

# Channels



IoIC  
Awards  
2024



## Best Event (virtual or in person)

### ***The Big Tune In by Aegon Colleague Communications Team***

The Big Tune In Show – an event for all Aegon UK colleagues to help them understand the company’s vision of being the UK’s Leading Digital Platform Provider and what it means for those colleagues.

The Colleague Communications team produced their own live 90-minute multi-genre themed TV show – just like Ant & Dec’s Saturday night takeaway – with the audience (colleagues) part of a live studio audience watching exciting footage, taking part in mini-game shows, and even watching ad breaks!

The 10 events supported an engagement uplift of +9 points in 2023.

### ***StratFest 2023: Accelerating together at Silverstone by Compare the Market***

Compare the Market hosted its annual strategy event, StratFest in 2023 at Silverstone, aiming to engage, educate and excite its 800 colleagues. The purpose of the event was to align colleagues with the company's strategy, foster collaboration, and celebrate achievements. Planning starts months in advance, involving extensive research, inclusive considerations, and sustainability initiatives. Our communication strategies included the use of video, email campaigns, and dedicated intranet pages to make our content accessible and impactful. The event featured keynote speakers, breakout sessions, and awards ceremonies, with attendees using a mobile app to customise their agendas. Post-event metrics show increased attendance year on year, high satisfaction rates, and an improved understanding of the company’s strategy and purpose.

### ***2023 Kaluza Conference by Kaluza***

In 2021, Kaluza began its separation from OVO Energy to become its own standalone tech company. After going through the separation and subsequent huge period of change, we wanted to bring all of our people together for a one day event to re-engage our community with our mission, values, and one another. Enter the 2023 Kaluza Conference...

Held at the British Film Institute in London, our conference had three key purposes:

- 1) Engage people with Kaluza and inspire them with our vision, mission, and values
- 2) Empower people to learn and develop new skills which supports theirs and Kaluza’s growth
- 3) Foster connection across our global teams and promote visibility across our leadership team

The day was packed full of excellent talks from a variety of speakers within our Kaluza community and we finished with our Kaluza Values Awards and a big social. The event led to such a big increase in employee engagement at Kaluza that we’re doing it all again in 2024!



### ***NBCUniversal International Trolls 3 Family Screening by NBCUniversal International Corporate Communications Team & SHIFT***

Family events are at the heart of our employee events programme, and the Trolls Band Together Family Screening was our hero family event for 2023. The event was designed to encourage connection between our employees, but also to provide a connection back to the business through our impressive film content.

Leveraging our IP, we designed an event to increase engagement, build pride in our world-class content and to continue our endeavours to humanise our workplace. Family events help to reinforce our values of acceptance, acknowledgement and a celebration of who we are - actively encouraging employees to bring their whole selves to work.

The event received a rating of 4.92/5 stars for the overall employee experience, with activities scoring highest in terms of engagement and experience. 92% of employees surveyed said that these events make them feel more connected to their colleagues, as well as to the wider business.

### ***Powering Our Purpose Live 2023 by Nottingham Building Society***

Creation and delivery of a differentiated, high impact all colleague event called Powering our Purpose 'POP' Live 23 to embed the Society's newly launched strategic blueprint to galvanise colleagues behind NBS' 2023 strategy and leave them feeling fired up and connected to the individual part they could play.

### ***Celebrating our 60th birthday by phs Group***

phs Group is the leading hygiene services provider in the UK, Ireland and Spain and celebrated its 60th birthday in August 2023, which is the event we are putting forward.

Employee led videos and a charity virtual walking challenge formed our event celebrations. This activity contributed towards improved culture metrics in our September 2023 engagement survey - "I have the opportunity to support charities" increased 6 points to 83.9%, "I feel I belong" to 85.4% and "I'm proud I work for phs" to 78%. Our eNPS score increased to +3 from -3 and our engagement score was 80%.

This event also led to phs raising over £90,000 for Prostate Cancer UK and the start of an official 2-year charity partnership in December 2023.

