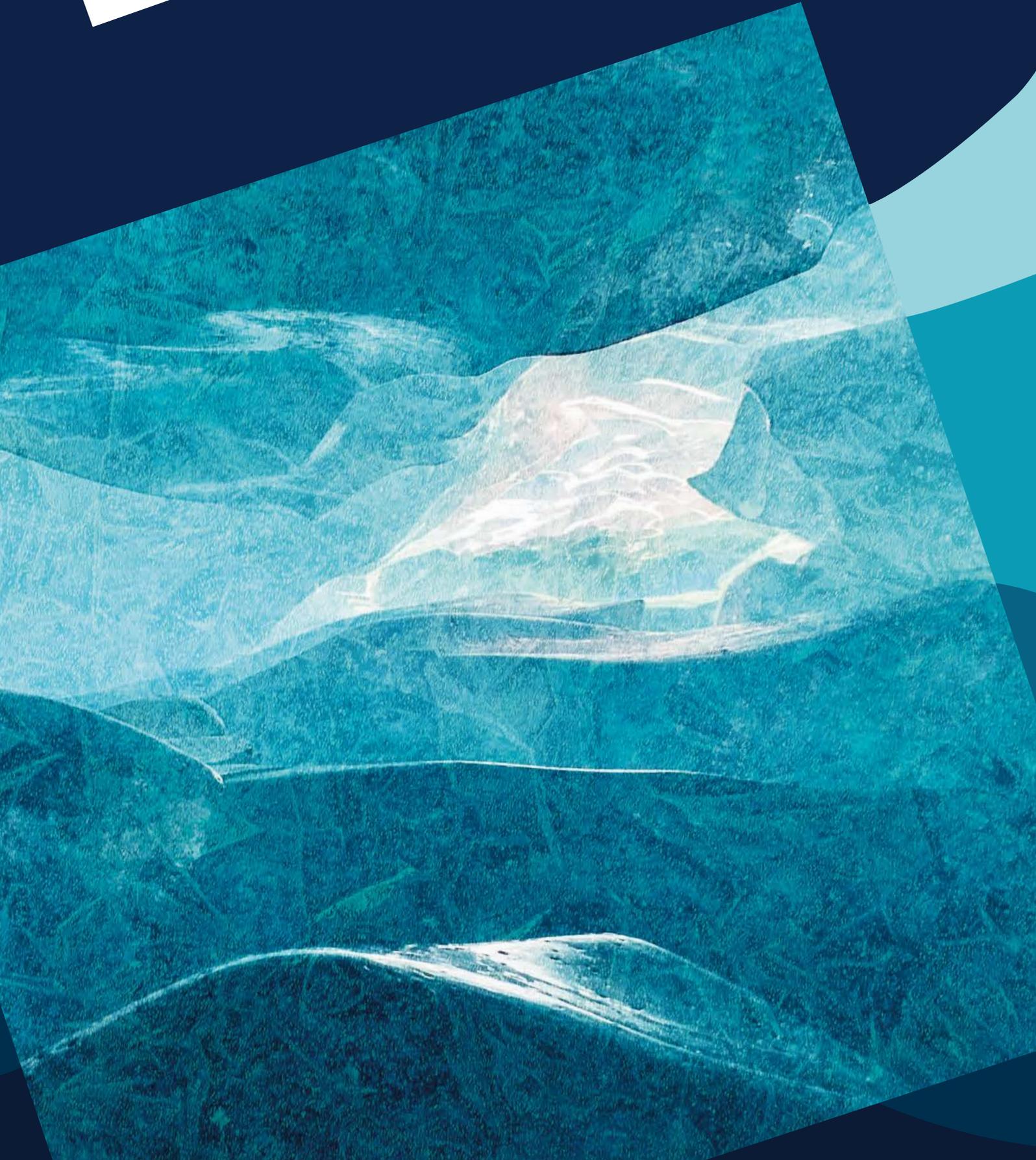




# WINNERS BOOK



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We transform internal communication from the inside out through training, 1-2-1 support and consultancy support.

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Congratulations to everyone who has been shortlisted tonight.



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# WELCOME



**REBECCA PARDON**  
EDITOR  
*COMMUNICATE MAGAZINE*

The Internal Communications and Engagement Awards has been bringing well-deserved recognition to work of internal communicators now for six years. Internal communications can often seem to be whiling away subtly behind-the-scenes of an organisation; frequently comprising small teams, the communications function hums in the background, becoming most conspicuous at times of uncertainty or crisis. And yet, it is corporate communications that weaves the fabric of an organisation together, upholding values and connecting stakeholders across disciplines. Additionally, as we've seen tonight, internal communications departments are a hub of creativity, conjuring innovative campaigns that deliver tangible change.

Those that are showing especially pioneering work in this field, however, are being given the spotlight tonight. That includes our prestigious Grand prix winner Sage, which launched a campaign to galvanise its regional teams and craft a culture of trust and transparency. But, as our publisher Andrew likes to say, all those shortlisted tonight truly are winners. A profound congratulations to all on your successes, it is truly deserved.

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## MEET THE JUDGES



**HELEN BISSET**  
MANAGING DIRECTOR  
*H&H*

Helen still has an active role in H&H, the Yorkshire based employee communications agency that she co-founded in 2011. H&H has been peer voted 'Best UK IC Agency' for an unprecedented 11 consecutive years and gained many more awards for their innovative work across the globe. Following a career in marketing, Helen retrained in psychology and personal development, has a MSC in corporate coaching and is a certified Master NLP practitioner.



**EDYTA BLACHOWSKA**  
DIRECTOR OF INTERNAL COMMUNICATIONS OFFICE  
*BGK*

Director of the internal communications office at Polish Development Bank BGK, Edyta has been working in public relations for 17 years and for 15 years in internal communications in the financial sector. She has gained experience in banks and PR agencies. Internal campaigns developed by her team have won many awards in Polish and international industry competitions. She is a member of the Institute of Internal Communication (IoIC,) IABC and the Polish Association of Public Relations.



**DAVID BOARDMAN**  
COMMUNICATIONS CONSULTANT

### JUDGE – SPECIAL RECOGNITION

David has had a varied communications career across a diverse portfolio of sectors. Most recently, he has worked in financial services within the pension industry as an independent consultant, as well as for Atos and the Civil Service Pension Scheme. A stint in the housing sector in London followed a communications role for Shop Direct Group working on such well-known brands as Very.co.uk. In that role, David managed the communications of the merger of Littlewoods and Great Universal, together with the sale of the Littlewoods stores and Index retail businesses.



**KIRSTY BOWEN**  
HEAD OF COLLEAGUE EXPERIENCE  
*COVENTRY BUILDING SOCIETY*

Kirsty has 16 years' experience leading internal communications functions and teams and has been at Coventry Building Society since 2013. Working for a purpose-led organisation with high employee engagement may suggest there's not much to do from a colleague experience perspective, but this isn't true. Continuing to improve, add strategic value and develop with a small budget and within a regulated financial services environment presents interesting challenges. Kirsty is a Fellow and board director of the Institute of Internal Communication (IoIC.)



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

For the last 20 years, Mina has worked in agency and in-house roles to create internal communications for international brands – ranging from Coca-Cola, McDonald's, Rolls-Royce to Centrica. She set up the internal communications department at Parkinson's UK. For Ofcom, she pivoted communications channels to connect people at home during Covid. She worked closely with the people team to articulate a new, award-winning career and leadership programme to set Ofcom up for online regulation.



**PAUL DIGGINS**  
HEAD OF INTERNAL COMMUNICATIONS  
*SANTANDER*

### JUDGE – SPECIAL RECOGNITION

Paul has worked in internal communications for almost 25 years. Having learned his trade at Barclays, he has since worked at a range of businesses in a number of sectors. Most notably, he was the internal communications lead on the merger between T-Mobile and Orange that led to the creation of EE. Following this, he joined RBS to work on the separation of the insurance division and the subsequent flotation of the Direct Line Group.



**STEVE FAIRMAN**  
**GLOBAL HEAD OF INTERNAL COMMUNICATIONS**  
*SAVE THE CHILDREN INTERNATIONAL*

Steve has devised and led effective internal communications strategies on a local, national and global level in complex organisations going through periods of unprecedented change. He is focussed on increasing the capability and strategic excellence of internal communications teams using robust insight and evaluation. Steve is currently global head of internal communications at Save the Children International connecting over 17,000 staff with a vital mission.



**LORNA GOZZARD**  
**DIRECTOR OF COMMUNICATIONS AND MARKETING**  
*ROYAL COLLEGE OF ART*

Lorna is director of communications and marketing at the Royal College of Art. She has over 25 years of communications experience, spanning internal and external communications and marketing. She started her career in agency at Fishburn Hedges and as a director of Kindred, before moving in-house, to senior roles working on the physical legacy of the London 2012 Games. Lorna was then at gallery and higher education institution The Courtauld, before joining the RCA, the world's leading art and design university.



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

Lyndsay is an internal communications professional with over 20 years of experience. She has worked in internal communications roles across a variety of sectors such as Barclays, Bupa, Direct Line Group, EasyJet, EE and T-Mobile. Lyndsay is currently senior internal communications manager at Santander UK leading a team supporting corporate and leadership communications across the business. She works on employee engagement and bringing to life EVP across a variety of work settings including office based people and call centres.



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

Steve is the director of corporate affairs and communications at GreenSquareAccord. He has 10 years of experience leading communications for NFP organisations. In his previous role at Citizen, Steve led the transformation of the communications function, the organisations rebrand from WM Housing and its establishment as a trusted voice in the sector. Steve also led communications at the Chartered Institute of Housing, served as the chief speechwriter and devised and launched the award-winning 'Make a Stand' campaign.



**NEIL JENKINS**  
**SENIOR DIRECTOR, CORPORATE COMMUNICATIONS**  
*IRON MOUNTAIN*

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



**BROOKE JOHNSTON**  
**HEAD OF COMMUNICATIONS AND REPUTATION MANAGEMENT**  
*DAC BEACHCROFT*

Brooke is an award-winning communications specialist with 17 years' experience advising professional services businesses on PR and social media, internal communications, reputation and change management, and crisis communications. Now she is the head of communications and reputation management at the international law firm, DAC Beachcroft where she is a trusted adviser to the firm's senior leadership team. She works with colleagues from all across the business to deliver a joined-up internal and external communications strategy.

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One integrated team working seamlessly together.



## MEET THE JUDGES



**KATIE MARLOW**  
DIRECTOR AND  
COMMUNICATION CONSULTANT  
*LITTLE BIRD COMMUNICATION*

### JUDGE – SPECIAL RECOGNITION

Katie is fascinated by the world of work, the complexity of relationships, the way we work as teams and how we connect to our work, colleagues and employers. She focuses on helping leaders listen and understand their teams, to ultimately help workplaces to work better. Katie has over 25 years' experience working in communications, 14 of which she's been running her own consultancy. Katie is actively involved with CIPR as a volunteer and mentor, she achieved Chartered status in 2017 and a Fellow in 2020.



**EDUVIE MARTIN**  
GROUP INTERNAL  
COMMUNICATIONS MANAGER  
*BRITISH AMERICAN TOBACCO*

Eduvie has almost 20 years of international experience in communications across multiple sectors. She is the group internal communications manager at British American Tobacco. She started her communications career leading a team of communications consultants, launching internal news channels, intranets and multiple tools for measuring communications. In 2023, she was named PR woman of the month, nominated for a Comms Hero Award and received the Simplys award for Best Internal Comms Rising Star.



**LOUISA MCCABE**  
HEAD OF INTERNAL  
COMMUNICATIONS  
*AXA UK*

Louisa has worked in communications for over 25 years for brands such as BT, RBS, T-Mobile and William Hill. Today, Louisa is head of internal communications for insurer AXA UK. Louisa is passionate about working to create an environment where the goals of the individuals align with the organisation. Louisa believes that when colleagues find work meaningful something magical happens to both customer and colleague experience.



**DEV MISTRY**  
INTERNAL COMMUNICATIONS  
AND ENGAGEMENT LEAD  
*DOJO*

Dev is a communications professional with 10 years of experience gained across technology, automotive and entertainment sectors. Based in London, Dev currently works at Dojo as the internal communications and engagement lead. Dev's experience ranges across internal communications, external communications and digital, specialising in stakeholder relations, embedding purpose and engagement. During his time at Virgin Media O2, Dev worked on award-winning campaigns on purpose led communications.



**RHIANNE SARNA**  
HEAD OF INTERNAL  
COMMUNICATIONS  
*COLT TECHNOLOGY SERVICES*

An award-winning communicator with over 20 years' experience, Rhianne started out in PR and marketing, but quickly found her passion for internal communications. Rhianne believes any successful organisation needs to be built from the inside out and enjoys connecting employees to their company's purpose and vision. With a wealth of experience in the tech and telco industries, Rhianne is a dab hand at breaking down knotty topics into compelling communications strategies, helping employees understand the mission, why it matters, how they'll get there and the role they play in it.



**PAUL SUMMERHILL**  
SENIOR MANAGER,  
EXECUTIVE COMMUNICATIONS  
*DELOITTE*

Having worked in communications for more than 20 years, Paul has supported a range of organisations to develop their internal communications and employee engagement at a local, national, and global level. Helping others to communicate and engage so that we can all achieve more is what inspires Paul as a communications professional. As senior manager of the executive communications team at Deloitte, Paul works with the firm's senior leadership to inform, engage and inspire people across the UK.

# THE WINNERS

## CAMPAIGNS AND COMMUNICATIONS

### **Best internal communications campaign: Large business under 10,000 employees**

#### **Gold – Travelport**

Silver – CFA Institute and H&H

Silver – LRQA

Bronze – Arm

Bronze – Sopra Steria

Highly commended – Viridor and We Are Brass Tacks

### **Best internal communications campaign: Large business over 10,000 employees**

#### **Gold – Sage**

Silver – Aviva

Silver – Bupa and Altadia

Bronze – Arcadis and FGS Global

Bronze – Moody's

Highly commended – Deloitte UK

### **Best communication of change or business transformation**

#### **Gold – GreenSquareAccord**

Silver – Colt Technology Services

Silver – Yorkshire Water and WPA Pinfold

Bronze – Amcor and The Culture Club

Bronze – Phoenix Group

Highly commended – VeloBank

### **Best internal communications campaign across multiple markets**

#### **Gold – Sage**

Silver – Bird & Bird and 106 Communications

Silver – Unilever and MGA

Bronze – Philip Morris International

Bronze – Philip Morris International – Perception of the Global Digital Consumer Engagement Program

### **Best alignment of internal communications with external messaging**

#### **Gold – Travelport**

Silver – Colt Technology Services and The Team

Bronze – Avanti Communications and THREESIXTY

## PROCESS

### **Best use of data**

#### **Gold – Sage**

Silver – Flutter UK&I and Chatter Communications

### **Best use of content**

#### **Gold – Philip Morris International – Inside IT Webcast Series**

Silver – Sopra Steria

Bronze – Philip Morris International:

The Pod – an Operations Podcast

### **Best use of storytelling**

#### **Gold – Unilever and MGA**

Silver – Cloud Software Group and The Why Agency Ltd.

