOR

## SILVER

### University of East London

The University of East London transformed staff engagement through its All-Employee Conference and VC&P Excellence Awards, a full-day communications event designed to strengthen understanding of 'Vision 2028' and rebuild confidence in leadership action. Judges were impressed by the combination of leadership communications and employee recognition within the campaign.



# BEST INTERNAL COMMUNICATIONS FROM THE ENERGY AND UTILITIES SECTOR



## GOLD

### National Grid and Goldbug

National Grid and Goldbug transformed employee recognition into a global culture movement through 'Living Our Values', a nine-month campaign designed to connect colleagues' everyday 'BIG Work' with the behaviours underpinning organisational success. Reimagining a previously underperforming recognition programme, the initiative uses bold storytelling, peer-led engagement, simplified nomination tools and locally tailored communications to unite more than 30,000 employees across the UK and US, including hard-to-reach field teams representing 70% of the workforce.

The campaign combined leadership visibility, social-style content, live engagement mechanics and a flagship three-day BIG Celebration in London to create meaningful moments of pride, belonging and cultural connection. Results included more than 4,500 nominations, a 350% increase in participation, a 380% rise in field winners and record engagement across internal channels. Judges found the campaign "emotionally engaging", enthusing that it "transformed employee recognition".

# BEST INTERNAL COMMUNICATIONS FROM THE ENERGY AND UTILITIES SECTOR

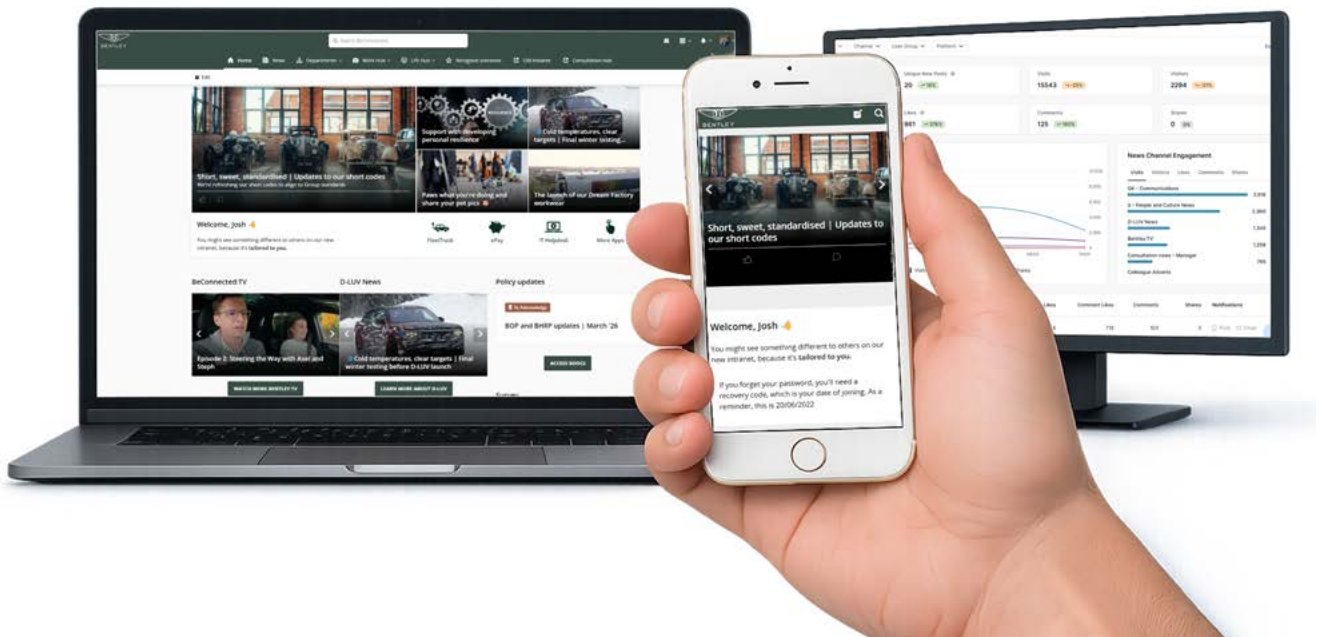
## BRONZE

### National Gas and WPA Pinfold

National Gas and WPA Pinfold transformed complex business transformation communications through 'Building for Growth', a multi-channel engagement programme supporting the shift to a regional operating model across Britain's critical gas infrastructure network. Judges were impressed by the campaign's impact at a time of large-scale organisational change.



# BEST INTERNAL COMMUNICATIONS FROM THE ENGINEERING AND MANUFACTURING SECTOR



## GOLD

### Bentley Motors and Staffbase

Bentley Motors and Staffbase transformed employee communication through 'BeConnected', a mobile-first intranet and app designed to unite 4,000 office-based and factory colleagues previously divided by limited digital access. Combining personalised news channels, 107 integrated business applications, mobile crisis alerts and a self-service password reset tool created in-house, the platform removed major barriers to engagement and enabled direct factory workers to independently access company communications for the first time.