### ***Best Event: CEO Awards – Santander UK and Definition by Santander UK and Definition***

Definition supported Santander UK to launch the CEO Awards – a recognition programme and a huge awards ceremony. The CEO Awards was created to align with their new business strategy and recognise people doing extraordinary work. The event was the culmination of the celebrations and really had the 'wow' factor.



### ***Win Together Live by Tesco Bank People Strategy & Communications***

Our Win Together Live events engaged 3,000 colleagues in-person and digitally, reinforcing the connection to Tesco Bank's purpose and strategy.

We listened to colleague insights from our annual opinion survey. They didn't feel connected to our purpose, strategy or the wider Group, and we know affinity to those topics is a key driver of whether they feel the Bank is a great place to work. Win Together Live would build that connection.

Across five locations, our mix of presentations, media content and innovative staging told a comprehensive story, immersing attendees in being more Tesco. We produced all content in-house, working with third parties for the practical staging to create an unforgettably Tesco experience.

The event delivered on all objectives: attendees felt more connected to purpose and strategy. This year's opinion survey showed increases across key areas we targeted, with great feedback from attendees.

### ***Squad Games by Travelport and The Culture Club***

At The Culture Club, we're passionate about revolutionising employee engagement and company culture — and we love working with clients who want to innovate as much as we do. Put simply, we say no to boring.

Our 'Best Event' entry showcases how creativity can drive commercial success. Travelport, a global travel technology company, entrusted us with organising their first in-person event for the 600-strong commercial team after five years of remote work and pandemic uncertainty.

Embracing the idea that play boosts productivity, we created the 'Squad Games,' inspired by Netflix's 'Squid Game.'

Thirty squads of 20 people competed in challenges aligned with 2023 objectives, fostering team spirit and building essential skills.

Vibrant branding, props, and leaderboards infused the event with energy, rekindling excitement and reinforcing Travelport's goal to be a world-class sales organisation.

No boring speeches. No overwhelming presentations. No forgettable icebreakers. Just a lot of fun and results that speak for themselves.

### ***Stars of the Commission by The Gambling Commission***

The Gambling Commission is an executive non-departmental public body based sponsored by the Department for Digital, Culture, Media & Sport (DCMS). We regulate most types of gambling in Great Britain and have regulated The National Lottery since 2013. We're a people-focused regulator; focused on making gambling fairer, safer and crime free. Our annual colleague conference is an opportunity to



continue to tell our Commission Story and bring it to life for our colleagues. It's also a chance to encourage togetherness and collaboration, whilst celebrating our successes. Our 2023 conference focused on promoting pride in the work we do everyday, and showing the difference we make to our local community. Our strategic approach, use of insight and data to inform our design and planning and our consideration of outputs, outtakes and outcomes has created lasting organisational impact.

### ***Wonders and Wows by The University of Warwick***

A brand-new series of surprise at work style events to reward and recognise staff, culminating in a Festive all-staff in person celebration. The events helped bring the staff community together post pandemic during a period of industrial action. They broke down barriers between the Vice Chancellor and his colleagues and received praise from the unions. Coverage of the events received a 68% engagement rate.

### ***TfL's senior leadership event 2023 by Transport for London***

This award entry is based on the event that brought together Transport for London's (TfL) top 300 leaders for an epic and memorable day – to embed TfL's strategy, celebrate achievements, review progress, and connect with colleagues and peers alike from each area of the widely-spread organisation.

TfL's people and operations were at the heart of the day, as leaders were assigned a bespoke visit to a location across the vast TfL network – some went to the Woolwich Ferry or Tube stations, others to the Cable Car, Victoria Coach Station, train depots or head offices.

Each visit was carefully crafted to link to the afternoon session, where leaders – energised from their morning visits – shared their insights. Led by TfL's Commissioner and Executive team, the afternoon brought together this collective energy, using it to inspire and motivate leaders to drive the delivery of TfL's vision – a strong, green heartbeat for London.

### ***Best Event: VLM and VEAs by Voyage Care***

As the internal communications team at Voyage Care, a leading provider for people with learning disabilities, we organised our annual Voyage Leadership Meeting (VLM) and Voyage Excellence Awards (VEAs) to celebrate our colleagues' amazing contributions.