Silver – Colt Technology Services

Bronze – Biffa and We Are Brass Tacks

Bronze – phs Group

### **Best evaluation process of internal communications**

#### **Gold – Arriva Rail London and 106 Communications**

### **Best ongoing commitment to internal communications**

#### **Gold – Arriva Rail London and 106 Communications**

#### **Gold – Irwin Mitchell**

Silver – Royal Mail and Linney

Bronze – Regional Jet Center and La Plume Media

Bronze – Viridor and

We Are Brass Tacks

## OUTPUTS AND DELIVERABLES

### **Best use of mobile or apps**

#### **Gold – Sevita and Oak Engage**

Silver – Aggregate Industries

### **Best intranet**

#### **Gold – Blake Morgan LLP**

Silver – Philip Morris International – IT Hub Revamp

Bronze – Sevita and Oak Engage

### **Best use of audio**

#### **Gold – Colt Technology Services**

Silver – Philip Morris International: The Pod – an Operations Podcast

Bronze – Philip Morris International – IT DRIVE Podcast

### **Best use of video and animation**

#### **Gold – CGI and LEAP Create**

Silver – Aviva and Sequel Group

Bronze – Anglo American and H&H

Bronze – Unilever and MGA

Highly commended – Biffa and

We Are Brass Tacks

### **Best event**

#### **Gold – Arm**

#### **Gold – Sage**

Silver – Travelport and The Culture Club

Bronze – IBM and The Team

Bronze – Quantexa and Tonic

Highly commended – Dunelm and

Meet & Potato

### **Best internal publication: Print**

#### **Gold – Royal Mail and Linney**

Silver – Boskalis

Bronze – GLS Netherlands and

La Plume Media

Bronze – The Glenmorangie

Company, LVMH

### **Best internal publication: Digital**

#### **Gold – AB Agri**

Silver – An Garda Síochána

Silver – The Glenmorangie

Company, LVMH

Bronze – Gowling WLG

## CULTURE AND PURPOSE

### Best communication of corporate culture

#### Gold – Northern Powergrid and WPA Pinfold

Silver – Places for People  
Bronze – Bird & Bird and 106 Communications  
Bronze – BNP Paribas Bank Polska SA  
Bronze – VeloBank  
Highly commended – JTI and Ignis

### Best DE&I initiative

#### Gold – CGI and LEAP Create

Silver – IAG Cargo and Something Big  
Silver – The Police Uplift Programme and Blue Goose  
Bronze – Aggregate Industries  
Bronze – JTI and Ignis  
Highly commended – Philip Morris International – PMI IT Women in Tech Community

### Best engagement of corporate purpose

#### Gold – Bridgestone EMEA and Sequel Group

Silver – Maxeon Solar Technologies and Hill & Knowlton

## SECTOR

### Best internal communications by a charity, NGO or NFP

#### Gold – GreenSquareAccord

Silver – Karbon Homes  
Bronze – Places for People

### Best internal communications from the education and public sector

#### Gold – University of East London – Royal Docks Innovation and Enterprise 125th Anniversary Summer Festival

Silver – An Garda Síochána  
Bronze – The Policy Profession Unit and Connect Internet Solutions Ltd

### Best internal communications from the energy and utilities sector

#### Gold – Northern Powergrid and WPA Pinfold

#### Gold – Yorkshire Water and WPA Pinfold

Silver – Biffa and We Are Brass Tacks  
Silver – Viridor and We Are Brass Tacks  
Bronze – So Energy

### Best internal communications from the financial services sector

#### Gold – Aviva

Silver – Phoenix Group

### Best internal communications from the FMCG, food and beverage sector

#### Gold – Unilever and MGA

Silver – JTI and Ignis  
Bronze – The Glenmorangie Company, LVMH

### Best internal communications from the healthcare and pharmaceutical sector

#### Gold – Bupa and Altadicta

Silver – Cygnet  
Bronze – Sevita and Oak Engage

### Best internal communications from the manufacturing, agricultural, engineering and basic materials sector

#### Gold – Amcor and The Culture Club

Silver – Bentley Motors  
Bronze – AB Agri  
Bronze – Aggregate Industries  
Bronze – Maxeon Solar Technologies and Hill & Knowlton

### Best internal communications from the professional services sector

#### Gold – Arcadis and FGS Global

Silver – Deloitte UK  
Bronze – Blake Morgan LLP

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

#### Gold – phs Group

### Best internal communications from the retail sector

#### Gold – Dunelm and Meet & Potato

Silver – Poundland and Meet & Potato

### Best internal communications from the technology, media and telecommunications sector

#### Gold – Sage

Silver – Arm  
Silver – Product Madness  
Bronze – Quantexa and Tonic  
Bronze – Virgin Media O2 and Chatter Communications

### Best internal communications from the transport and logistics sector

#### Gold – Bridgestone EMEA and Sequel Group

Silver – Arriva Rail London and 106 Communications  
Silver – Royal Mail and Linney  
Bronze – IAG Cargo and Something Big

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*Coca-Cola*

**IMI**

**DIAGEO**

**NHS**

# THE WINNERS

## SPECIAL RECOGNITION

### One to watch

**Meghan O'Neil – So Energy**  
Winner

Rachel MacManus – Cygnet  
Nic Slack – Irwin Mitchell  
Finalists

### Internal communicator of the year

**Shoshana Whybrow – Sage**  
Winner

Carly Murray – The Surgery  
Rhianne Sarna – Colt Technology Services  
Finalists

### Internal communications team of the year

**Sage**  
Winner

Deloitte UK  
Places for People  
Finalists

## GRAND ACCOLADE

**Grand prix**  
**Sage**

# theTeam.

Thanks to our clients for the fantastic  
briefs and ongoing partnerships!

IBM Colt Mars Better Society Capital Coca-Cola Genius Sports Harbour  
Energy Southwest Airlines Heathrow NATS bp NatWest NBCUniversal  
NS&I Rightmove Southeastern Vodafone IBM Colt Mars Better  
Society Capital Coca-Cola Genius Sports Harbour Energy Southwest  
Airlines Heathrow NATS bp NatWest NBCUniversal NS&I Rightmove  
Southeast Vodafone IBM Colt Mars Better Society Capital Coca-Cola  
Genius Sports Harbour Energy Southwest Airlines Heathrow NATS  
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Capital Coca-Cola Genius Sports Harbour Energy Southwest Airline  
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NBCUniversal NS&I Rightmove Southeastern Vodafone IBM Colt Ma

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



## GOLD

### Travelport

A Travelport marketing campaign was set to make a new Guinness World Record and see an adventurer travel to The New Seven Wonders of the World in just seven days. To align this with the internal communications, Travelport's team developed a three-pronged campaign that would build anticipation for the event, reveal the outcome of the world record attempt and equip employees to share the story through their own professional conversations and networks.

Not only did colleagues love the campaign and attend the world record reveal event, but the story helped them start new sales conversations, building a \$12m growth in the sales pipeline. Judges thought this campaign was fun and well-aligned to the business' objectives. One judge said, "I liked the way this campaign built in engagement and impact." Another praised the "clear impact on employees and the business."

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

## SILVER

### CFA Institute and H&H

To tell the story of its new think tank, the Research and Policy Center (RPC), CFA Institute worked with H&H to use the internal audience as beta testers and early adopters ahead of the public launch. A gamified personality test broke the ice, delivering excellent engagement and improving perceptions of the RPC. Judges thought the use of gamification was creative and suited to purpose. "It managed to inject excitement into something employees previously thought was boring. Really impressive," said one judge.



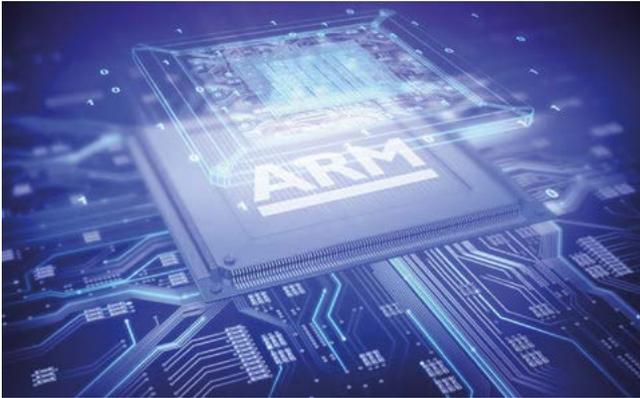
## SILVER

### LRQA

After separating from its parent company, LRQA needed to reassure employees about the change and build trust in the leadership team's decision making. The team built a strong corporate narrative and tasked leaders with spearheading the communications. The result was a stronger understanding of LRQA's corporate strategy. Judges called this "a comprehensive and thorough campaign to engage colleagues in the strategy."



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



## BRONZE

### Arm

To increase engagement and alignment, Arm launched the 'north star.' This easy-to-understand strategy statement was communicated in a year-long campaign that prioritised conversations between managers and employees, and simple, clear language. Judges thought Arm's approach was apt and that the campaign was strategically well-founded.



## BRONZE

### Sopra Steria

Software company Sopra Steria developed a season of internal activities during Christmas 2023. Not only did its fun calendar of events raise visibility of the leadership team, it addressed issues like the cost-of-living crisis and the company's community values. Judges called this a "really meaningful initiative with purpose." They liked the way the company built a clear purpose into its end-of-year internal communications.

## HIGHLY COMMENDED

### Viridor and We Are Brass Tacks

Viridor worked with We Are Brass Tacks on the 100-day 'Be a HomeSafe Leader' encouraging employees to re-energise their commitment to health and safety.

# MORE CHANCES TO WIN



## EVENTS HOSTED BY COMMUNICATE MAGAZINE



For more information about Communicate events email Lauren at [lauren.ditcher@communicatemagazine.co.uk](mailto:lauren.ditcher@communicatemagazine.co.uk)  
[communicatemagazine.com/awards/](https://communicatemagazine.com/awards/)

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



### GOLD

#### Sage

Sage's annual Kickoffs programme is its way of tying its business strategy to people's jobs. But the employee insights indicated that the Kickoffs were not connecting as deeply with individuals and their own roles within the organisation. Sage examined its employee demographics and behaviours, using that understanding to shift its Kickoffs campaign from a traditional programme of leadership events and broadcast messages, to an interactive multichannel activation that could reach all employees across the global business.

Over four weeks, Sage delivered multichannel, multimedia content and events to kick off the 2024 financial year with impact. As a result 74% of employees agreed or strongly agreed that Kickoffs had supported their understanding of the business priorities and strategies. Judges called this "an inspired way to shake up the traditional event and bring the strategy closer to all employees. Grounded in insights, this approach clearly delivered some outstanding results."

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

**SILVER**

## **Aviva**

Aviva's customer-first mentality was embraced by customer-facing staff, but others struggled to connect. To inspire employees to consider the customer, regardless of their job role, Aviva launched the 'making it click' campaign. It inspired staff to think of customer challenges as financial puzzles needing their expertise to solve. One judge called this "A standout campaign in a typically corporate environment that put employees at the centre."



**SILVER**

## **Bupa and Altadicta**

Bupa worked with Altadicta on a disruptive and immersive 4-week global campaign called 'Make the Elephant Run.' It was designed to refocus the business around its strategy and core values. The content was so engaging that the average time spent on the campaign's site was a staggering 12 minutes, 30 seconds. One judge said this was "A smart way to engage employees in Bupa's strategic direction and agile enough to adapt to changing circumstances."



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



## BRONZE

### Arcadis and FGS Global

To inspire employees to support its vision for a sustainable future, Arcadis worked with FGS Global on a month-long communications campaign. The intensive communications were designed to reach everyone across the business and embed a sustainable mindset among employees. Massive reach rates and impressive engagement results caught the attention of judges who thought this was a well-executed, impactful piece of internal communications.



## BRONZE

### Moody's

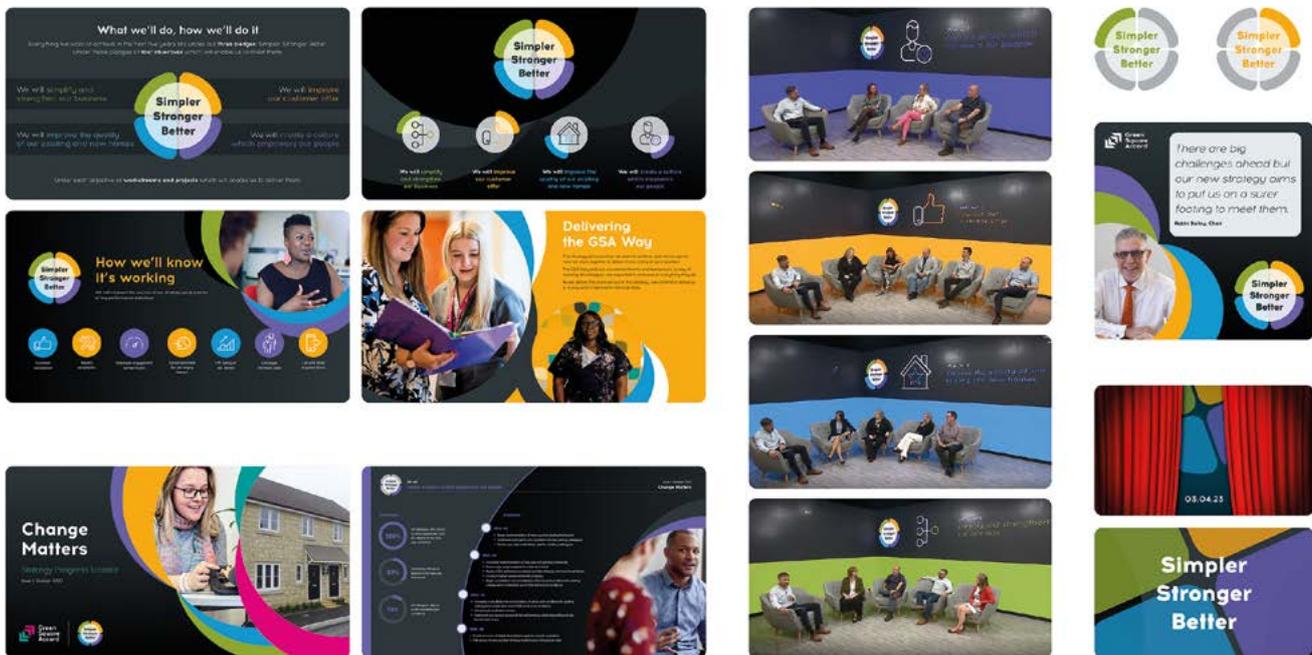
Moody's Team Up is an annual volunteering programme that gives employees a sense of purpose at work while contributing to their local communities. Using a month of internal communications to promote the event, Moody's saw over a quarter of employees take part - an improvement on the industry benchmark of 17% engagement. Judges called this "eye-catching" and praised the "impressive impact" the "super campaign" had.