Supported by CEO-led roadshows, sign-up incentives, targeted campaigns and data-driven analytics dashboards, the initiative achieved 2,000 registrations within 24 hours and 85% workforce adoption within six months, surpassing industry engagement benchmarks. Judges found the campaign "innovative" and "strategic", with one commenting that the intranet transformation impressively combined inclusivity with creativity and measurable engagement.

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# BEST INTERNAL COMMUNICATIONS FROM THE ENGINEERING AND MANUFACTURING SECTOR

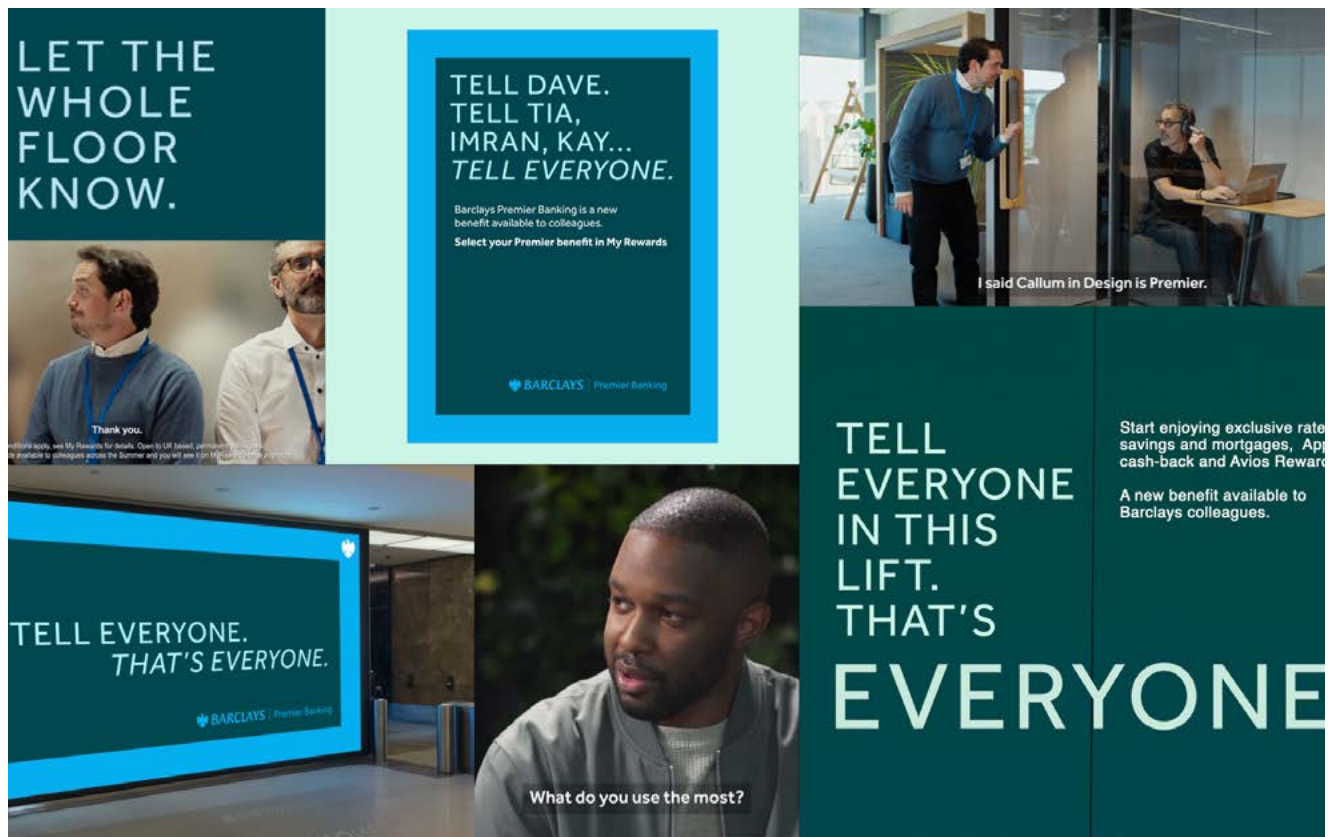


## SILVER

### Thales and LEAP Create

Thales and LEAP Create transformed security and integrity communications through 'Securing Every Step', a human-centred internal campaign designed to strengthen vigilance, ethical decision-making and speaking-up culture across a complex engineering and manufacturing organisation. Combining scenario-led storytelling, collage-style video, bold poster campaigns and relatable language, the initiative makes high-stakes security messaging more accessible. Judges praised the campaign's "confidence" and "creativity".