We meticulously planned the event, incorporating the launch of our new Employee Value Proposition (EVP) and adopting a 'love' theme. The event featured engaging videos we produced, interactive sessions like our 'Family Fortunes' game, and an awards ceremony hosted by celebrity Ellie Taylor. Our hard work paid off with a record-breaking 1,523 nominations, a 26% increase from last year, and an impressive Net Promoter Score of 83.

The event successfully aligned our colleagues with Voyage Care's purpose, strategy, and values while boosting morale and recognizing outstanding performances. The EVP launch video received



overwhelmingly positive feedback, with 88% rating it 10/10. We're proud that the VLM and VEAs proved to be a highly impactful and engaging event.



## Best Intranet

### ***AFEMEA XChange by Amcor AFEMEA Communications and HR and The Culture Club***

With 2,000+ change initiatives planned over 18 months, global packaging leader Amcor wanted to establish a uniform change process across the 11,000-strong Amcor Flexibles EMEA region (AFEMEA).

Amcor had already selected the change management framework ADKAR®, but needed assistance embedding it across the 300+ leaders who would ultimately implement the changes.

The Culture Club responded by launching 'The XChange', a dynamic SharePoint site housing over 65 curated resources.

This custom-built platform, a collaborative effort with digital partners and AFEMEA's IT team, became the campaign's nerve centre. Crafted, built, and rolled out within a rapid six-week timeframe, it revolutionised change implementation at Amcor.

With a unique brand and identity, interactive resources, and ongoing engagement activities, 'The XChange' empowered leaders to embrace the ADKAR® framework fully.

The impact? Today, 100% of change leaders understand ADKAR®, with 95% poised to leverage XChange tools in their projects, signalling a transformative shift in Amcor's change landscape

### ***Essex County Council Intranet by Essex County Council***

The Essex Intranet is at the heart of Essex County Council's internal communications, but not everyone in the organisation could access the site. Many employees and close partners — who do not have network access — felt excluded and unable to keep up to date.

We needed a new intranet that would be accessible, easy to manage and designed with our colleagues in mind.

We worked with tech, legal and security professionals across the organisation to create an open intranet; one that can be accessed by all, from anywhere, on any device.

### ***Creating a new 'Mutualnet' - a SharePoint hosted intranet, moving from an externally sourced solution by The NFU Mutual Internal Communications Team with a little help from our friends in IT***

NFU Mutual is a company that offers a wide range of products including general insurance, life, pensions, and investments. It serves its customers through a network of around 300 agencies across the UK and employs around 4,500 employees in its regional service centres and Head Office.



The Internal Communications team (IC team), made up of 16 colleagues, is part of a wider Communications and Reputation team. In 2023, the IC team focused on responding to newly established hybrid working patterns, future-proofing communications and channels, ensuring visibility of leaders in a virtual world, and encouraging a sense of belonging amongst employees.

There were also key business objectives in 2023, to launch and embed the company-wide business strategy, and building trust and engagement with the newly appointed Executive leaders. The team also launched a new SharePoint hosted intranet – it was an extremely busy year!

### ***Connecting the Dots: How Wipro Revolutionized its Employee Experience by Wipro***

Wipro Limited is a leading technology services and consulting company with over 230,000 employees and business partners in 65 countries. They recognized the challenge faced by employees in managing vast amounts of information and knowledge on a daily basis. The company had been using a mix of internal tools and different systems, resulting in a fragmented organizational view and hindering effective communication down the hierarchy, leading to a sense of disconnection among its people.

To address this issue, Wipro conducted extensive research into its employees' requirements and introduced a comprehensive, unified intranet platform called The Dot. This platform aimed to facilitate interaction among employees, enable communication, and foster engagement with leadership. Initially focused on connecting the dots, Wipro surpassed its original goals of enhancing collaboration, communication, and productivity. This success was achieved through widespread platform adoption, meaningful digital integrations, a thorough change management and training program, and The Dot-first communication strategy. Wipro is now committed to continuously enhancing the intranet to stay ahead of employee needs and preferences.