## HIGHLY COMMENDED

### Deloitte UK

Deloitte UK shifted its internal communications strategy to ease the email overload at work. Its UK Financial Advisory business was pleased with the change and engaged more with the refined content as a result.

# BEST COMMUNICATION OF CHANGE OR BUSINESS TRANSFORMATION



## GOLD

### GreensquareAccord

Housing and social care provider GreensquareAccord (GSA) was facing a difficult period after a merger and subsequent downgrading by the Regulator for Social Housing. To rebuild, the organisation had to unite its culture, aims and mission. The internal communications team worked closely with the senior leaders to communicate the strategic aims of the business clearly and in a way employees could get behind. It had to clearly lay out the difficulties GSA would go through but keep a positive focus on a brighter future.

The 'Simply Brilliant Together' message was the first step to doing so. It eliminated the complexities of past communications to focus on a single, driving narrative. A comprehensive campaign saw positive results throughout the year, including perception of the leadership. Judges called this a "very strong campaign rooted in insights, creativity and a clear understanding of the problem."

# BEST COMMUNICATION OF CHANGE OR BUSINESS TRANSFORMATION



**SILVER**

## **Colt Technology Services**

When Colt Technology Services changed its employee rewards provider, it had three months to recover half a million euros in unspent rewards. At the same time, 1,500 employees were about to join the business through acquisition. A vibrant, fun campaign focused on encouraging employees to 'treat yourself,' by claiming their rewards. As a result, 99% of the rewards were recovered. Judges thought this was a great example of a creative, effective campaign to solve a discrete, well-elucidated business challenge.



**SILVER**

## **Yorkshire Water and WPA Pinfold**

Yorkshire Water's 10 year strategy, 'A thriving Yorkshire' needed internal buy-in to succeed. WPA Pinfold developed a campaign that would ensure awareness of the strategy, improve perceptions of the business and its aims, and empower employees to contribute to the organisation's future. There was a 118% increase in the perception that the new strategy was taking the business in the right direction.

# BEST COMMUNICATION OF CHANGE OR BUSINESS TRANSFORMATION

## BRONZE

### Amcor and The Culture Club

Packaging company Amcor was set to roll out over 2,000 changes in 18 months. It worked with The Culture Club to build a leadership framework that could support and guide its leaders in implementing this vast programme of change. Managers engaged with the campaign, resulting in 96% of the target audience understanding the business' approach to transformation.



## BRONZE

### Phoenix Group

A shift in admin software meant that 2,500 employees' job functions were set to change, with many at risk of redundancy. To manage this change, Phoenix Group delivered clear, transparent communications designed to support employees and make them feel valued and heard. Instead of seeing an increase in attrition, the company actually charted a 109% increase in internal moves and a 30% decrease in resignations as a result of its internal communications efforts.

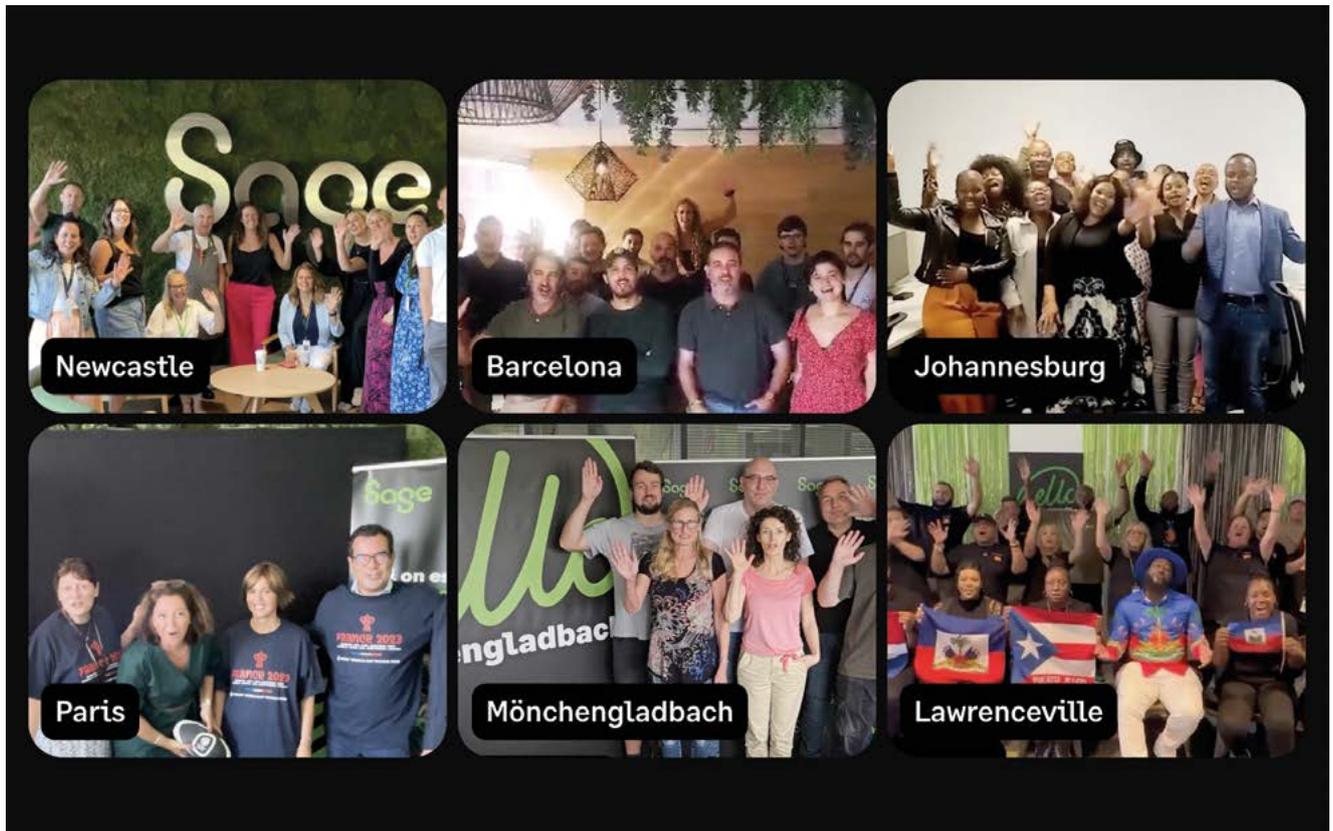


## HIGHLY COMMENDED

### VeloBank

VeloBank launched an internal communications campaign to support restructure and rebranding to mitigate any reputational risks unengaged employees might pose to the business.

# BEST INTERNAL COMMUNICATIONS CAMPAIGN ACROSS MULTIPLE MARKETS



## GOLD

### Sage

Sage's annual Kickoffs event needed to more closely connect employees to the business' objectives but, it also needed to reflect the changing needs of young employees and remote workers. To address this shift in communications, Sage overhauled its tried-and-tested formula to create something compelling and new. The global campaign examined Sage's demographics and tailored content and events to different markets, age groups and employee types.

The team localised the kickoffs branding and content to ensure every piece of communication was a good fit with its target audience and the effort paid off. Three-quarters of the workforce agreed that Kickoffs supported their understanding of Sage's strategy. One judge called this "a wonderful approach built on data and insights with very clear measures of impact." Another praised it as "an excellent way to shift and sustain employee understanding of company strategy."

# ETHICS AND COMPLIANCE?

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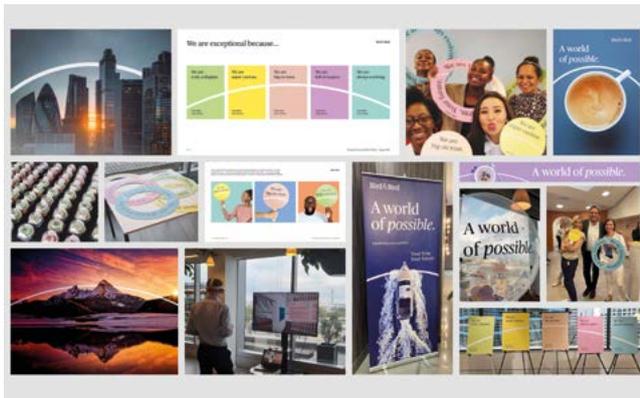
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*The art of Refresh*

 Knight  
Frank

RioTinto

# BEST INTERNAL COMMUNICATIONS CAMPAIGN ACROSS MULTIPLE MARKETS



**SILVER**

## Bird & Bird and 106 Communications

Bird & Bird worked with 106 Communications to create its first set of brand values. It ensured its global workforce fed into the research behind the values. Then, during launch, a 24-hour event – reaching all Bird & Bird employees around the globe – was implemented to celebrate the new internal direction for the firm. “A strong entry and positive approach to launching and embedding new company values,” said one judge. “Well done.”



**SILVER**

## Unilever and MGA

To embed its code of ethics, Unilever requires employees to undertake annual training. In 2022, it worked with MGA to create a bingeable, soap-opera style series of business challenges dramatised in an engaging way. Employees across the company's operations loved the content. Judges thought this was “a good example of how storytelling can deliver strong results.”



**BRONZE**

## Philip Morris International

In March 2023, Philip Morris International (PMI) introduced ‘All in for inclusion,’ a monthlong internal communications campaign to kick off a yearlong conversation on inclusion and belonging. The global campaign supported PMI's ambition to create a more cohesive, inclusive culture. As a result, its inclusive net promoter score increased by seven points, year-on-year.



**BRONZE**

## Philip Morris International – Perception of the Global Digital Consumer Engagement Program

The smoke free products team at Philip Morris International (PMI) worked with the IT department to create internal tools and communications for use around the world. Not only did the content arm local teams with the knowledge and understanding of PMI's smoke-free future strategy but it built stronger ties between regional departments and the global communications team.

# BEST ALIGNMENT OF INTERNAL COMMUNICATIONS WITH EXTERNAL MESSAGING



## GOLD

### Travelport

Travelport is designed to make travel bookings easier for on-trade and off-trade customers. To better tell this story, it launched a story-driven marketing campaign that inspired excellence in internal communications. An influencer was due to make a world record attempt by visiting all of The New Seven Wonders of the World in seven days, entirely via public transport. The ambitious feat was the centrepiece of an internal communications push that would galvanise the entire business behind Travelport's mission.

By building anticipation for the event, then equipping staff to use the story as part of their interactions with customers, the team was able to drive sales and directly impact the bottom line. This best-in-class display of the integration between internal and external communications impressed judges for its clear link to the business' objectives and tangible financial outcomes. "This is an excellent example of how to create an authentic campaign which engages colleagues and customers alike," said one judge.

# BEST ALIGNMENT OF INTERNAL COMMUNICATIONS WITH EXTERNAL MESSAGING



## SILVER

### Colt Technology Services and The Team

Colt Technology Services worked with The Team to create a campaign that would build trust with customers of the recently-acquired Lumen Technologies and clarify the business' strategy to employees throughout the acquisition period. Judges thought the 'Connect more, do more' campaign was "visually impactful" and showcased excellence in integrated communications.

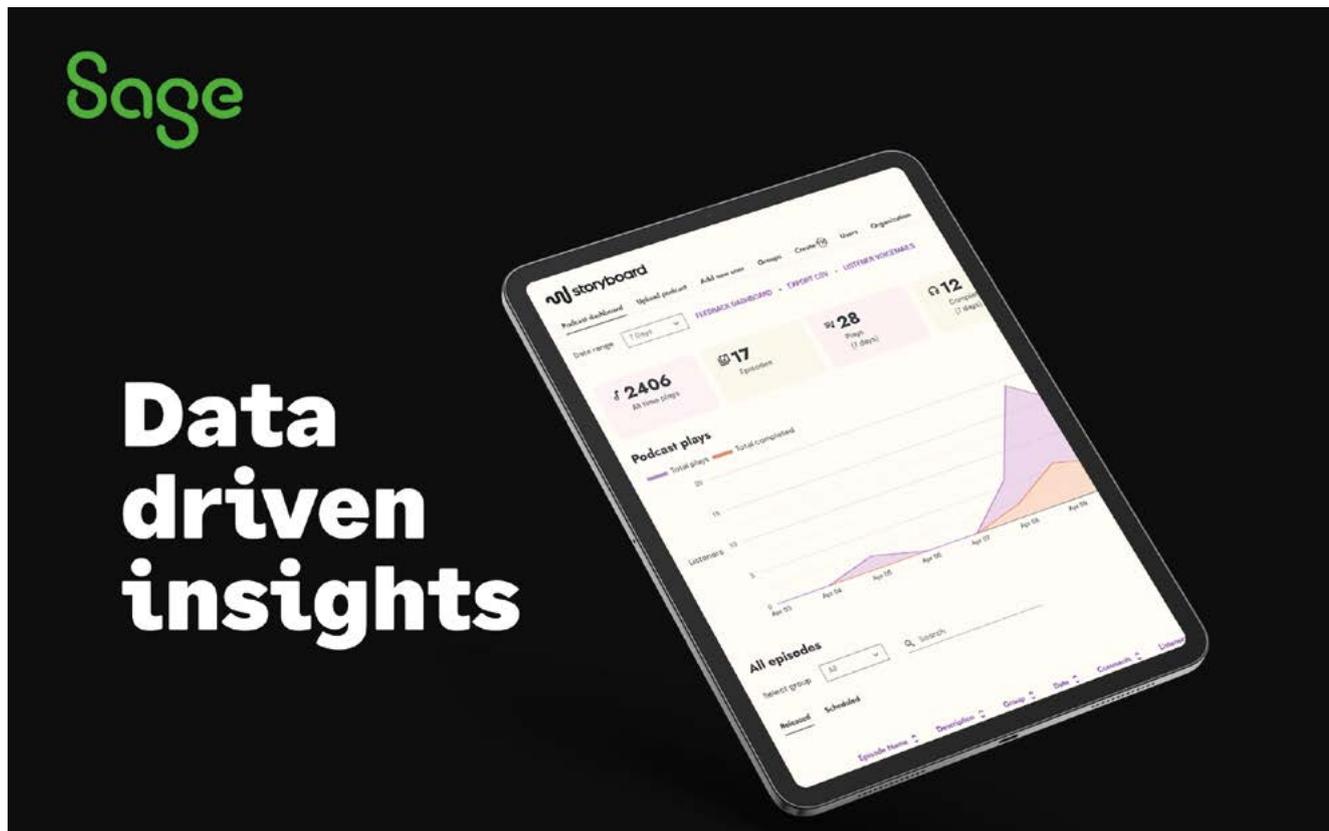


## BRONZE

### Avanti Communications and THREESIXTY

Satellite technology company, Avanti Communications, worked with THREESIXTY to harness the story of its sponsorship of a former British Army Major running seven marathons on seven continents in seven days. The 7-7-7 campaign inspired employees to do their own sports challenges too. Judges thought this was a creative and inspiring campaign that closely linked the business' sponsorship activities to its employee engagement efforts.