# BEST INTERNAL COMMUNICATIONS FROM THE FINANCIAL SERVICES SECTOR



## GOLD

### Barclays Bank and EveryFriday

Barclays and EveryFriday transformed internal communications in financial services through 'Colleagues As Customers', a bold campaign designed to strengthen colleague trust, advocacy and product belief by positioning employees as customers of Barclays 'Premier Banking'. Responding to insight that only 50% of UK colleagues banked with Barclays, the initiative combines external-grade marketing creativity with highly targeted internal communications to drive behavioural change across a 49,000-strong workforce.

Built around the line 'Tell everyone. That's everyone.', the campaign uses cinematic humour-led films, peer-to-peer storytelling, workplace activations, digital rollouts and visible leadership endorsement to create authentic engagement in a highly regulated environment. Judges were impressed by the campaign's "creative execution", with one observing that employees were "transformed into advocates".

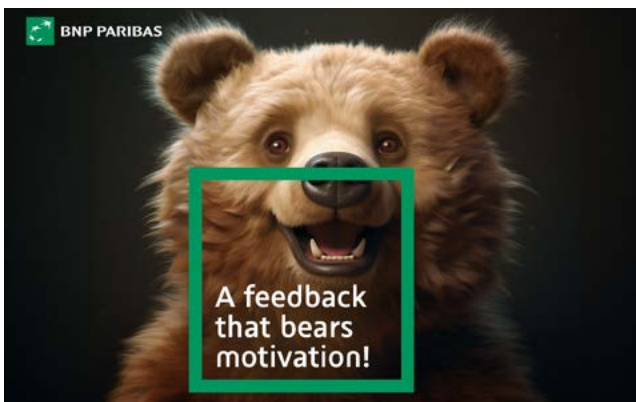
# BEST INTERNAL COMMUNICATIONS FROM THE FINANCIAL SERVICES SECTOR



## SILVER

### Intact Insurance and Goldbug

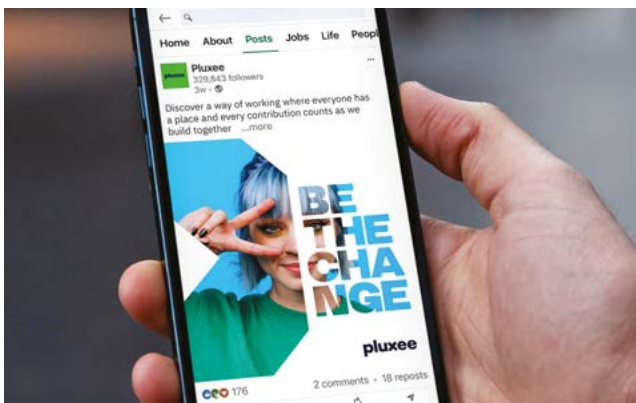
Intact Insurance and Goldbug transformed a complex insurance-sector rebrand into a highly human-centred employee engagement campaign following the integration of RSA, NIG and FarmWeb under one unified identity. Combining authentic employee storytelling, leadership accessibility, influencer-style 'activation champs', podcasts and the 'Tea with Leaders' video series, the initiative created trust and cultural alignment. Judges praised the "warmth" of the campaign.



## BRONZE

### BNP Paribas Bank Polska SA and GonnaBe Sp. z o. o.

BNP Paribas Bank Polska and GonnaBe transformed employee feedback culture through 'A Feedback that Bears Motivation!', a creative internal communications campaign designed to make feedback feel safe, positive and engaging across a 7,000-strong workforce. Judges praised the "original" campaign.