## Best Magazine

### ***Launch of new employee magazine by Bupa Dental Care***

In 2023, Bupa Dental Care faced significant challenges including declining investment, stagnant staff morale, and patient dissatisfaction. Amidst industry-wide competition, dentist shortages, and pressures from Covid and inflation, a new General Manager initiated a transformative reorganisation linked to a refreshed business strategy. This strategic pivot aimed to revitalise internal communications and boost employee engagement. Extensive qualitative research and stakeholder consultation inspired the launch of 'Practice Health', a conventional print magazine supported by a digital version, tailored to the needs of our 7,500 patient-facing staff. This approach not only strengthened connections with employees, including self-employed dentists targeted for clinical hours by competitors but also received an overwhelmingly positive reception. Rated 4.65/5, the magazine contributed to improved attrition rates and proactive feedback, surpassing expectations and enriching both engagement and organisational culture.

### ***Dialogue magazine by Durham University***

Following the arrival of a new Vice-Chancellor and significant investment in an Internal Communications function for the first time, Durham University has seen a real step-change in how it engages with its 4,300 colleagues.

In 2023 the Internal Communications team re-launched a flagship monthly magazine for staff, Dialogue magazine. Independent research commissioned by the team had confirmed that there was confusion over the purpose and intended audience of the University's traditional internal communications channels.

Dialogue magazine has evolved to become Durham's most valued people channel, celebrating staff achievements and fostering a sense of community. It has worked to reconnect University colleagues and build engagement with the University's strategy, bringing it to life through real-life stories and a creative approach.

Despite a limited budget, the execution has been a real success – readership has increased by 44%, and we have seen a 22% increase in proactive story submissions in the timescale specified.

### ***Nestlé Gazette by Nestlé and Sequel Group***

The Nestlé Gazette is the quarterly digital publication of Nestlé, the world's largest food and beverage company. The Gazette is produced by Sequel and has been a fully digital publication since 2019, when it replaced an PDF-based format. Since then, the Gazette has built a readership of 11,000 subscribers from 13,000 digitally enabled employees across the company. It keeps employees updated on Nestlé strategy as well as giving them insights into the stories behind the news and articles on their colleagues. In 2023,



the Gazette was relaunched to a global audience. Since then, the publication attracted nearly 25,000 page hits across its summer and autumn issues, with nearly 5,000 users.



## Best New or Relunched Channel

### ***Butlin's Buzz by Butlin's***

With a year round 24/7 operation, a team of almost 4,000 split across four locations and a strategy focused on ensuring our team spend as much time as possible with our guests we needed a new approach to comms which drove accountability, ensured a consistent message, formed part of existing meeting structures, gave our leaders all the information they needed but empowered them to still own their own updates and didn't introduce any additional costs to the business (we launched it at a cost of £9.99) - step forward Butlin's Buzz our new monthly magazine style video update including pre-recorded updates from our Leadership Team and project leads all designed, filmed and created in house by our internal comms team of two and supported by a PowerPoint presentation deck to reinforce messages and drive action.

### ***Refreshing the intranet: a new digital home for Cancer Research UK by Cancer Research UK***

At Cancer Research UK our information was scattered across multiple channels - an intranet approaching end-of-life and SharePoint. We relied heavily on email to share information, our search function didn't work and our people couldn't find what they were looking for. We had to refresh our intranet to get people the information they needed to do what they do best – beating cancer.

In six months using a group of internal experts across three teams, we carried out data analysis, content audits and user testing to create our people's digital home. Now, it's a one-stop shop for our channels and information, where people can find everything they need and content's tailored to them. The result? A soar in views and engagement, behaviour changes, a new approach to data – and an intranet we'll continue to improve. The refreshed channel now serves as everyone's unique starting point to their day.

### ***The Wrap by Cooper Parry***

April 2023: Nick Soulsby joined Cooper Parry to establish the firm's internal comms function. The volume of comms was high and all happening on Teams, making it incredibly difficult for CPers to keep up to date. With a huge acquisition on the horizon, CP needed a channel to help new and existing colleagues cut through the noise.