# BEST USE OF DATA



## GOLD

### Sage

Sage knew it needed to change up its annual Kickoffs programme. To do so in a way that would make real change within the business, it delved into employee data. Sage first focused on understanding the demographics, working habits and communications preferences of its internal audience. This knowledge base helped inform the strategy for the 2024 Kickoffs communications. For example, Sage found that employees wanted more interaction with senior leaders. Instead of a top-down broadcast-style conference, it built an interactive, month-long programme of events.

The strategy was rooted in data and built on a desire to use insights to shape communications. It paid off for Sage - which charted improvements in culture across the board - and in the eyes of our judges. One judge said, "This is a great new approach to connecting leaders, colleagues and the business strategy." Another praised the "use of esat scores for benchmarking," which helped Sage link its communications objectives with tangible results.

# BEST USE OF DATA



## SILVER

### Flutter UK&I and Chatter Communications

Massive corporate brand Flutter UK&I is the company behind some of Britain's household names. It worked with Chatter Communications to deliver an ambitious series of engagement and insight events that would bring their 3,000-strong workforce closer to the business' strategy. With 50,000 data points supporting it, the campaign was intensively researched and well-executed creatively.

# BEST USE OF CONTENT



Join us for the  
**Inside IT**  
series!



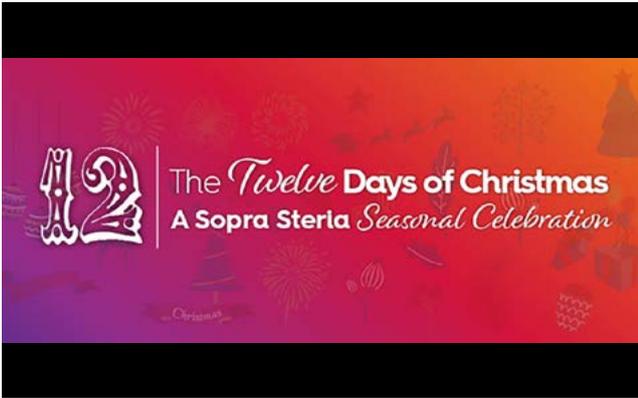
## GOLD

### **Philip Morris International – Inside IT Webcast Series**

With nearly 10,000 employees operating across the breadth of Philip Morris International (PMI)'s IT services, content was a crucial mechanism for uniting employees and ensuring clarity of communications. The 'Inside IT' webcast series was designed to unify the global IT community by sharing working opportunities, challenges and creativity through a regular content series. One of the key elements of success was the use of chapters in the recordings. This allowed employees to easily navigate to their desired segments and reach key messages more quickly. Similarly, the series was delivered along a clearly defined schedule, included a diverse range of speakers and had built-in feedback mechanisms.

Judges thought the way the series was developed to suit the needs of the audience was commendable. This commitment to the audience meant the content was approachable and relevant to the IT community within PMI.

## BEST USE OF CONTENT



### SILVER

#### Sopra Steria

Sopra Steria's 2023 seasonal campaign brought essential festive joy to over 7,000 employees in the UK and beyond. Content like festive comic strips, a digital advent calendar and a Christmas card from the CEO made the Christmas period a true season of celebration. Judges thought this was a fun, creative way to emphasise the organisation's diversity and inclusion messaging while giving back to employees at the end of the year.



### BRONZE

#### Philip Morris International: The Pod - an Operations Podcast

To support Philip Morris International's operations employees, The Pod - an Operations Podcast was designed to share ideas and stories worth spreading. A diverse representation of employees planted the seeds for fruitful dialogue. Topics from mental health to summer reading were addressed in the series. Judges called this "a nicely thought through approach to creating a new way for people to connect at a deeper level."

# BEST USE OF STORYTELLING



## GOLD

### Unilever and MGA

Unilever's business is founded in ethics, sustainability and a high standard of business practice. It decided to reexamine its learning and development resources to do away with a 'rules-focused' curriculum. The new approach would be story-driven to make the training provided more memorable and impactful. MGA crafted a Netflix-style drama across four episodes based on real-life situations at Unilever.

The 'Integrity Matters' series was completed by 100% of desk-based and 93% of non-desk-based employees. Not only that, but desk-based staff requested and watched the offline version of the training in their own time; a first for the business. Judges thought this was "very creative and engaging, with a clear understanding of audience needs. It used storytelling to bring a 'dull' subject to life and had impressive results."

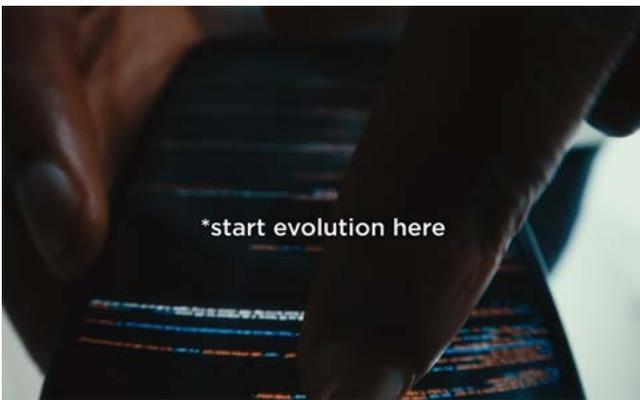
# BEST USE OF STORYTELLING



**SILVER**

## Cloud Software Group and The Why Agency Ltd.

Cloud Software Group wanted to integrate key business messages into a film with relatable humour and employee participation. It worked with The Why Agency Ltd. on the 'Top Gun'-inspired video 'CSG Force' to inspire employees and instil in them a sense of pride in the business. Staff members were able to pick their own 'call signs,' a creative twist judges praised alongside the way the film was developed to suit the business' corporate culture.



**SILVER**

## Colt Technology Services

To generate enthusiasm and pride for Colt Technology Services' digital transformation, it took a storytelling approach to its internal communications. Different elements like a quiz, knowledge sessions and internal news shared stories of digital transformation successes at Colt Technology Services. As a result, 77% of employees said they had a good understanding of the transformation strategy, well exceeding the target mark of 70%.



**BRONZE**

## Biffa and We Are Brass Tacks

Biffa worked with We Are Brass Tacks on a series of four live action, scenario-based films designed to improve health and safety across the company. The 'Safer Together Essentials' campaign raised awareness of health and safety and provided useful solutions to common problems. Judges thought this campaign considered the audience's needs and consumption habits well in crafting the creative solution.



**BRONZE**

## phs Group

Hygiene services brand phs Group launched its first-ever video series to celebrate its 60th anniversary. A six-month road trip allowed employees from across the business to get involved. The six-part series generated engagement on phs' intranet and impressed judges with its "clear link between objectives and results." Judges thought this campaign showed an innovative approach to internal communications and praised the fun, engaging concept.

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✉ Henry@106comms.com (n.b. he's not a doctor)

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# BEST EVALUATION PROCESS OF INTERNAL COMMUNICATIONS



## GOLD

### Arriva Rail London and 106 Communications

Arriva Rail London runs the London Overground, a sprawling network of over 100 miles of track. Its internal communications team wanted to refocus its strategy built on a keen sense of what employees wanted, particularly in light of industrial action. Instead of simply deploying a survey, 106 Communications developed a research plan built on in-depth conversations with employees across the network.

The insights unveiled several key issues for employees. Arriva Rail developed a strategy to reach people more effectively to address these challenges. The results have been staggering. Employees are engaging with the new content and communications, in one case seeing the site visits to the intranet increasing by over 400%. The commitment to the evaluation process has yielded excellent results for the team, enabling them to deliver more effective, impactful communications.

# BEST ONGOING COMMITMENT TO INTERNAL COMMUNICATIONS



## GOLD

### Arriva Rail London and 106 Communications

For Arriva Rail London, internal communications is not just a channel, but a vital tool to ensuring the continuity of business operations. The company often has to manage periods of industrial action. To keep the trains moving, the internal communications team set out to address tangible business challenges ranging from a lack of leadership visibility to challenging password change policies. The team worked with 106 Communications to streamline its channels, create readable content and rebuild the organisation's community from the inside.

The results are staggering. Engagement is up across all channels but so too is communication between line managers and their staff. Fewer emails and clearer communications have led to more engagement with key messages. Judges were impressed with every aspect of Arriva Rail London's approach to internal communications. One praised their work as "a great blend of internal communications best practice with creativity," adding that the decision to reevaluate the strategy from the ground up was "astute and effective."

## GOLD

### Irwin Mitchell

Since the end of the pandemic, Irwin Mitchell has focused on rebuilding its internal communications team to align more closely to its external communications strategy. Building a group communications team has allowed the firm to align its people with its strategic aims. The team reevaluated every aspect of its internal communications to deliver a people-first approach focusing on driving growth, building experience and ensuring a high standard of responsible business practices.

Judges thought this strategic plan was scrupulously developed and indicated a clear commitment to the value of internal communications to the organisation. One called it "an inspiring strategy showcasing the impact internal communications can have and the structure and ways of working to make it happen." Another judge praised the way Irwin Mitchell "demonstrated the business value of sustained communications."

# BEST ONGOING COMMITMENT TO INTERNAL COMMUNICATIONS



## SILVER

### Royal Mail and Linney

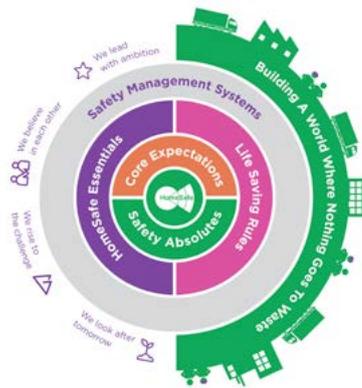
Royal Mail has been an organisation committed to internal communications for decades. Its internal magazine, Courier, was recently redeveloped, to reflect its unflagging care and attention to its workforce's needs. The updated magazine and content strategy, developed alongside Linney, is "a great example of putting your employees at the heart of your communications," according to one judge.



## BRONZE

### Regional Jet Center and La Plume Media

Embraer's Regional Jet Center relies on a strong internal culture built on trust and safety. It has worked with La Plume Media to deliver a years-long campaign that highlights a new safety rule every six months. This unusual approach is working towards a long-term, but deeply rooted goal of culture change. Judges thought this was an excellent approach to maintaining momentum on health and safety guidelines.



## BRONZE

### Viridor and We Are Brass Tacks

Waste management company Viridor started working with We Are Brass Tacks in 2017 to deliver a culture change programme, HomeSafe. Not only has this driven engagement with the company's health and safety guidelines, it has resulted in a reduction in the numbers of falling incidents, leading to an objectively safer workplace. Judges called this an "impactful way to embed the importance of safety."

# BEST USE OF MOBILE OR APPS



## GOLD

### Sevita and Oak Engage

Healthcare company, Sevita, wanted to create a technology system that could support its staff wherever they were and whenever they needed it. It worked with Oak Engage to develop and deploy a best-in-class intranet and mobile app. Sevita Source is an all-in-one employee resource centre featuring HR tools, news, resources and health and safety mechanisms.

Since its launch, 84% of the company's workforce is active on Sevita Source. Not only that, but the platform streamlined Sevita's compliance processes and improved HR efficiency and the employee experience. These outstanding results were compelling considering Sevita's highly mobile workforce. Judges thought Sevita Source was well-developed and seamlessly integrated into the corporate culture.

# BEST USE OF MOBILE OR APPS



## SILVER

### Aggregate Industries

Aggregate Industries needed a mobile app that could reach a mobile, operational employee base and deliver business-critical information. The Blink app was supported by a three-month internal launch campaign, ensuring employees knew the app's purpose and understood its role in internal communications. Judges thought the rollout of the communications campaign was a smart move as it helped ensure Blink met the company's objectives.

# BEST INTRANET

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## Southampton office announce new charity partner for 2024

Our Southampton office have partnered with Ben Pavitt's Legacy of Love Fund to raise funds for much needed research into cancer and leukaemia treatment for children and young people.

[Read More →](#)

More news

## GOLD

### Blake Morgan LLP

Blake Morgan LLP's outdated and inaccessible intranet wasn't inspiring employee engagement. To reinvent it into a useful, appealing hub for corporate content, the team focused on improving the user experience, developing more engaging content and bolstering the site's audience analytics capabilities. Company research helped determine employee needs and resulted in an intranet that delivers impactful change.

As a result, Blake Morgan LLP saw a 400% increase in employees saying the intranet was 'easy to navigate and find information.' It estimates that, due to the massively increased interactivity, the intranet's ROI is 422% over a three-year period. Judges thought this was a best-in-class example of how to redevelop an intranet. They praised the strong understanding of the challenge, excellent research and clearly effective results.

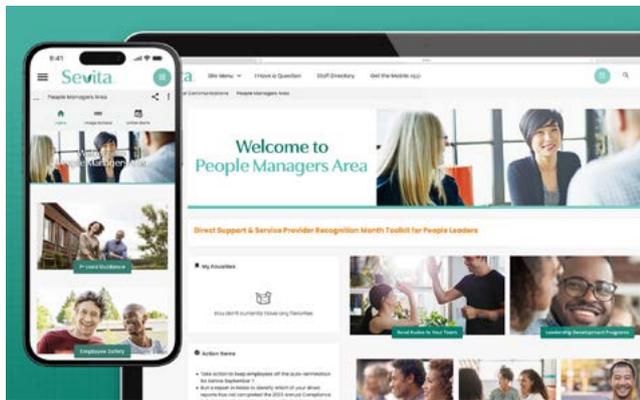
# BEST INTRANET



## SILVER

### Philip Morris International – IT Hub Revamp

Philip Morris International (PMI)'s internal communications with its IT team was redeveloped through the relaunch of its intranet, the IT Hub. PMI has charted 50% more page views and 60% more unique visitors year-on-year since the relaunch. Judges thought the intranet's objectives aligned well with the organisational goals and praised the "good use of resource and scalable strategy."



## BRONZE

### Sevita and Oak Engage

Sevita's internal communications used to rely on a cascade approach and disjointed systems resulting in a confusing employee experience. It worked with Oak Engage to create Sevita Source, a single, powerful intranet and employee resource hub that "goes much beyond your traditional intranet to become a whole one-stop-shop for employees," according to judges.