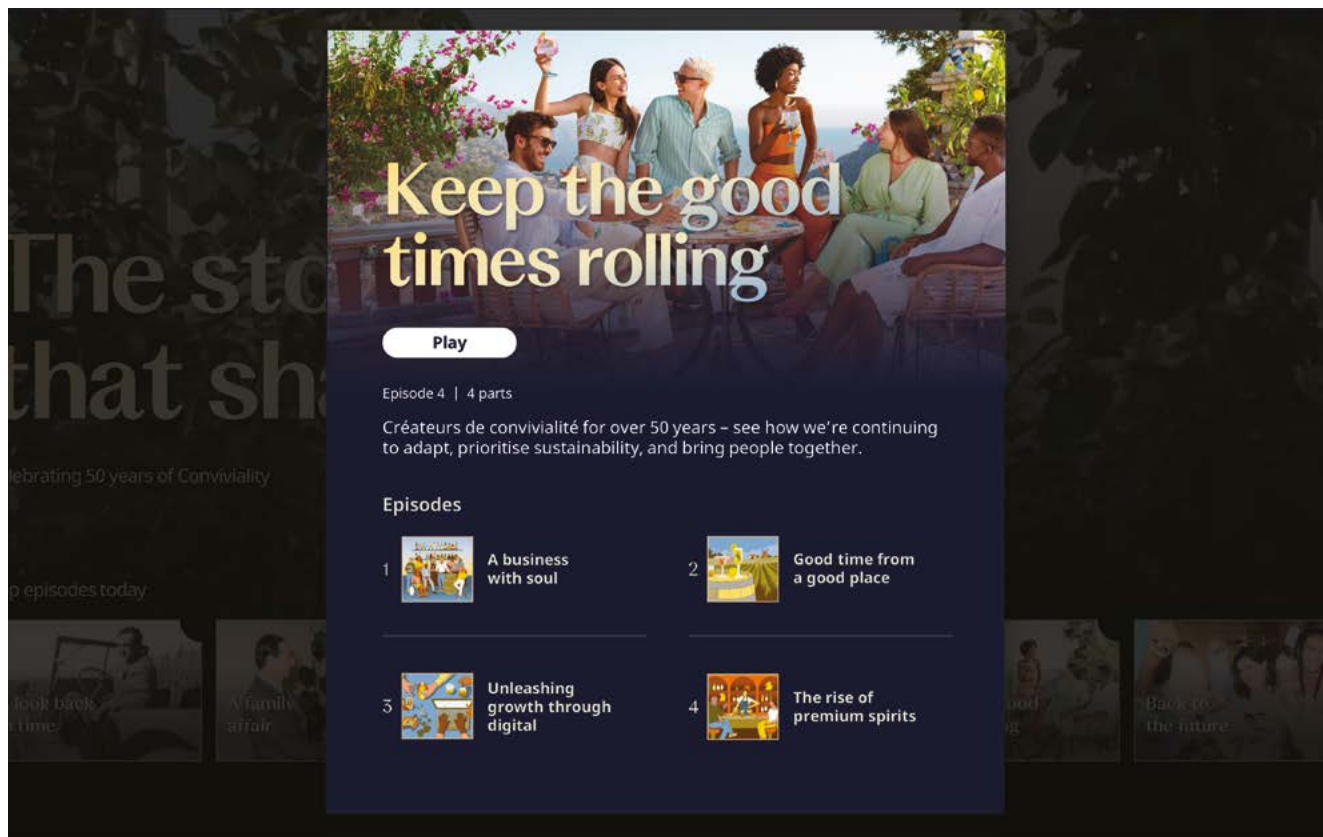


## BRONZE

### Pluxee and Visual Assets

Pluxee and Visual Assets transformed internal communications following Pluxee's spin-off from Sodexo through a global culture and engagement programme designed to unite 5,626 employees across 28 countries. Combining the 'Life@Pluxee' culture framework, 'Leadership Compass' and refreshed EVP, the initiative used journey-themed storytelling, leadership workshops, digital campaigns and employee-driven engagement. Judges found the campaign "beautifully integrated".

# BEST INTERNAL COMMUNICATIONS FROM THE FOOD AND BEVERAGE SECTOR



## GOLD

### Pernod Ricard and Emperor

Pernod Ricard and Emperor transformed a corporate anniversary into an immersive storytelling experience through a bespoke streaming-inspired internal communications platform celebrating the company's 50-year history. Reimagining traditional corporate content as six interactive series, the initiative combines cinematic storytelling, gamification, animation, sound design, interactive maps and futuristic digital environments to create a binge-worthy employee experience inspired by Netflix.

Designed to make five decades of heritage, innovation and future ambition emotionally engaging and easy to explore, the platform successfully reinforces pride, belonging and cultural connection across Pernod Ricard's global workforce. The project also evolved into a long-term onboarding asset, extending its value beyond the anniversary itself. Judges praised the campaign as "imaginative", and were impressed by the carefully curated storytelling experience.

# BEST INTERNAL COMMUNICATIONS FROM THE FOOD AND BEVERAGE SECTOR



**SILVER**

## **Tate & Lyle**

Tate & Lyle transformed post-merger employee engagement through 'Tate & Lyle & Me', an AI-powered internal communications platform designed to unite 5,000 employees across 38 countries following the acquisition of CP Kelco. Judges praised the "innovative" and "authentic" campaign.