With little budget but a lot of ambition, we were laser focused on outcomes. Being resourceful with existing tools we created The Wrap, a standout new comms channel that CPers see as the trusted source of information internally. The design and language engages and makes it easy for people to get the news, fast – every issue is always less than a 2-minute read.

Engagement rates are through the roof and anecdotal feedback showed The Wrap helped CPers prioritise for productivity from day one. Introducing how The Wrap firmly put IC on everyone's radars.



### ***Re-imagining our employee & company connections by HBX Group's Internal Comms Team***

Back at the start of 2023, our CEO set us a challenge – to improve two-way communication and collaboration across the organisation, breaking down silos and encouraging a more open and transparent approach.

Although we had already opened up new channels with this goal in mind the previous year, we knew that our existing intranet platform wasn't performing well in this regard with very low levels of engagement and interaction, so we needed to find a way to make a significant step change when it came to our digital hub.

After months of research and pitches, we appointed a new provider and so began a hugely intensive – and ambitious – plan to rebuild and relaunch our intranet in just 12 weeks from the kick off date! It felt like the storyline from 'The Six Million Dollar Man' ("we can rebuild him!").

This is our story of how our intranet, theLobby, was relaunched.

### ***Double the engagement, double the fun: how the John Lewis Partnership's intranet refresh boosted employee engagement by The John Lewis Partnership Communications team***

The John Lewis Partnership entirely rebuilt and refreshed its 1,500-page intranet to create a leaner, simpler and easier to use site in just 16 weeks. With a new masterbrand to implement and the looming migration of its employee social network onto the platform, the Partnership's Internal Communications team had a bold vision to design the most user-centric intranet in the sector.

Almost a year on, the results speak for themselves: over 90% of Partners (employees) use the site, views of strategic news content have more than doubled and they've seen a 115% increase in overall usage. 10% more visitors year-on-year and the removal of 800 manual tasks from its Communications team.

How? Much better accessibility, thinking mobile first, streamlining navigation and witty, playful communications designed to reach new audiences.

### ***Engaging the hard to reach – Grid:home field experience by Colleague Communications and Engagement, National Grid***

Engaging the hard to reach – how we made our intranet field-worker friendly.

For many years, it felt like our field force was disconnected from the rest of the organisation. When we launched a company-wide campaign or shared important announcements, our remote workers were often slow to respond and had to rely on word-of-mouth rather than digital solutions to stay up to date. So, we launched Grid:home, our new intranet with a simple vision – create a digital space to connect and engage people. Any time. Anywhere. On any device.



Grid:home is for everyone at National Grid, and we have now launched a version for those of our US colleagues in the field; with real time communications, accessible safety information, and apps and tools at the click of a button, we have successfully united remote field workers, offering them a practical experience that bridges the gap between the field and the office.

### ***Team Talk by Tesco Bank People Strategy & Communications***

When Tesco Bank managers told us that they were overloaded with ad hoc communications and they needed more support to communicate with their teams effectively, we designed a solution that would make a difference for them and improve business performance.

Our new Team Talk manager briefing and cascade channel, with wrap around support to improve their communication competence, has delivered strong results. 85% of our managers now feel more confident in communicating, our manager net promoter score has increased +6, 83% of colleagues say they are clear on connection to purpose, contributing to a 9% point increase in colleagues feeling Tesco Bank is a Great Place to Work. Happier colleagues have led to happier customers with growth across all product areas and strong financial results.



## Best News Channel

### ***BDO'Clock News by BDO Internal Communications Team***

BDO'Clock News is our flagship news channel that's become the heartbeat of our firm's communication. With a commitment to keeping our 7,500 colleagues across the UK informed and connected, we've transformed our internal updates into an engaging, visual storytelling experience. Our innovative approach has not only reduced internal communications email traffic by a remarkable 20%, but our work on developing it into a 3D channel goes from strength to strength with the BDO'Clock News Live event viewership increasing by 52%. For us, this isn't just a newsletter, it's a weekly pulse that ensures every colleague, from trainees to partners, is aligned with our core purpose and organisational priorities. BDO'Clock News is more than just words on a screen — it's a dynamic, interactive platform where our people can stay informed, feel included, and be inspired.