## BEST USE OF AUDIO

colt



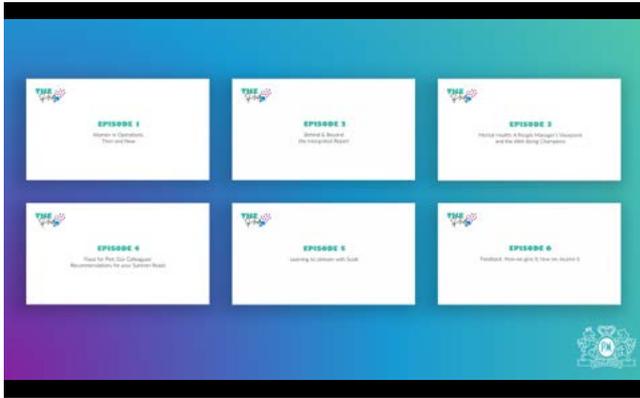
### GOLD

#### Colt Technology Services

During a period of business change, Colt Technology Services was looking for a new way to connect with its employees and boost its corporate culture. It launched the 'Tech & Soul' podcast to inspire connection, empowerment and engagement among employees. It wanted to reach 30% of staff within a year. The podcast was developed to feel approachable, not corporate, and be shaped by employees and their needs. The 'pod squad' of employees from across the business helped shape the content.

The 30-minute podcasts were designed to fit in between meetings, allowing Colt Technology Services employees to engage when and where they want. So far, the target listeners have outstripped the target, making the 30% objective look easily achievable in the coming months. Judges thought the podcast was an excellent way to improve the employee brand and inspire a greater connection between employees and the business.

# BEST USE OF AUDIO



## SILVER

### Philip Morris International: The Pod - an Operations Podcast

Philip Morris International's 'The Pod - an Operations Podcast' was designed to unify its operations staff around the world. Topics were designed to cut through the internal communications noise and deliver relevant, authentic communications to staff. Employee-driven stories helped build engagement and connect with staff. Employees have connected with The Pod so far, rating it 4.92 out of 5.



## BRONZE

### Philip Morris International - IT DRIVE Podcast

The 'IT DRIVE Podcast' hosted by Philip Morris International (PMI)'s chief digital and information officer intends to deepen employees' understanding of the role of IT in delivering PMI's ambitious business change strategy. The podcast has resonated with employees, who have found it a useful communication elucidating the company's smoke-free future ambitions.

## BEST USE OF VIDEO AND ANIMATION



**“MAYBE I’M TOO  
TOTTENHAM FOR  
SERIOUS TECH”**

leap<sup>CREATE</sup> | CGI

### **GOLD**

#### **CGI and LEAP Create**

IT and tech services company CGI wanted to inspire its employees by telling stories of employees overcoming challenges or anxieties resulting from their minority experience in the tech sector. It wanted to reach all employees through the lens of inclusive storytelling. LEAP Create asked employees to not hold back, but share the unvarnished reality of their experience.

A compelling, first-hand perspective helps put viewers into the mindset of the storytellers, building a strong emotional connection and packing a punch with the diversity and inclusion messaging. Judges called this “brilliantly executed and very authentic.” One said, “This is an excellent video that creates a human connection on hugely important issues. The video is well thought through and authentic and the organisation used video well to add significantly to a creative, meaningful campaign.”

## BEST USE OF VIDEO AND ANIMATION



### SILVER

#### Aviva and Sequel Group

To promote the launch of its internal social channel, Workvivo, Aviva needed to create a behavioural change among employees that would see them interacting with each other in a new way. Sequel Group developed a video for the communications around the launch to bring the channel to life in an approachable way. Since launch, 85% of employees have joined the network. Judges praised the simple, effective messaging and “catchy” appeal of the animation.



### BRONZE

#### Anglo American and H&H

After the pandemic, Anglo American wanted to reset its communications around health and safety. It worked with H&H to develop a series of game-themed videos designed to grab attention and change behaviour. The films asked people to identify their ‘player types’ and then explored these personas in detail, with health and safety messaging throughout. Judges thought this was excellent, quality work that provided the foundation for a robust new commitment to health and safety.



### BRONZE

#### Unilever and MGA

Unilever worked with MGA on a series of bingeable videos designed to unite employees behind Unilever’s business ethics and values. The films were inherently watchable and immediately made an impact on the target audience. The soap opera style was a clear hit, with 100% of online employees and 93% of offline employees watching the series in full.

### HIGHLY COMMENDED

#### Biffa and We Are Brass Tacks

Biffa worked with We Are Brass Tacks to inspire behaviour change in health and safety through its employee-driven ‘safer together’ video series.

# BEST EVENT



## GOLD

### Arm

After a period of change, Arm was set to go public. It wanted its listing day to be a memorable and positive event for its people. 20 live events were held in Arm offices around the world, celebrating the moment the company went public.

The team ran a competition for staff that saw 21 employees - not just senior leaders - travel to New York for the day of the IPO. Communications around the event focused on building an inclusive, positive culture that could persist even beyond the big day. And, it worked. Arm has seen an increase in office attendance post-IPO. One judge said, "The whole approach to the event was innovative with lots of fun employee surprises and achieved great results." Another praised the "excellently executed event that was conceived in tricky circumstances."



## GOLD

### Sage

Sage's annual Kickoffs programme begins each financial year. In 2024, it wanted to connect individual's roles with the company's overall strategic objectives. This would provide a stronger connection to the business and give employees a sense of purpose. A month of events and activations shaped the new programme. People were able to interact across the business and its hierarchies, building a stronger sense of cohesion among employees. Online, on- and off-site events engaged people around the world.

Judges called this "an inspired way to shake up the traditional kickoff style event and bring it closer to all employees." The results were compelling. More employees noted their satisfaction with Sage, their understanding of its strategic objectives and their engagement with business leaders than prior to the Kickoffs events.

# BEST EVENT



## SILVER

### Travelport and The Culture Club

After several years of remote work, Travelport wanted to reinvigorate its internal culture. It worked with The Culture Club on 'Squad Games,' a sports day-like series of competitions, tasks and games built around key skills and development objectives. This fun, creative approach was a hit with employees. One judge said, "I really loved the creativity and innovation and how it linked with the strategy. What a clever event!"



## BRONZE

### IBM and The Team

IBM worked with The Team to make its EVP come to life for its global team. CareersFest 22 was a massive global event that allowed over 12,000 employees to explore their career development at IBM and build stronger connections with the organisation's strategy. One judge called this a "wonderfully executed programme that clearly met the business objectives. I loved the accessibility of it and the way the event was tailored to local timezones."



## BRONZE

### Quantexa and Tonic

Data tech business Quantexa organised two major events around the launch of its EVP. 'Discover unstoppable' harnessed the power of internal brand advocates and ensured attendees could have conversations with their peers across the organisation. Judges thought the Tonic-developed programme was "a highly integrated approach that appeared to work wonderfully with the brand and culture of the organisation."

## HIGHLY COMMENDED

### Dunelm and Meet & Potato

Dunelm worked with Meet & Potato on a massive arena-style event and celebration that judges thought was well-suited to the organisational culture and objectives.

# BEST INTERNAL PUBLICATION: PRINT



## GOLD

### Royal Mail and Linney

Courier has been the Royal Mail's premier piece of printed internal communications for over 50 years. But, its 'lively tabloid' style was no longer resonating with the organisation's modern workforce. To better communicate key messages and connect Royal Mail's diverse employees, Courier needed to modernise. Linney revamped the magazine with the help of an editorial panel of six postmen and women. A focus on behaviour change has inspired fresh health and safety, wellbeing and story-driven content.

The redesign of Courier has been well received by Royal Mail's internal audience; 95% of the workforce has read the magazine since relaunch and 78% were satisfied or highly satisfied with the content. "This entry demonstrated clear stories from employees and fascinating results underpinned by a brilliant design. Well done to all involved. This was a really good way to engage a dispersed workforce with strong colleague-focused content."

# BEST INTERNAL PUBLICATION: PRINT



## SILVER

### Boskalis

Boskalis' 60 year-old magazine, Cohesion, needed to sit more comfortably alongside the business' online news portal. Shifting from a news focus to stories and interviews with employees, Cohesion complements the company's digital communications while also building a stronger sense of cohesion across the business. "They've done a great job of evolving a heritage publication and updating something with a longstanding history in the company. It looks great and has a fantastic use of imagery," said one judge.



## BRONZE

### GLS Netherlands and La Plume Media

Logistics company GLS Netherlands worked with La Plume Media on biannual employee magazine GLS Werk. Designed to inspire a sense of belonging, employees were part of the editorial and creative process. The magazine was well received by staff and judges thought it was a great way to create engaging, people-focused content that resonates with employees.



## BRONZE

### The Glenmorangie Company, LVMH

Moët Hennessy devised a trailblazing internal communications vehicle embodying the vision for its spirits division to be the avowed rebels of luxury spirits. The publication, Spirited, showcases the best of The Glenmorangie Company, LVMH's culture, products and business commitments. Judges thought this was a beautiful magazine that exhibited a good reflection of the brand and its values.

# BEST INTERNAL PUBLICATION: DIGITAL



## GOLD

### AB Agri

Agricultural giant AB Agri lacked a single internal communications channel that could speak to all its employees. To remedy this, it launched the Between the Lines magazine in 2019. It wanted to build awareness of the scope of its operations and improve its culture in addition to sharing essential news and information. The magazine is developed with employees and deployed in seven languages to ensure accessibility across the business.

The quarterly title has been well-received internally, but its digital edition is the clear star. The majority of readers engage with the title online and most rate the content as entertaining, informative and enjoyable. Judges loved the inclusivity of Between the Lines. They thought it was a title that clearly benefited from employee input and direction. One judge praised the clear role the magazine plays within the wider communications strategy.

# BEST INTERNAL PUBLICATION: DIGITAL

NEWSBEAT



SILVER

## An Garda Síochána

An Garda Síochána's Newsbeat publication has over 11,000 recipients across the Irish police force. The internal newsletter has effectively engaged staff, while also reducing emails and improving connections between offline employees and the organisation's objectives. Judges thought the use of human-centred storytelling was a clear success for An Garda Síochána.



SILVER

## The Glenmorangie Company, LVMH

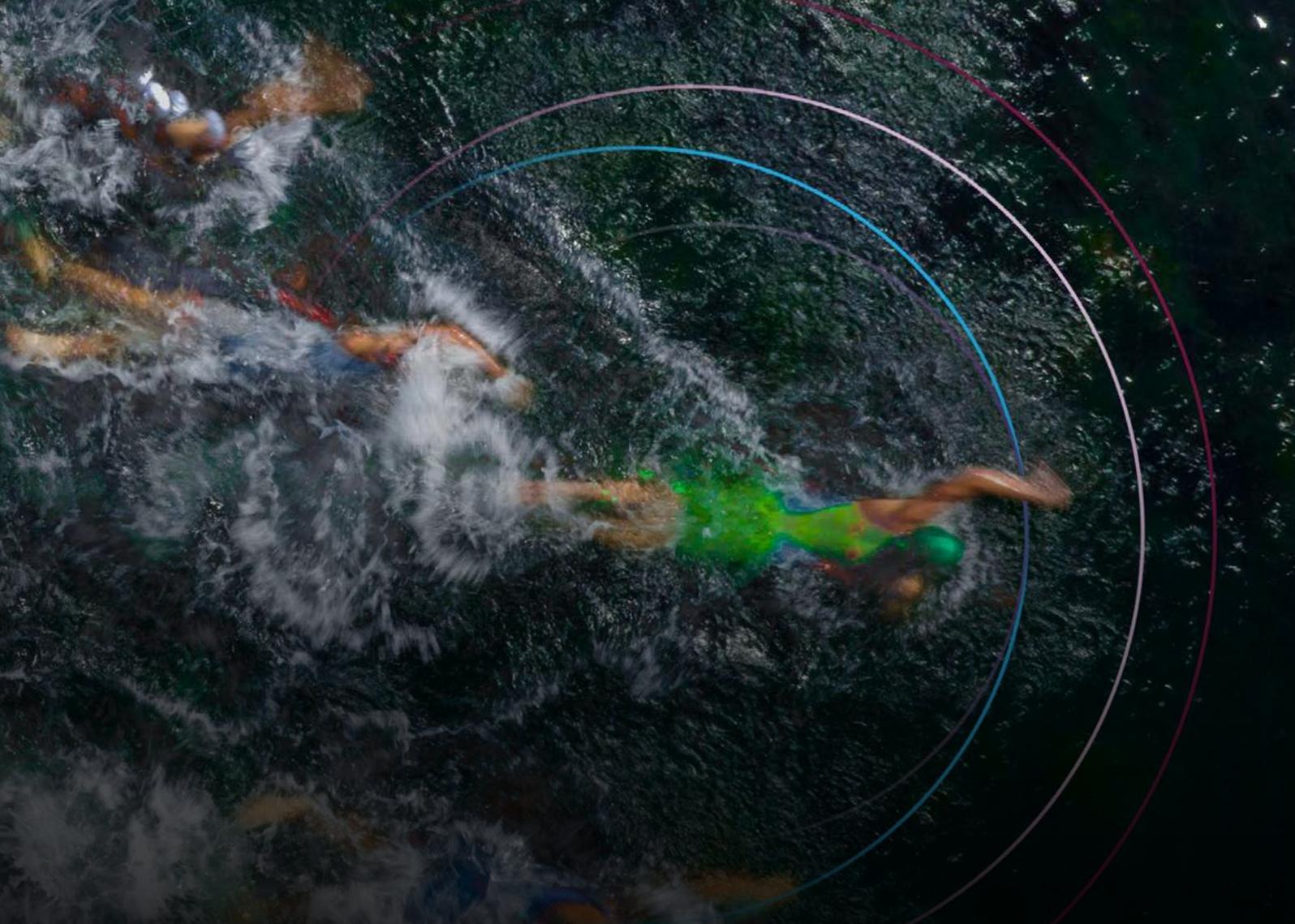
Moët Hennessy's Spirited publication is the glossy centrepiece of its brand communications. Designed to communicate The Glenmorangie Company, LVMH's signature styles, it is well-aligned to the company's external objectives and employer brand. Judges thought the content, design and storytelling were easily translatable to a digital format, making for a smooth, engaging reading experience.



BRONZE

## Gowling WLG

Gowling WLG's De Facto internal magazine is designed to unite the firm's 1,400 global employees. The digital magazine was scrupulously developed with a strong foundational strategy behind it. Judges called this "a brilliant new digital publication." With only one magazine published so far, the launch of De Facto is sure to galvanise the internal communications at Gowling WLG well into the future.