# BEST INTERNAL COMMUNICATIONS FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR

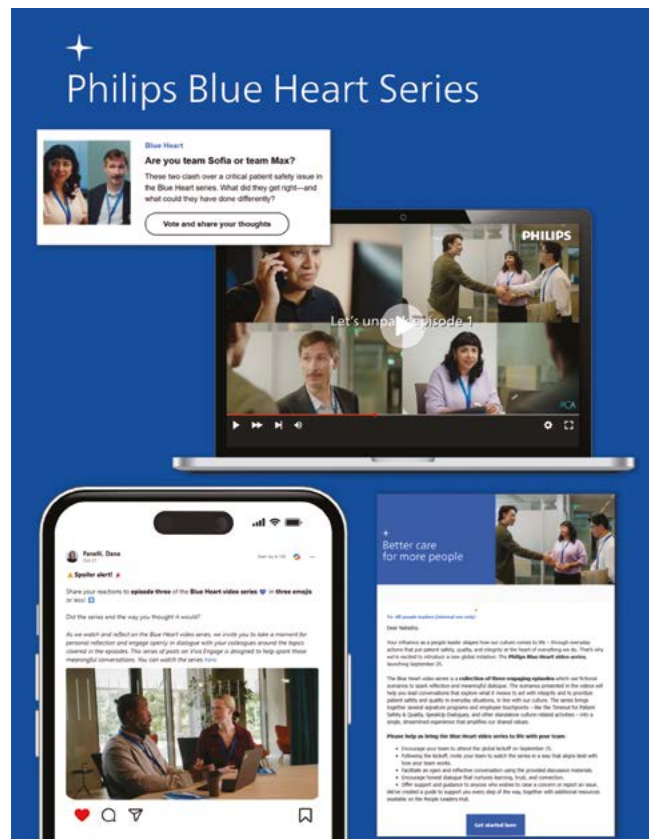


**GOLD**

**GSK**

GSK transformed leadership communications training through 'Leadership Comms to Go', a creative vending machine-inspired learning platform delivering snackable communications coaching to busy leaders across more than 30 global manufacturing sites. Designed for multilingual, time-constrained and frontline audiences, the initiative combines QR-enabled access, bite-sized PDF learning 'snacks', practical exercises and playful visual storytelling to make leadership communication skills instantly accessible and actionable.

Covering topics including presenting with impact, communicating through change and building reputation on LinkedIn, the programme successfully extends communications training far beyond traditional workshops while maintaining consistency and scalability across international markets. Results included reaching almost three times more leaders than previous workshops, engagement across 37 countries, 27 job roles and 94% of manufacturing sites. Judges found the campaign "inventive", and praised the accessibility of the learning initiative.



**GOLD**

**Philips and MGA with Wonderpunch**

Philips, MGA and Wonderpunch transformed compliance and culture learning through the 'Blue Heart Series', a bingeable three-part internal video drama designed to embed Philips' 'Impact with care' values across a 69,700-strong global workforce. Combining cinematic storytelling, professional actors, multi-threaded scripts and realistic workplace scenarios, the initiative reimagines traditional compliance training as an emotionally engaging employee experience. Filmed across multiple international locations and translated into nine languages, the series tackled complex themes around ethics, quality and workplace behaviour through relatable characters and suspense-driven narratives that encourage reflection and discussion.

Supported by leadership watch parties, discussion guides, intranet activations and global promotional campaigns, the programme achieved more than 37,000 video views, 31,000 intranet visits and exceptionally strong employee feedback. Judges praised the "cinematic" learning experience and were impressed by its tangible cultural impact.

# BEST INTERNAL COMMUNICATIONS FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



## SILVER

### dsm-firmenich and Brunswick Group

'The Progress Tour' created by dsm-firmenich and Brunswick Group transformed post-merger engagement through a cinematic six-part internal video series designed to unite 30,000 employees across more than 60 markets behind one shared purpose. Combining documentary-style storytelling, authentic employee voices and global workplace stories from South Africa to Shanghai, the initiative strengthened pride and cultural connection. Judges praised the campaign as "emotionally engaging".



## BRONZE

### LivaNova

LivaNova transformed a global brand and strategy launch into a high-energy broadcast experience through its strategic framework and brand refresh event. Inspired by live television formats, the initiative combines multilingual livestreaming, employee ambassadors, global watch parties, leadership storytelling and surprise brand reveals to unite employees across regions and time zones. "Bold and well executed," praised one judge.

## BEST INTERNAL COMMUNICATIONS FROM THE PROFESSIONAL SERVICES SECTOR



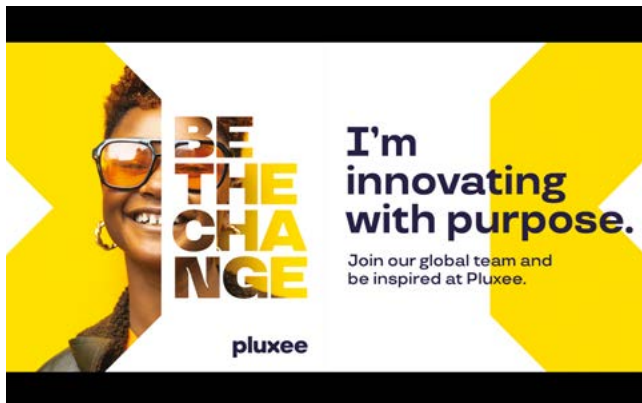
### GOLD

#### **Sopra Steria**

Sopra Steria transformed employee reward communications through the 'Orange Award Scheme', a vibrant, multi-channel campaign designed to help 6,000 UK employees understand and engage with a complex new share ownership initiative. Combining playful branding, jargon-free guides, leader toolkits, infographics, roadshows and targeted reminders, the campaign makes financial education accessible and engaging for a largely inexperienced audience.