### ***Connect News by Cambridge University Press & Assessment***

Connect News is our flagship newsletter, distributed fortnightly to all employees globally and incorporating targeted articles to key audience groups such as managers. It's part of a consistently branded and formatted suite of newsletters forming our official global communication channels, each serving a distinct audience, ensuring targeted and relevant content delivery. Geographic targeting of certain stories ensures the most relevant news is sent to each audience.

The newsletter plays a pivotal role towards achieving our ambitious goal of top-quartile employee engagement by 2026. Through compelling narratives, employee spotlights, and community impact stories, we inspire a sense of purpose and connection under the banner of our trusted internal brand. This is reflected in consistently above-benchmark metrics across our suite of newsletters.

Connect News supports our values of collaboration, innovation, empowerment and responsibility, underpinned by our internal communications strategy to inform, involve and inspire, and focuses on our organisation's five strategic themes.

### ***Pep Talk by PepsiCo UK and beetroot***

PepsiCo UK were looking for an offline solution for frontline, shift-based employees that make up 80% of their supply chain. beetroot created Pep Talk, a 24-page quarterly magazine that gives employees a one-stop shop for product news, operational updates and colleague stories from across all nine sites in the UK. The magazine is fun, accessible, and most importantly, showcases the people that make some of the UK's most recognisable products. Feedback from the 2024 reader survey shows that, after 29 issues, Pep Talk is as popular as ever with supply chain colleagues and is meeting the original objectives set: it engages colleagues and makes them proud to work for PepsiCo, inspires them both personally and professionally, and is bringing all nine sites closer together.



### ***Checkout by People Strategy & Communications, Tesco Bank***

Our Checkout email is a fortnightly news channel, designed to bring the topical events in the bank to life through the eyes of our colleagues. Building on strong performance metrics from 2022, we enhanced and refreshed the content strategy and look and feel to connect to our business strategy and purpose. It's a creative, emotive and Tesco-style guide through the big news in the Bank.

Our approach has delivered excellent results: an average open rate of 85% - 20% above Poppulo's benchmark. Clickthrough of 10%, and now up around 16% over the last six issues. And our annual opinion survey shows improvement in the key metrics Checkout targets:

- 83% felt the link between our purpose and their work was clear (+9)
- 79% feel we share information that helps customers make the right decisions (+8)
- Colleagues' Net Promoter Score for Tesco was +10 (+8)
- 81% say they'd recommend us as a great place to work (+11 compared to other financial services companies and +9 from 2023)



## Best Podcast

### ***Best Podcast: Tech & Soul by Colt Technology Services***

In 2023 we were looking for new ways to deepen our employee brand advocacy and connections with our fellow Colties. We also acquired a new company in November, so ways to boost culture and support integration were key.

It had to be something that felt different, less corporate and something which wasn't just another place to get the same business updates.

Podcasts have become a cornerstone of modern media consumption due to their convenience, accessibility and diverse range of content.

We wanted to use this power of audio to make our employees feel connected, empowered and inspired. The Tech & Soul podcast was born.

Our new employee hosted podcast unpicks big questions with original thinking through a human-first lens.

Tech & Soul - where curiosity drives the dialogue.



## Best Video/Animation

### ***We Are Biffa: Shifting mindsets and sparking business-wide conversations by Biffa and H&H***

Biffa's DE&I strategy has netted some stellar achievements in terms of inclusive working practices, action groups and exceeding diversity targets.

We wanted to build on this success by making DE&I a conversation everyone at Biffa felt part of – so that our people feel proud, safe and excited to talk openly about the many ways in which we're all unique. The We Are Biffa video grabbed attention by facing stereotypes head on. Featuring real employees talking about the false perceptions around different strands of DE&I, it sent a clear message about how invalid and potentially damaging such stereotypes were.

And it brought these ideas out into the open so that colleagues could explore them together. Challenging mindsets, building pride, sparking business-wide conversations and leading to an enthusiastic uptake of wraparound DE&I training – including webinars and workshops that empowered leaders to fully engage their teams in open, honest and inclusive DE&I conversations.