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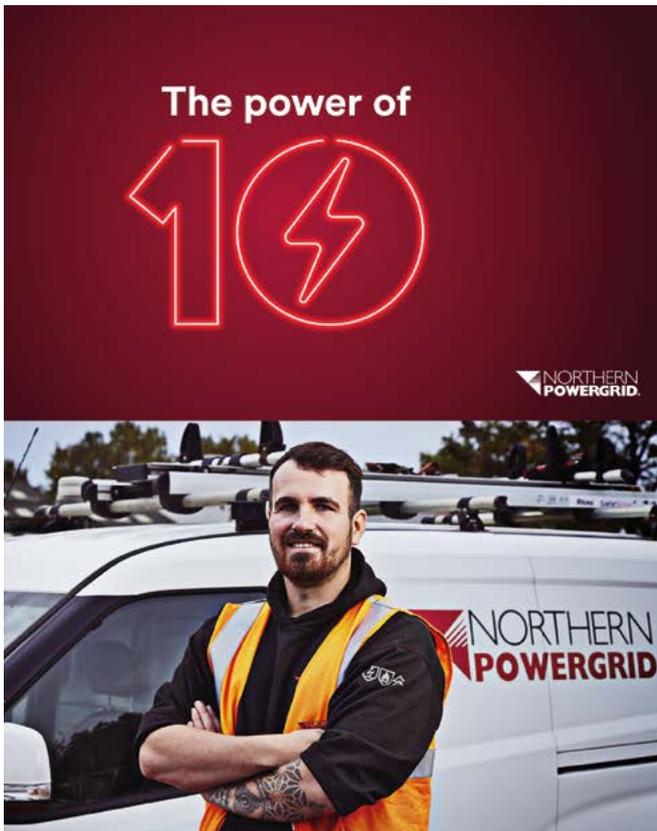
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# BEST COMMUNICATION OF CORPORATE CULTURE



## GOLD

### Northern Powergrid and WPA Pinfold

Northern Powergrid's ambitions for an electrifying future required its internal audience to buy into its strategic objectives and employer brand. WPA Pinfold developed the 'Power of 10' brand. This acted as both a rallying cry and as an employer brand focusing on the key objectives employees would have to aspire to in order to help the organisation achieve its future goals. The campaign featured a powerful brand design that helped unite the multifaceted internal communications campaign.

As a result, 80% of employees said their understanding of the 'Power of 10' - and therefore Northern Powergrid's corporate strategy - was 10 out of 10. This was a creative, ambitious way to embed an organisational strategy within the corporate culture. But the risk paid off, according to judges, who called it "strong, simple and effective with clear overarching messages delivered in a creative way."

# BEST COMMUNICATION OF CORPORATE CULTURE

## SILVER

### Places for People

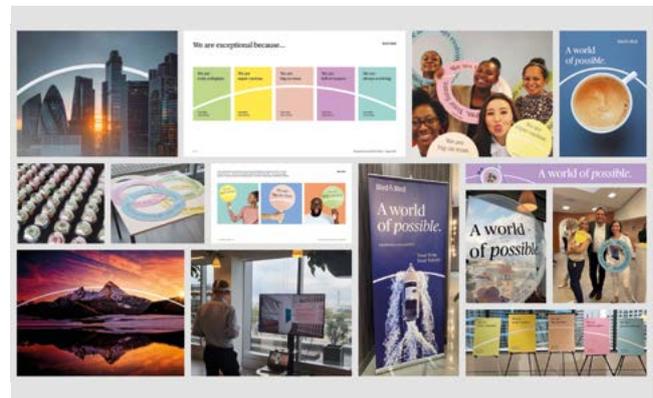
Places for People wanted to shift its internal culture, building a sense of doing the right thing into every employee's actions. The 'Because Community Matters' strategy was embedded within the business through a series of events, leadership communications and online activations. Now, 91% of the workforce says they better understand the organisation's strategy. Judges thought this was an excellent example of a leadership-driven internal culture-building programme.



## BRONZE

### Bird & Bird and 106 Communications

Bird & Bird worked with 106 Communications to develop and define its values and employer brand. The launch of the new brand was designed to reach all employees in the same day through a 24-hour celebratory event. The event was complemented by communications centred around the brand ethos, 'A world of possible.' Judges thought this was a well-researched articulation of the brand values with the successful launch serving as the foundation for its embedding into the corporate culture.



# BEST COMMUNICATION OF CORPORATE CULTURE



## BRONZE

### BNP Paribas Bank Polska SA

The 'I can' campaign was designed to unite BNP Paribas Bank Polska SA. As the organisation had grown through acquisition, it needed a unifying set of values and missions that would inspire all employees. Nearly 90% of staff indicated that the values were clear and understandable. "The campaign generated strong results and instilled a simple, but very effective concept consistently across the business," said one judge.



## BRONZE

### veloBank

veloBank was rebranding and redefining its corporate values in just five weeks. The internal communications team did extensive research into the corporate culture to understand how its values were understood and embraced by employees. The launch campaign was creative and effective, clearly communicating the new values in an engaging way. Judges thought the "strong messaging," was effective and helped embed the new values well within veloBank's culture.

## HIGHLY COMMENDED

### JTI and Ignis

JTI worked with Ignis to support its PRIDE network in growing from a headquarters-only initiative to a global force embedded throughout the culture of the business.



# AWARD- WINNING

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## BEST DE&I INITIATIVE



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CGI

# NO HOLDING BACK.

### GOLD

#### CGI and LEAP Create

CGI is committed to making the tech sector more diverse and inclusive. To achieve this, it worked with LEAP Create on a series of memorable, captivating videos focusing on diverse team members. The films allow the viewer to see through the eyes of the subject, gaining an understanding of their thought process, perspective and unique contributions to the business.

These unflinchingly honest accounts of the challenges people can face in the workplace resonate with viewers. Judges thought this campaign was creative, well researched and effectively implemented. One judge said, "This is a great, engaging and creative approach to get people to think differently." Others praised the "really important work" for its commitment to improve inclusivity within the technology sector.

# BEST DE&I INITIATIVE

## SILVER

### IAG Cargo and Something Big

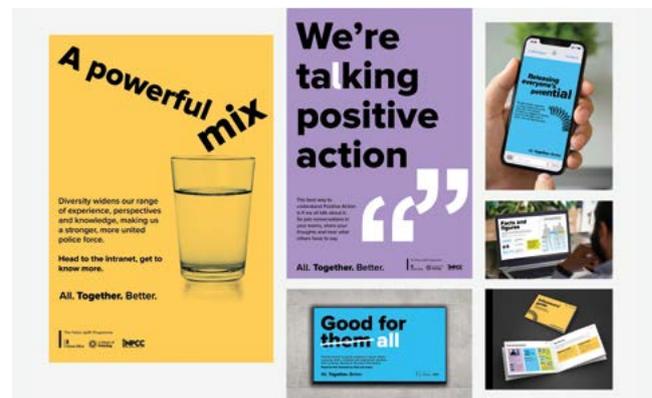
Fragmentation within the workforce after the pandemic caused IAG Cargo to reexamine its internal culture. It worked with Something Big on the 'Great to Be' programme which focused on belonging and conversation, regardless of the employee's background. Judges loved the strong messaging behind this campaign and praised the decision to focus on middle managers in embedding the new inclusive objectives within the corporate culture.



## SILVER

### The Police Uplift Programme and Blue Goose

The Police Uplift Programme's purpose is to improve diversity in the UK's police forces. It worked with Blue Goose to improve perceptions among hiring managers of the value of positive action in police recruitment. This sensitive topic was handled deftly, resulting in more female and BAME officers joining the police force than ever before.



# BEST DE&I INITIATIVE



## BRONZE

### Aggregate Industries

Aggregate Industries wanted to improve the diversity of its workforce, building a welcoming culture that would appeal to women and minority groups. Employee activities were amplified by complementary global communications, helping spread the diversity and inclusion message across the business. Judges thought this was "a very inspiring campaign in a tough environment."



## BRONZE

### JTI and Ignis

JTI worked with Ignis to spread JTI pride globally. Its employee PRIDE network was complemented by a prideful communications campaign that could resonate with every JTI employee. One judge praised the global approach and "sensitively delivered" communications while another lauded the "powerful, visually striking campaign with fantastic global reach."

## HIGHLY COMMENDED

### Philip Morris International – PMI IT Women in Tech Community

Philip Morris International (PMI) formed the 'PMI IT Women in Tech Community' to create a supportive, welcoming environment for female technologists within the business.

# BEST ENGAGEMENT OF CORPORATE PURPOSE



## GOLD

### Bridgestone EMEA and Sequel Group

Bridgestone EMEA's sustainable strategy - the E8 Commitment - is designed to ensure the business is future-proofed while also minimising the impact it has on the global environment. Sequel Group brought this to life for the internal audience through the Active8 campaign. It wanted to inspire employees to take action and ownership of their contributions to the business' sustainable future.

The centrepiece of the campaign was a wall of pledges which saw thousands take part. This engagement led to a 23% increase in awareness of the E8 Commitment in the manufacturing division. "The results were inspiring," said one judge. Others praised the "really creative activities and evidence of how much they brought people together," as well as the clear connection the campaign had with the business' purpose.

# BEST ENGAGEMENT OF CORPORATE PURPOSE



## SILVER

### **Maxeon Solar Technologies and Hill & Knowlton**

After diverging from former parent company SunPower, Maxeon Solar Technologies worked with Hill & Knowlton to create a purpose-driven campaign and unite employees behind the business' objectives. The team tapped into existing and newly created communications channels to deliver engaging content, with three key calendar days providing natural storytelling opportunities. Judges thought Maxeon Solar Technologies expertly built a sense of momentum for its purpose-driven communications throughout the year.



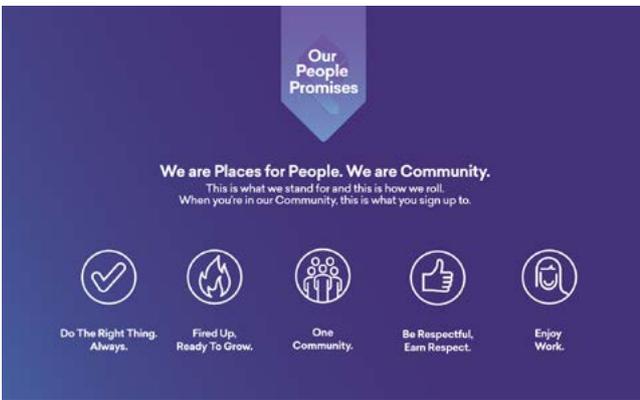
# BEST INTERNAL COMMUNICATIONS BY A CHARITY, NGO OR NFP



## SILVER

### Karbon Homes

Housing association Karbon Homes held its first all-employee, in-person event in 2023. The immersive, engaging event created a strong sense of belonging and understanding among employees. Judges thought the way Karbon Homes understood its employees' needs was apparent in the careful foresight and strategic planning that went into the event.



## BRONZE

### Places for People

Places for People wanted to inspire culture and behaviour change by encouraging employees to do the right thing, always. The campaign was "a lovely example of how the organisation has brought its purpose to life and embedded it in its strategy," said one judge. Judges praised the mix of events and communications that helped deliver engagement and interaction with the content.

# BEST INTERNAL COMMUNICATIONS FROM THE EDUCATION AND PUBLIC SECTOR



## GOLD

### University of East London – Royal Docks Innovation and Enterprise 125th Anniversary Summer Festival

The University of East London wanted its 125th Anniversary Summer Festival to create a sense of belonging among the university community while also engaging locals, students and their families. To achieve this, the university worked with students, allowing them a creative licence in the event's programme. Despite a large programme of activities, the event remained cohesive due to its strong foundational aims. Flexible bookings and creative storytelling further enabled people of all ages and demographics to take part.

As a result, 80% of attendees were satisfied with the event and the team noted a culture change within the community as students and employees invited their families to join them. Judges liked the way the event was rooted in a clear objective. The creative execution didn't stray from that goal, leading to the university seeing its desired outcomes become reality.

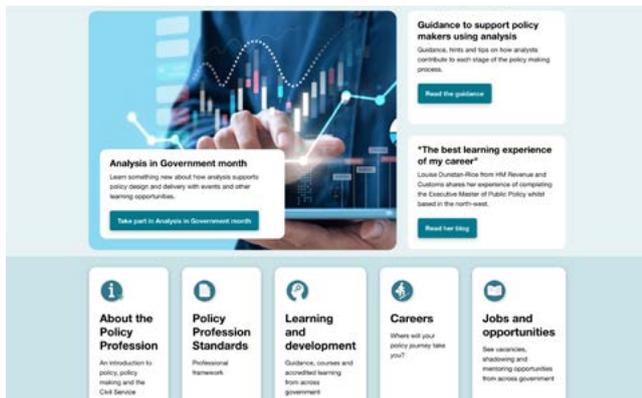
# BEST INTERNAL COMMUNICATIONS FROM THE EDUCATION AND PUBLIC SECTOR

## SILVER

### An Garda Síochána

An Garda Síochána digitised its flagship publication, Newsbeat, to ensure clear and timely internal communications across the police force. Newsbeat prioritised accessibility, straightforward communications and a high standard for its quality of content. Judges praised the effective, well-targeted communications. They thought the engaging, human stories were well-developed and relevant to the audience.

NEWSBEAT

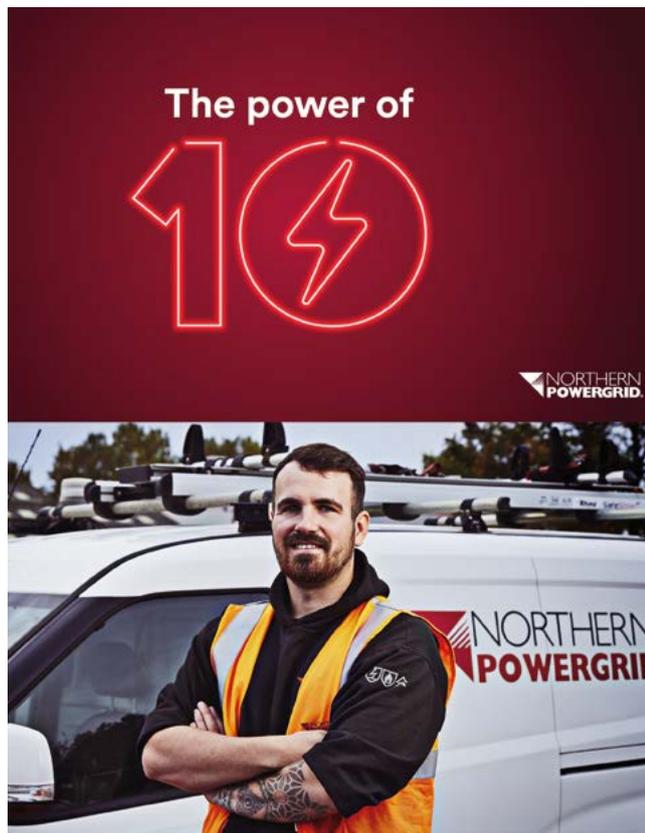


## BRONZE

### The Policy Profession Unit and Connect Internet Solutions Ltd

The Policy Profession Unit worked with Connect Internet Solutions Ltd to create an intranet for over 32,000 civil service policymakers. The capable new intranet was designed to ensure staff could easily find and engage with relevant content and access everything from event notifications to policy knowledge bases. Judges thought the results were strong as a third of the target audience promptly registered for the new portal.

# BEST INTERNAL COMMUNICATIONS FROM THE ENERGY AND UTILITIES SECTOR



## GOLD

### Northern Powergrid and WPA Pinfold

Energy infrastructure company Northern Powergrid wanted to inspire a culture of continuous improvement among its employees. It worked with WPA Pinfold on an employee engagement campaign founded on the rallying cry of the 'Power of 10.' This focus was designed to ensure employees have a customer-focused mentality and are supported by key guiding principles for best-practice at work. Employees across the business - from senior leaders to frontline staff - were targeted with different content and messaging, but all communications were rooted in the guiding principles.