Achieving a remarkable 97% participation rate and increasing employee share ownership from 18% to 30%, the initiative successfully turned a potentially complex and sensitive programme into an empowering, high-engagement employee experience. One judge marvelled at how the campaign "transformed complex financial communications into an engaging and successful employee initiative."

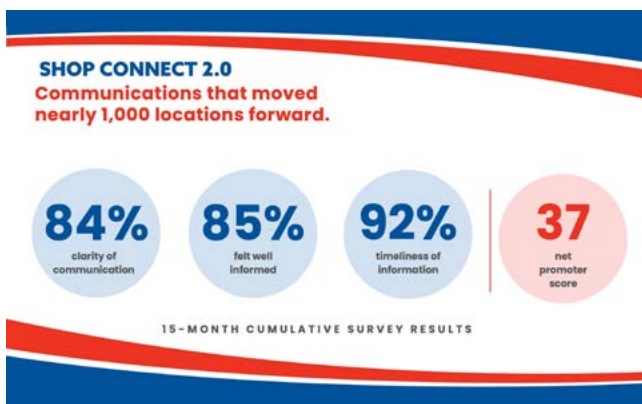
# BEST INTERNAL COMMUNICATIONS FROM THE PROFESSIONAL SERVICES SECTOR



## SILVER

### Pluxee and Visual Assets

Pluxee and Visual Assets transformed post-spin-off employee engagement through a global culture programme designed to unite 5,626 employees across 28 countries behind a shared identity and purpose. Combining the 'Life@Pluxee' framework, 'Leadership Compass' and refreshed EVP, the initiative uses journey-themed storytelling, leadership workshops and bold visual communications. Judges were impressed by how the campaign "united" the newly independent organisation.



## BRONZE

### Boyd Group and Quennect Communications

Boyd Group and Quennect Communications transformed enterprise change communications through 'Shop Connect 2.0', a readiness-driven campaign supporting the largest technology modernisation programme in the organisation's history across 985 North American locations. Combining storytelling, tailored messaging and real-time support comms, the initiative enables smooth adoption with minimal operational disruption. Judges were impressed by the scale of the campaign.



## BRONZE

### tms

'Connections: The Power of You', a three-day global summit designed to strengthen strategic alignment, creativity and collaboration across senior leaders, allowed tms to transform leadership engagement. Combining immersive workshops, TED-inspired 'insight tracks' and post-event activation tools, the initiative turned internal communications into a catalyst for innovation and culture-building. Judges were impressed by the immersive aspect of the campaign.



In April, we brought colleagues together for the first time at our **Go Further, Do More conference**. The event focused on the priorities set out in our corporate plan and on strengthening a high-performing, people-driven culture.

We brought our new intranet to life as we invited colleagues to step foot into **The Ampliverse Live!** And truly live collaboration and connection.



**Good luck to all of tonight's finalists**

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



## **GOLD**

### **Amplius**

Amplius transformed internal communications during a complex post-merger integration through clear, empathetic and highly engaging colleague-focused campaigns supporting more than 1,200 employees across England. Combining tailored change communications, leadership visibility, pulse surveys, creative digital campaigns and the launch of 'The Ampliverse' intranet, the team strengthened trust, collaboration and organisational culture during significant restructuring and systems change.

Achieving exceptional engagement rates, including 82.6% open rates for 'Amplify' newsletters and more than 68,000 intranet homepage views within three months, the initiative successfully demonstrated how transparent and human-centred communications can guide organisations through sustained transformation while strengthening colleague connection and confidence. Judges found the campaign "empathetic" and "strategically executed" and were impressed by its impact at a time of large-scale organisational change.

# CRITICAL COMMUNICATIONS.

CREATIVELY  
DELIVERED.

For when you need to shape culture, reduce risk or drive change, MGA creates internal campaigns that build understanding, influence behaviour and deliver measurable business impact.

We would like to congratulate everyone that has been shortlisted this evening as we collectively celebrate excellence in internal communications.

If you'd like to know more, please email [damien@mga-ideas.com](mailto:damien@mga-ideas.com)



ICE AWARD WINNERS 2023, 2024, 2025



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



**SILVER**

## **NHS Property Services**

NHS Property Services transformed internal communications across a dispersed 5,500-strong frontline workforce by simplifying channels and creating a clearer organisational narrative. Combining colleague roadshows, interactive manager webinars, digital confidence initiatives and audience-led strategic planning, the team successfully shifted communications from reactive to insight-driven and frontline-focused. Judges praised the “people-focused transformation” and “simplification of complexity”.



**SILVER**

## **Wernick Group and Enthuse Communications**

Wernick Group and Enthuse Communications transformed internal engagement through ‘Vision 2030’, a 10-month roadshow designed to unite 900 colleagues behind the company’s long-term strategy. Combining CEO-led site visits, interactive discussions, inclusive print communications and transparent follow-up campaigns, the initiative generated 1,090 employee ideas and achieved almost 90% attendance. Judges found the campaign “authentic” and “inclusive”.