### ***Integrity Matters 2023 – Season 2 & Offline by MGA, Spark&Ignite, Shiftology***

In 2022, the first season of Integrity Matters, a Netflix-style drama over 4 episodes, followed by interactive training on what had been seen, was delivered to Unilever. The results seen within the business were groundbreaking, both in terms of engagement and completion rates, but critically also in the understanding and confidence indicated by participants in when and how to raise a concern. The challenges presented for 2023 were, how do we better the learning experience for the online audience delivered last year, and how do we create something of equal quality to bring this approach to life for the offline audience and deliver a holistic approach to the global audience? Were we successful... that's the real cliffhanger.

### ***TfL Action on Inclusion by Transport for London and AB***

Transport for London (TfL) makes more than three billion passenger journeys possible every year. But it faced a problem: how to ensure its 28,000 employees engaged with a new, seven-year Action on Inclusion strategy that aimed to empower colleagues, embedding diversity and inclusion in everything they do.

A campaign was needed to launch this long-term commitment to inclusion, with a message that would endure. TfL worked with AB, the internal communications specialists, to create a flagship video that captured the unvarnished and genuine views of employees. This countered a perception among employees that, when it came to corporate comms, they'd "seen it all before". As part of a suite of assets, the video amplified the authenticity of employee voice to inspire colleagues to act.



The campaign exceeded targets, with record engagement and video views three times the TfL average. This success led to plans to extend the campaign in 2024.

### ***Autumn at Warwick by The University of Warwick***

A brand-new video series that brought The University of Warwick's sustainability strategy to life. Capitalising on the unique environment that is the university's 720 hectare green campus, the videos opened up the work of the sustainability team to improve biodiversity.

Five videos showcased the wildlife on campus from birds and moths to hedgehogs, foxes and badgers. The results included engagement with 20% of our staff audience, a flood of positive comments and use of the videos on external channels. They also nudged behaviour change, encouraging a 270% increase in staff attending sustainability events on campus and even three new members of staff citing the videos as the reason to join the Sustainability team at interview.

### ***Wilson's story by The Virgin Money Colleague Communications team***

The launch of Virgin Money's new head office in Glasgow saw the closure of our historic banking hall in the same city. For many, this was their home for over 25 years. Through the eyes of one of the bank's longest serving colleagues, we told the story of the history of the bank.

### ***Voyage Care's We are Family video by Voyage Care***

As Voyage Care's internal communications team, we created the "We are Family" video to bring our new Employee Value Proposition (EVP) to life in an authentic and inspiring way. Our goal was a video that captured the essence of working at Voyage Care - the passion for great care, a sense of being part of something bigger and the homely environment of our services.

We meticulously planned filming across the UK, guiding colleagues to deliver scripted lines naturally while engaged in real activities. The final video beautifully wove together these powerful moments scored to a moving soundtrack. Debuting at our leadership conference and awards night, the video was an overwhelming success, with an average rating of 9.6/10.

Post-launch surveys showed it resonated deeply, with 90% feeling it captured their Voyage Care experience. With 1,404 returning to re-watch it on our intranet, the video continues inspiring colleagues daily and supporting our improved attraction and retention efforts.

### ***Biffa: Safer Together Toolkit by We Are Brass Tacks***

We Are Brass Tacks (WABT) is an integrated culture change and creative agency, with nine comms professionals driving positive transformation for global organisations.



Biffa, with more than 10,000 employees carrying out essential services every day across four divisions, are the UK's second-largest waste management provider. They sought our expertise to land their new safety standards with impact.

Due to a diverse workforce and the different ways in which information is shared, the approach taken was to create a 'one-stop-shop', Safer Together digital toolkit. At the heart of which sits four live-action, scenario-based films.

Featuring live operational Biffa sites around Leicester, each film focuses on one of four 'Safer Together Essentials' and serves as a powerful, proactive safety engagement tool. Highlighting the benefits of encouraging better safety conversations, making better safety decisions, and of living the Safer Together Essentials every day.

Captivating and engaging the audience through compelling writing and visual storytelling, the films blend creativity, expert technical application and strategic communication worthy of industry recognition.