Multichannel content and a punchy campaign brand delivered maximum impact throughout the programme. As a result, 80% of employees said their understanding of the 'Power of 10' was 10 out of 10. It was a clear 10 from judges too, who thought this was an "incredibly strong entry. I loved the creativity, innovation and name of the campaign." One judge said, "This is a well-planned, thorough piece of work. The visual identity is striking and impactful and the results were strong."

## GOLD

### Yorkshire Water and WPA Pinfold

WPA Pinfold turned its expertise to the waterways with a campaign designed to support Yorkshire Water's corporate strategy, 'A thriving Yorkshire,' with internal communications and content. The campaign had to build awareness and understanding of the strategy, as well as empower employees to contribute to its success. The team created a comprehensive internal communications strategy designed to reach every employee and deploy a variety of content to suit different communications needs.

The result is a 118% increase in feeling that the business' new strategy is taking it in the right direction. Moreover, recommendation, satisfaction and loyalty metrics were all improved following the campaign. One judge called this "a strong integrated campaign with a local feel." Others were impressed by the foresight, strategic planning and clear business-critical results.

# BEST INTERNAL COMMUNICATIONS FROM THE ENERGY AND UTILITIES SECTOR



**SILVER**

## Biffa and We Are Brass Tacks

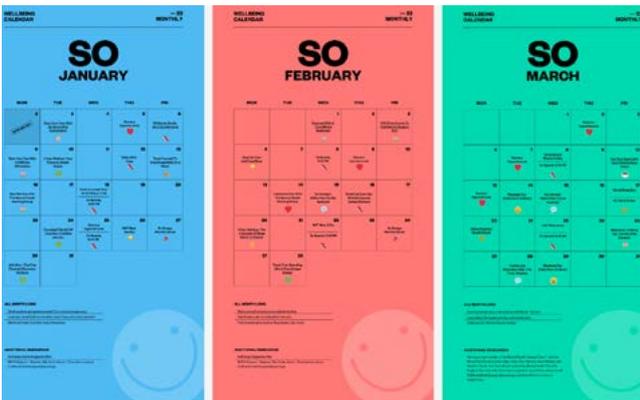
The launch of the new health and safety standards, 'The Safer Together Essentials' at Biffa was supported by an internal communications campaign designed to change behaviour and understanding of health and safety at work. We Are Brass Tacks created a one-stop-shop for workplace safety replete with excellent videos, clear messaging and impactful storytelling. This was an excellent project with a clear impact, according to judges.



**SILVER**

## Viridor and We Are Brass Tacks

Energy-from-waste company Viridor met years of corporate change with a renewed focus on a sustainable future. To express this internally, We Are Brass Tacks developed HomeSafe, a campaign designed to build a culture of safety within the organisation. The emotive and relevant messaging made an impact on employees and judges alike. Judges praised the impressive engagement and perception results charted since the launch of HomeSafe.



**BRONZE**

## So Energy

So Energy's one-woman internal communications team has supported the business throughout a period of change, resulting in reduced turnover and attrition, and increased employee happiness. Navigating intensive change required trusted, clear communications that resonated with employees. Judges thought this was an impressive show of internal communications knowledge with minimal resources.

# BEST INTERNAL COMMUNICATIONS FROM THE FINANCIAL SERVICES SECTOR



## GOLD

### Aviva

At Aviva, employee engagement is high, but it wanted to ensure that the whole workforce was embracing the business' customer-first mentality. To inspire this shift in thinking and behaviour, Aviva launched the 'making it click' campaign. It harnessed the power of puzzles and problem solving to inspire non-frontline staff to understand how their particular roles and expertise are also helping customers navigate the complexities of financial wellbeing.

Now, 95% of employees say they understand how their work impacts customer outcomes and there was a three percent uptick in the amount of colleagues who think customer first. Judges called this "a great, simple way to highlight the customer journey and profile the different contributions of various teams." They praised the consistency of the messaging and clear, simple theme as a means of connecting people across Aviva's operations.

# BEST INTERNAL COMMUNICATIONS FROM THE FINANCIAL SERVICES SECTOR

## SILVER

### Phoenix Group



In the midst of a corporate shift, a large number of employees at Phoenix Group were at risk of redundancy or change of employment. To manage this process, the company built a transparent communications campaign that ensured its people felt taken care of and were kept aware of the company's strategy and changes. This sensitive, effective approach minimised disruption and uncertainty during a period of difficulty.

# BEST INTERNAL COMMUNICATIONS FROM THE FMCG, FOOD AND BEVERAGE SECTOR



## GOLD

### Unilever and MGA

Unilever may be a vast, global business, but its adherence to a strict code of business ethics pervades across its operations. Every year, employees undergo training in business ethics. In 2022, it worked with MGA to launch 'Integrity Matters,' a new approach to the corporate training that was an instant hit with employees. The training involved a series of bingeable, soap opera-style videos that spoke to Unilever's ethical code.

The training was extremely popular with employees but it also led to tangible business results. The company charted a 21% increase in the reporting of potential breaches of the code of ethics. That rose again by the same amount in 2023. "An excellent piece of work," said one judge. "The project has clear objectives, is really well-executed and has demonstrable outcomes. A very well-rounded project."

# BEST INTERNAL COMMUNICATIONS FROM THE FMCG, FOOD AND BEVERAGE SECTOR



## SILVER

### JTI and Ignis

JTI's PRIDE network was important to the business' inclusivity objectives. But, it swiftly expanded to have a global presence and strong messaging that helped inspire employees beyond its network to integrate pride into their own work. Judges thought the Ignis campaign was "powerful, visually striking and had fantastic global reach." Another said it was a "superbly executed piece of work."



## BRONZE

### The Glenmorangie Company, LVMH

Moët Hennessy (The Glenmorangie Company, LVMH)'s luxury origins were well-integrated with its sub-brands rebellious spirit through the launch of the Spirited magazine. Harnessing the stories behind some of its drinks brands, the magazine paints a picture of a diverse, aspirational and ambitious house of spirits. Judges thought the magazine was beautifully crafted with a luxury feel and excellent storytelling.

# BEST INTERNAL COMMUNICATIONS FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



## GOLD

### Bupa and Altadicta

Bupa's unofficial mascot is the elephant, an animal that is big and strong, but needs to adapt to its surroundings in order to stay safe. It used this concept as the heart of an internal communications strategy designed to build cohesion and understanding across its global workforce. The 'Make the Elephant Run' campaign ran over four weeks with a series of activations, events and digital engagements.

Over 21,000 employees took part in the programme and Bupa charted a phenomenal 12 minutes, 30 seconds spent on the platform on average. Judges loved Altadicta's work. One called it "a really innovative campaign which took a big idea and ran with it. It was impressive to see how the strategy played out across multiple channels and regions." One said it was "a smart way to engage employees in Bupa's strategic direction and agile enough to adapt to changing circumstances."

# BEST INTERNAL COMMUNICATIONS FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



**SILVER**

## **Cygnet**

Cygnet not only supports people with mental health challenges, it has an internal network designed to provide support for its diverse employee base. Cygnet's employee resource groups shifted from a focus on Covid-19 to a future of action and change. Judges were impressed with how "clearly inclusivity and diversity is at the heart of Cygnet." One judge praised the way all the internal groups were involved in the group-wide internal communications.



**BRONZE**

## **Sevita and Oak Engage**

To better serve the needs of its mobile care staff, Sevita worked with Oak Engage to develop Sevita Source. The mobile intranet app goes beyond simple news dissemination and acts as a head office in everyone's pocket. It undoubtedly built connections between employees and the business and helped Sevita improve several of its business operations. "A well planned and thought out intranet that has delivered some exceptional results," said one judge.

# BEST INTERNAL COMMUNICATIONS FROM THE **MANUFACTURING, AGRICULTURAL, ENGINEERING AND BASIC MATERIALS** SECTOR



## **GOLD**

### **Amcor and The Culture Club**

Amcor was due to make 2,000 changes of varying degrees of size and impact. To ensure its culture remained cohesive and leaders were guiding their teams through this period of disruption, Amcor worked with The Culture Club on a change management strategy. The Culture Club implemented a thorough change strategy that would see the company safely through its thousands of business changes - and ensure consistency along the way.

As a result, 96% of leaders who took part in the training programme said they understood the approach to transformation. Judges were impressed with the structured approach to transformation, praising the creativity the team integrated into this framework along the way. One judge praised the "very thorough planning and measurement," while another called it "a strong campaign that was well researched, planned out and evaluated."

# BEST INTERNAL COMMUNICATIONS FROM THE **MANUFACTURING, AGRICULTURAL, ENGINEERING AND BASIC MATERIALS SECTOR**



**SILVER**

## **Bentley Motors**

A new communications team set out to make a big impact at Bentley Motors. It wanted to reach more employees and improve colleague satisfaction and the employer brand. A practical, effective approach to updating the internal communications around a headline event proved just the key as the team hit its targets and then some. Judges thought this was “interesting and creative,” with “wonderful creative ideas” and “a good way of looking differently at an event and experience.”



**BRONZE**

## **AB Agri**

AB Agri's new magazine, *Between the Lines*, was built to create a sense of cohesion across the global business. With insights across all aspects of work and employee-driven editorial ideas, the magazine is sowing the seeds of change at the agricultural giant. Judges thought this was a great example of the use of content to create connections and a stronger internal culture.



**BRONZE**

## **Aggregate Industries**

Aggregate Industries is aggregating a successful, effective array of communications channels and content types. By focusing on its cultural objectives and delivering communications to support them, it is seeing a stronger community being built among employees. Judges thought the ability of the team to focus on big, strategic goals as well as more individual and local objectives was commendable.

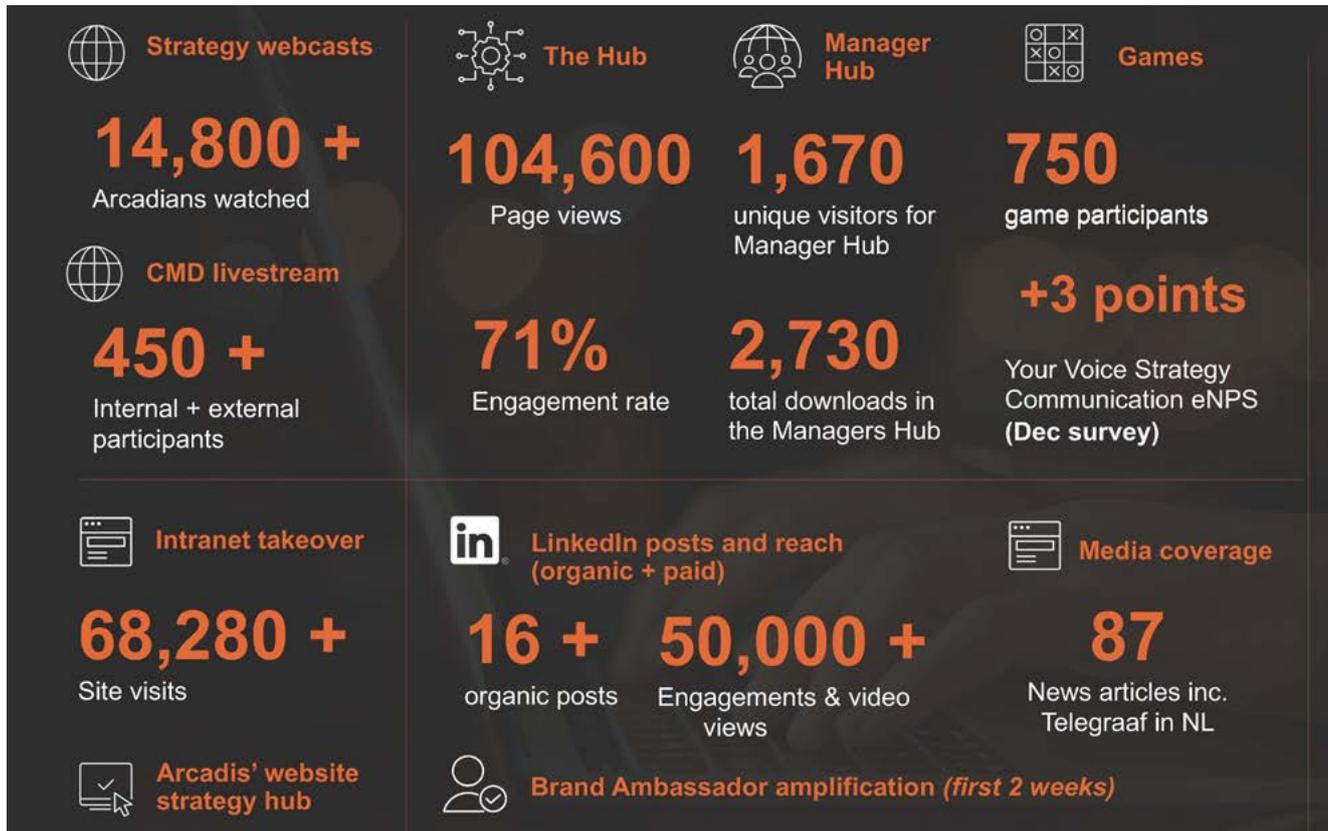


**BRONZE**

## **Maxeon Solar Technologies and Hill & Knowlton**

After divesting from its parent company, Maxeon Solar Technologies worked with Hill & Knowlton to bring a sense of unity and community to its internal audience. It focused its communications around three key dates in the calendar, harnessing interest and engagement as a result. Judges liked the way the team built momentum around the events and ensured consistent delivery of communications throughout the year.

# BEST INTERNAL COMMUNICATIONS FROM THE PROFESSIONAL SERVICES SECTOR



## GOLD

### Arcadis and FGS Global

Sustainable design and engineering consultancy Arcadis wanted to improve internal unity after a series of acquisitions and a change in CEO. The team worked with FGS Global to harness the company's sustainable purpose as an anchor for its internal communications. Events, webcasts, a game, social content and more helped bring the message to all employees across the business.

All aspects of the campaign were engaged with and participated in by significant numbers of staff. Not only that, but the sustainable strategy implementation garnered media coverage as well, bolstering Arcadis' employer brand in the process. Judges thought there were "gems of creativity" in this campaign and that it achieved "impressive reach" with its "well thought out execution."

# BEST INTERNAL COMMUNICATIONS FROM THE PROFESSIONAL SERVICES SECTOR



## SILVER

### Deloitte UK

Deloitte UK's Financial Advisory business wanted to reduce email fatigue while building a stronger connection between the team and Deloitte UK's overall objectives. A social-first content strategy helped lessen the email load and improve interaction with and contribution to the company's internal communications. Judges thought this was "no doubt a successful intranet project" with a strong approach to creativity and leadership engagement.