**BRONZE**

## **Knight Frank and MGA**

Knight Frank and MGA transformed a complex HR systems rollout into a people-first engagement campaign through ‘Powering up your potential’, a creative communications programme supporting the launch of Workday across the business. Combining neon-inspired branding, storytelling, launch animations, manager toolkits and tailored multi-channel communications, the initiative positions Workday as an investment in employee growth. Judges were impressed by the creativity of the campaign.

# BEST INTERNAL COMMUNICATIONS FROM THE PUBLIC SECTOR



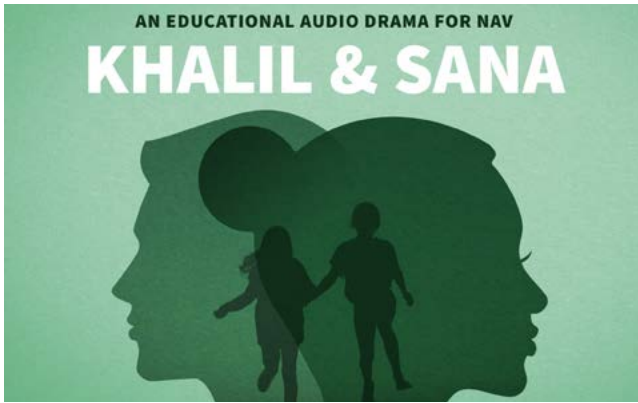
## GOLD

### Animal and Plant Health Agency

The Animal and Plant Health Agency transformed colleague engagement through 'One APHA Get Together', a low-cost, high-impact internal communications programme designed to unite a geographically dispersed workforce across England, Scotland and Wales. Combining interactive workshops, leadership Q&As, bespoke games, storytelling and colleague-led discussions, the initiative strengthened understanding of organisational priorities, improved leadership visibility and built a stronger sense of belonging across previously siloed teams. Delivered by a five-person communications team with minimal budget, the programme reached more than 500 employees through six sessions and a supporting digital booklet viewed more than 1,000 times.

Results included significant increases in organisational understanding, employee pride and satisfaction with senior leadership communication. Judges were impressed by the "creative and authentic engagement programme" that, according to one judge, "transformed employee connection and pride".

# BEST INTERNAL COMMUNICATIONS FROM THE PUBLIC SECTOR



## BRONZE

### NAV and Atp

Norwegian Labour and Welfare Administration and Atp transformed internal learning through 'Khalil & Sana', a nine-episode dramatised audio series designed to help welfare advisers reflect on complex real-world interactions with citizens. Combining immersive storytelling and team-based listening sessions, the initiative uses fiction to create safe, open discussions around judgment, communication and collaboration. Judges found the initiative "original" and "well executed".

# BEST INTERNAL COMMUNICATIONS FROM THE RETAIL SECTOR



## GOLD

### BMN and La Plume Media

BMN and La Plume Media transformed digital adoption in retail through the 'BMN E-commerce Champions League', a gamified internal communications campaign designed to help branch employees embrace e-commerce as a tool that enhances, rather than replaces, personal customer service. Combining competitive challenges, leadership advocacy, physical rewards, instructional content and behavioural psychology, the three-month initiative successfully turned resistance to digital transformation into enthusiasm and collective ownership.

Structured around monthly acquisition, retention and ideation challenges, the campaign uses social proof and friendly competition to strengthen engagement across BMN's more than 140 branches while reinforcing the organisation's strategic e-commerce goals. Results included 600 new web shop customers in a single month, measurable revenue growth across 90 branches and widespread participation in strategic planning. One judge described the campaign as "fantastically inventive and sharp", observing that it "transformed digital resistance".

# BEST INTERNAL COMMUNICATIONS FROM THE RETAIL SECTOR



## SILVER

### Pepco and MJCC

Pepco and MJCC transformed employee recognition through 'Pepculture Masters', a peer-to-peer engagement programme designed to embed company values into everyday workplace behaviour across 18 European countries. Combining nominations, storytelling and global voting, leadership involvement and multi-channel promotion, the initiative celebrates employees who demonstrate care, collaboration and customer focus in practice. Judges praised the campaign's inclusivity.

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



## A better BT for all of us



### GOLD

#### BT Group and Emperor

BT Group and Emperor transformed a complex corporate strategy refresh into a bold, emotionally resonant internal communications campaign designed to re-energise a change-fatigued workforce during a period of restructuring and low employee sentiment. Built around the unifying idea 'A better BT for all of us', the programme combines CEO-led storytelling, a striking Union Jack-inspired visual identity, ambition films, explainer videos, leadership workshops and tailored communication toolkits to create clarity, confidence and shared purpose across BT's diverse workforce.