## BRONZE

### Blake Morgan LLP

Blake Morgan LLP wanted to improve visibility of its senior partners and create clearer internal communications for its 600 people. The team overhauled its internal communications channels and content, redeveloping them to include a wider variety of topics and clarity of messaging. Judges called this "a well-researched and delivered intranet project with clear objectives, good execution and results to demonstrate impact."

**Deloitte.**



**Congratulations to everyone  
who reached for the sky!**

**Team Deloitte**



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



## **GOLD**

### **phs Group**

Facilities management company phs Group was celebrating its 60th birthday in style. It wanted to foster cultural inclusion while also supporting charity partner Prostate Cancer UK and raising awareness of prostate cancer. It was an ideal fit because phs Group's internal audience is largely the same demographic as those at risk of prostate cancer. The team filmed a video series of walk-and-talk style stories with employees.

The videos were viewed by over half the staff at phs Group. Beyond that, almost 700 people took part in the walking challenge in support of Prostate Cancer UK and nearly 500 used the risk checker tool, too. Belonging, giving and understanding of the business strategic aims were all boosted as a result of the campaign. Judges praised phs Group's creativity and clear, impactful results in delivering this effective, warm and positive birthday campaign.

# BEST INTERNAL COMMUNICATIONS FROM THE RETAIL SECTOR



## GOLD

### Dunelm and Meet & Potato

After Covid-19, Dunelm faced a cultural challenge. It was unable to reintegrate its remote workers into office-based roles due to space restrictions. To make this audience feel included and valued, Meet & Potato introduced a video-focused strategy designed to share experiences, decision-making stories and values-based content.

The theme of inclusivity was brought to life in the company's annual conference which offered inspiring leadership sessions, an exploration of diversity and inclusion at the company and a lot of fun for employees. Judges thought this was a creative way to tackle a crucial cultural challenge while harnessing the power of a much-anticipated annual event. One judge loved the way the campaign "blended business and fun."

# BEST INTERNAL COMMUNICATIONS FROM THE RETAIL SECTOR

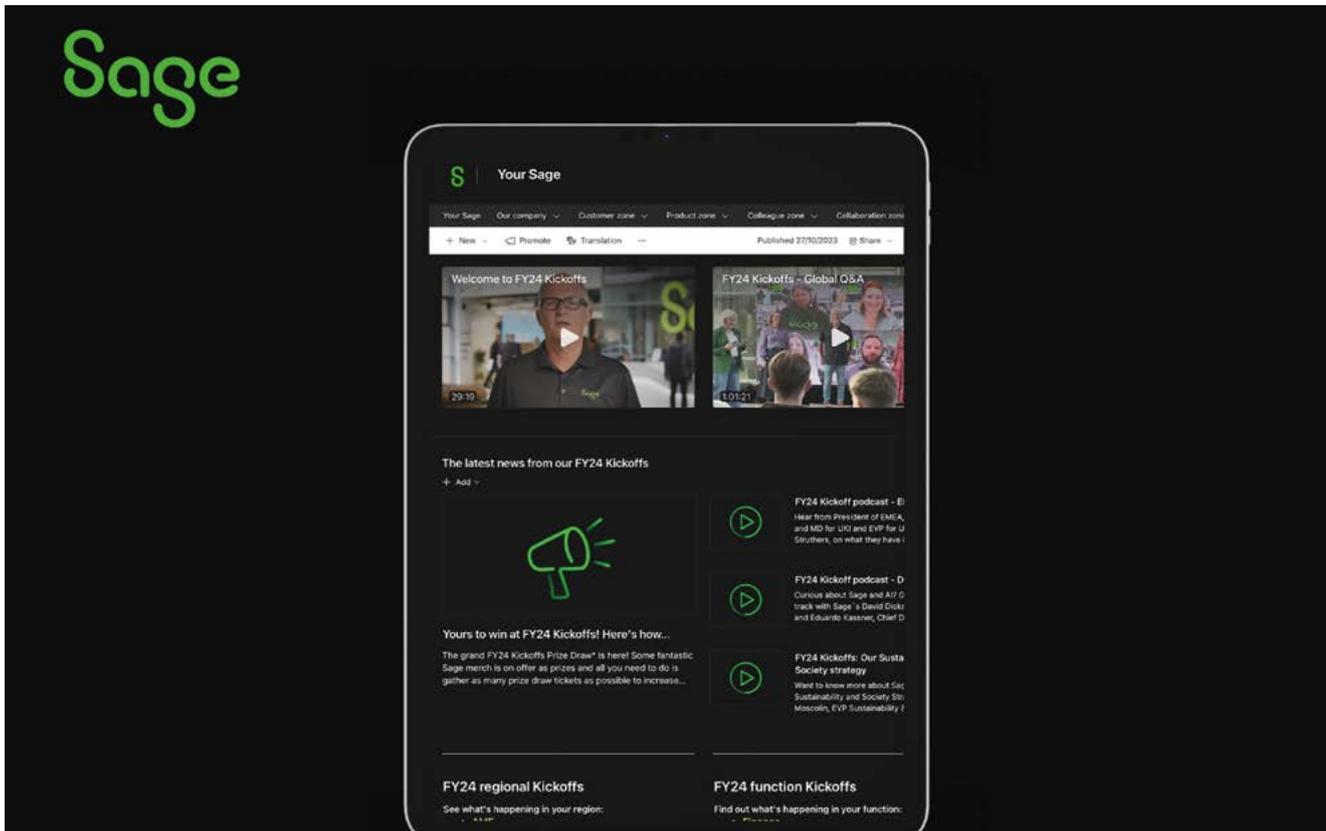


## SILVER

### Poundland and Meet & Potato

Meet & Potato worked with Poundland throughout the year to bring a sense of fun to its internal communications. This worked well for the internal audience as the campaign also focused on making staff feel valued and appreciated. Judges thought the big top circus theme was creative, joyful and a great fit for the Poundland team.

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



## GOLD

### Sage

Sage undertook intensive research into its internal audience to better understand their needs ahead of its annual Kickoffs programme. It found that it needed to meet employees where they were. To do so, it had to examine the working habits, demographics, geographical distribution and communications needs of its entire staff. Then, it had to be brave enough to diverge from a tried-and-tested formula to act on this knowledge.

The risk paid off. Content was developed to better integrate the company's global teams. It was designed to spark dialogue and avoid a top-down broadcast tone. The Kickoffs programme resonated with employees who took part in events and engaged with the content around the world. Judges thought this was a great example of a well-rounded approach to internal communications that blended excellent research with a clear strategy and creative content.

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



**SILVER**

## Arm

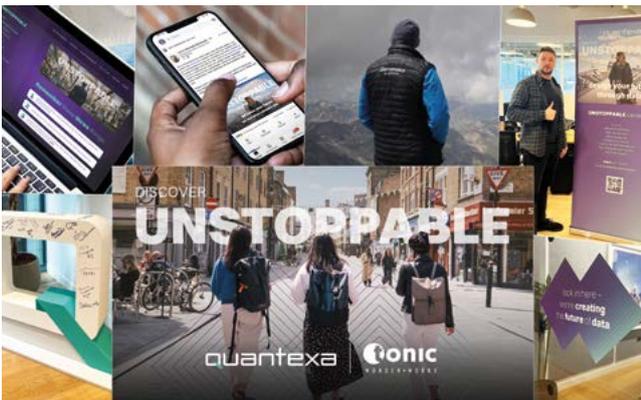
Arm wanted to realign employees with the business' strategy. It focused on creating a 'north star' that could galvanise everyone behind its direction and objectives. Understanding of Arm's strategy improved vastly as a result and a huge proportion of Arm's people feel proud to work at the company.



**SILVER**

## Product Madness

Mobile game company Product Madness wanted to improve its employer brand and make employees feel proud of their work. A mix of communications channels were deployed, unified by a fun, creative, game-based theme. This imbued a sense of the company's personality into its communications that judges thought was creative and ultimately proved effective. One called it "a wonderfully vibrant campaign, bursting with energy."



**BRONZE**

## Quantexa and Tonic

Data tech company Quantexa worked with Tonic to unite its global company and build a stronger employer brand. The 'Unstoppable' campaign was truly that, as it connected with employees globally. Judges thought this was "full of passion and heart." They liked the way Quantexa seeded a mystery ahead of its EVP launch that ultimately built stronger engagement and interest in the campaign.



**BRONZE**

## Virgin Media O2 and Chatter Communications

The merger creating Virgin Media O2 required the internal communications team to help people across the newly joint venture understand the 'why.' It worked with Chatter Communications on 'The Great Network Road Trip,' an immersive piece of content that helped employees understand and engage with the company's journey. One judge called this "a lively and vibrant campaign. It was wonderful to see such energy."

# BEST INTERNAL COMMUNICATIONS FROM THE TRANSPORT AND LOGISTICS SECTOR



## GOLD

### Bridgestone EMEA and Sequel Group

Bridgestone EMEA was poised to transition its sustainable business strategy - Bridgestone EMEA'S E8 commitment - communications from awareness-building to action-inspiring. It worked with Sequel Group on a campaign that would target hard-to-reach employees, clarify the business' sustainable positioning and change people's mindsets and behaviours. The Active8 campaign encouraged employees to make pledges about their sustainability-minded actions.

The pledge wall received over 14,000 page views as awareness of the sustainable strategy improved across the business. 91% of survey respondents said they believe Bridgestone EMEA is prioritising sustainability. Judges thought this was "a really comprehensive campaign with clear, compelling objectives and results."

# BEST INTERNAL COMMUNICATIONS FROM THE TRANSPORT AND LOGISTICS SECTOR



**SILVER**

## Arriva Rail London and 106 Communications

Arriva Rail London worked with 106 Communications to revamp its strategy, focusing on the delivery of relevant, accessible messages addressing the issues that matter to employees. As a result, its communications have become more effective and engaging, yielding greater readership along the way. One judge said, "This is a strategic approach to internal communications with the fundamentals addressed."



**SILVER**

## Royal Mail and Linney

Royal Mail's ongoing commitment to its massive internal audience was well met with an internal magazine and news programme. The dual focus helps it reach employees across the business and flex its communications style to suit the message and audience. Judges praised Linney's approach to effective, professional multichannel communications for the Royal Mail.



**BRONZE**

## IAG Cargo and Something Big

Something Big worked with IAG Cargo to launch 'Great to Be.' The diversity and inclusion programme aimed to bridge the gap in employee engagement by empowering all employees to feel seen, safe and understood. Judges thought this was the right approach to initiate conversations and help shift behaviours to create a more inclusive culture.

## ONE TO WATCH



### WINNER

#### Meghan O'Neil – So Energy

Renewable energy company So Energy has a single member of its internal communications team. Meghan O'Neil is the first person ever to be responsible for internal communications within the business and she has become a powerhouse within the role. In just her first month, O'Neil had restructured the company meeting strategy and introduced shorter Friday hours with the newly regained time.

Not only that, but O'Neil joined So Energy during an energy crisis, making internal communications and corporate culture ever more important. She didn't shrink from the task to improve the business from the inside out. O'Neil has introduced a wellbeing programme, restructured leadership meetings and helped develop the company's five-year strategy.

O'Neil is a veritable one-woman force for change at So Energy. She has achieved an incredible amount with only limited resources and has already seen a reduction in turnover by nearly 20%. O'Neil's passion, collaborative approach and mature ability to connect her internal communications efforts to the corporate strategy have paid off both for So Energy and personally. She is undoubtedly one to watch in the internal communications industry. Having electrified So Energy from the inside, she will be sure to achieve great things on behalf of her organisation.

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#### FINALISTS

**Rachel MacManus – Cygnet**  
**Nic Slack – Irwin Mitchell**

## INTERNAL COMMUNICATOR OF THE YEAR



### WINNER

#### **Shoshana Whybrow – Sage**

Sage was going through a period of poor employee engagement. Even among the communications team itself, the eSat engagement score was a miserly 66. To rebuild Sage's internal communications and spearhead a brighter future for the company, Shoshana Whybrow undertook a programme of change. Whybrow championed data and insights, using intensive research to delve deeper into the company's culture and needs.

Using these insights, she was able to shape a strategy that delivered relevant communications to people through the right channels and at the right times. Whybrow launched a podcast series and transitioned the company's intranet onto SharePoint. The centrepiece of the change programme was the redeveloped Kickoffs programme, which garnered excellent engagement and interaction scores.

Whybrow has exhibited a clear understanding of the business impact of internal communications. She has implemented effective new programmes that have led to tangible change within the company. Sage has not only impressed judges this year for its commitment to improving its communications, but it has seen an increase in its internal engagement score from the 66 at Whybrow's start to 81 now. Whybrow is a visionary leader and a commendable winner of this year's 'internal communicator of the year' award.

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### FINALISTS

**Carly Murray – The Surgery**

**Rhianne Sarna – Colt Technology Services**

# INTERNAL COMMUNICATIONS TEAM OF THE YEAR



## WINNER

### Sage

Sage's internal communications team had to contend with flagging engagement and a poor understanding of the business' strategy. It worked hard to rebuild its internal communications to create a thriving corporate culture built on trust and transparency. It committed to crafting a better understanding of Sage's demographics and audience needs. This helped it shape a strategy that could better suit Sage's employees, wherever they were in the world.

The centrepiece of the programme was the revamped Kickoffs campaign which featured a localised brand and event that could galvanise Sage's regional teams. This approach has worked wonders for Sage as an employer. It made it into the top 50 of Glassdoor's 'Best Places to Work' list after not being listed at all in 2023.

The team has won plaudits from judges for the fun campaign, passionate approach to communications, extensive audience research and clear connection of the communications strategy with the business' objectives. One judge said this was "an excellent way to shift and sustain employee understanding of company strategy." Sage has won several awards tonight and its commitment to excellence in internal communications makes it worthy of the 'internal communications team of the year' prize.

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## FINALISTS

**Deloitte UK**  
**Places for People**

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Lauren at [lditcher@transformmagazine.net](mailto:lditcher@transformmagazine.net)

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# GRAND PRIX



## WINNER

### Sage

Sage has gone for the clean sweep. Its work over the past year to reimagine its internal communications from the ground up has seen it build a stronger business as a result. Not only have employees been engaged by the expert communications and content developed by the team, they have also registered greater satisfaction with Sage as an employer.

The premier programme of Sage's year was its annual Kickoffs event. This programme was redeveloped based on insight into the company's employee needs. It featured podcasts, live events, local activations, fun celebrations and conversation-focused channels for employees to engage with. The global campaign was a brave reimagination of a traditional formula, but it was one that paid off.

Judges have called it "wonderful," "inspired," and "innovative." One judge said, "This is an inspired way to shake up the traditional kickoff style event and bring it closer to all employees. Grounded in insights, the approach clearly delivered some outstanding results." This undoubted success story impressed judges and made a definitive impact on Sage's bottom line. It is the clear winner of this year's 'Grand prix.'

# Hats off to tonight's nominees



**Sage**

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