Structured through four phases, the initiative successfully translates a complex business strategy into relatable, actionable messaging for employees at every level. Results included 165,000 intranet views, strong employee awareness and confidence metrics, and widespread employee advocacy through social sharing. Judges were impressed by the transformation of complex corporate strategy into a "unifying employee movement".

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



## SILVER

### **CGI and LEAP Create**

CGI and LEAP Create transformed mandatory DE&I training into a human-centred internal communications experience through 'Bystander to Upstander' and 'Pause for Respect'. Replacing traditional slide-led learning with unscripted employee stories, reaction-led discussions and authentic video storytelling, the initiatives encourage reflection, dialogue and behavioural change. One judge described the campaign as "courageous", with judges generally impressed by its people-focused approach.

# BEST INTERNAL COMMUNICATIONS FROM THE TRANSPORT AND LOGISTICS SECTOR



## GOLD

### Air Astana and Definition

Air Astana and Definition transformed internal communications through the 'Going Global' campaign, a large-scale engagement programme designed to align 7,000 employees behind the airline's ambition to become a world-class global carrier. Combining leadership workshops, immersive conferences, manager toolkits, ideas campaigns and colleague co-creation, the initiative successfully shifts mindsets from regional to global standards while reinforcing Air Astana's 'HEART' values and cultural identity.

Achieving the airline's highest-ever engagement score, increasing overall engagement from 50% to 60%, and generating 554 employee ideas, the campaign demonstrates how strategic internal communications can successfully mobilise dispersed operational workforces during major business transformation. Judges were impressed by how the campaign strategically aligned all areas of the organisation behind a future vision.

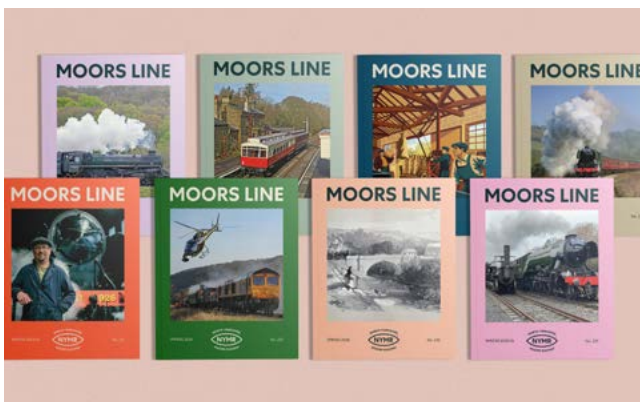
# BEST INTERNAL COMMUNICATIONS FROM THE TRANSPORT AND LOGISTICS SECTOR



## SILVER

### Clarkson and Emperor

Clarkson and Emperor transformed the long-running 'Horizons' employee magazine into a strategic internal communications platform that strengthened pride and global connection across the maritime business. Combining bold editorial design, employee-generated photography, interactive digital features and inclusive storytelling, the refreshed publication delivers strong engagement across print and digital formats. One described the reinvention as "carefully crafted".



## BRONZE

### North Yorkshire Moors Railway

North Yorkshire Moors Railway transformed its long-running 'Moors Line' members' magazine through a complete editorial and design overhaul that strengthened engagement, pride and brand connection across its community of staff and members. Combining modern A4 design, clearer storytelling, stronger fundraising calls-to-action and improved editorial processes, the refreshed publication successfully turns a traditional internal magazine into a more strategic communications platform. Judges were impressed by the "modernisation" of the heritage publication.

# INTERNAL COMMUNICATIONS TEAM OF THE YEAR



## PHILIP MORRIS INTERNATIONAL

### WINNER

#### Philip Morris International

At Philip Morris International, the PMI Tech Communications and Engagement team has subtly redefined what an internal communications function can be. Operating at the heart of the company's digital transformation, the five-person team serves as strategist, editor, brand steward and cultural connector for a global technology community navigating rapid change.

The team's defining challenge in 2025 was helping guide the transition from PMI IT to PMI Tech, a fundamental repositioning of the function as a strategic digital services unit supporting the company's smoke-free future. Rather than treating the reorganisation as a standalone change programme, the team embedded it within a broader communications strategy built on simplicity and collaboration. The result was a cohesive narrative that reduced uncertainty and strengthened a shared sense of identity.

Alongside this transformation, the team continued to expand its remit. It launched the inaugural CDIO Award, celebrating colleagues whose work exemplified PMI's values, and delivered 'AI Day', an immersive event designed to make emerging technologies accessible

and relevant to employees. It also created the PMI IT 'Strategic Partner Award', recognising external partners contributing to the organisation's long-term ambitions.

What distinguishes the team is its ability to balance operational discipline with creativity. While managing complex change, it also achieved record engagement across its digital channels, growing readership, participation and cross-functional visibility. In an organisation increasingly shaped by technology, the PMI Tech Communications and Engagement team demonstrated that effective communication is not simply about sharing information, but also about building confidence and helping people navigate change together.

# EveryFriday

BEST BEES



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