

Skills



**IoIC
Awards
2024**



Best Design

Patients are Waiting: Emotionally connecting colleagues to our Growth Strategy and Purpose by Astellas and H&H

Our Growth Strategy sets out how Astellas will transform and grow. So that together we maximise the number of people benefiting from our ground-breaking innovations – driving our Core Purpose of delivering VALUE to patients, healthcare systems and society.

To motivate colleagues to deliver the ambitious step-change in growth, we needed to win hearts and minds. We needed to avoid the perception that this was ‘just another strategic initiative’.

Our bold creative approach broke down this transformational step change, from one big leap into lots of little moments. Tangible, emotive, authentic moments that brought together the patients who are waiting, with our people delivering.

The Patients are Waiting concept instantly sparked discussions, generated intrigue and nurtured emotional connections with our Growth Strategy and Core Purpose.

So, when rolling out supporting communications – such as manager-led conversations which invited colleagues to explore our strategy through experiential, hands-on activities – we had a captive, educated and emotionally connected audience.

Pep Talk by PepsiCo UK and beetroot

PepsiCo UK were looking for an offline solution for frontline, shift-based employees that make up to 80% of their supply chain. PepsiCo UK wanted the magazine to be eye-catching and creative, fun, and showcase the people that make some of the UK’s most recognisable products. 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 consistent with PepsiCo branding but has its own look and feel, which meets a key original objective. Feedback from the 2024 reader survey shows that, after 29 issues, the Pep Talk is as popular as ever with supply chain colleagues. Pep Talk is so well loved in fact that designs used in the magazine to introduce certain initiatives have become the standard design for all PepsiCo communications around these initiatives.

Water and Wastewater Cycles Graphic by Scottish Water Internal Communications Team

The Water and Wastewater Cycles Graphic, created in-house by and for Scottish Water, combined imagination, creativity, and internal communications expertise to produce a highly successful piece of design. The visual was created for use at senior leader events as an education piece, and to facilitate conversations in an interactive activity. The primary target audience possessed a varied level of understanding of the subject, ranging from basic to in-depth, so it was important to use a level of detail that was accurate and accessible for both. Through a collaborative approach across two graphic



designers, the wider Internal Communications team, and our stakeholders, we successfully created a visual that not only met all our goals and objectives but is now in demand from other parts of the business. Its versatility, engaging content, effective and future-proofed style make it a fantastic example of good design.

The Leadership Playground by The LEGO Group by Mr B & Friends

The Leadership Playground is a leadership development initiative at The LEGO Group, based on a fundamental belief: that leadership is for everyone; an act, not a position. It was created in 2018 to drive leadership behaviours across the organisation, empowering employees and driving growth.

Despite initial success, the Leadership Playground still felt like a corporate initiative rather than a grassroots movement. The visual identity was tired and inconsistent, a drop in engagement was evident, and the idea of the Playground had become convoluted.

Mr B & Friends began working with LEGO® on a refresh in 2022. We created a new identity for the Leadership Playground that intentionally felt different to other internal initiatives, capturing the playful, experimental essence of the Playground. It now feels like a movement, rather than a top-down initiative, and has elevated the Leadership Playground into something that's instantly recognisable and more interesting than ever before.

Best Imagery

Inspiring a World of Change Illustrated Map by Engage for Canon EMEA

Canon has partnered with Engage to run the Canon Employee Brand Advocacy Programme, an internal brand awareness campaign targeting their operations in Europe Middle East and Africa since 2021. However, owing to the diverse multi-cultural nature of Canon's workforce spread across 39 countries, the need for a single source of brand truth bridging internal and external branding was identified. Through extensive stakeholder consultation with Canon's Corporate Communication and HR senior leadership, we created a bespoke illustrated map, representing Canon's brand narrative, values, and products. The map, accompanied by an animation video and toolkit, was rolled out with a 360-degree communication plan. Success metrics included increased brand perception and employee recommendations, with over 25 Canon offices embracing the map. Feedback from new hires demonstrated a 90% positive brand association post-exposure. The Canon Inspiring a World of Change Map effectively elevated brand engagement, fostering unity and alignment across the EMEA region.

Visualising our purpose by phs Group and Scriberia

In 2023, phs Group launched our purpose, mission, vision and values. With a workforce that is dispersed, we wanted to bring them all together with this new strategy. To do that we knew we needed an image that would promote awareness, understanding and inclusivity.

We put in a business case to our executive team on the importance of this image – how we were going to design it and what it would be used for to secure budget. After we worked alongside Scriberia to create this image for phs Group – the first of its kind.

This image has contributed to an increase in our culture scores in our 2023 engagement survey alongside an 80% engagement score and an increase in eNPS from -3 to +3 and we attribute a large part of these results to our purpose, mission, vision and values launch, which this image was an integral part.



Best One-Off Feature

Macmillan Culture Report by Macmillan Direct Services and The Culture Club

For 100 years, Macmillan has provided invaluable support to cancer patients. Facing workforce changes, the Direct Services team asked us to complete a thorough Culture Review and Recommendations Report.

Realising the limitations of traditional research methods, we opted for an immersive approach. Say hello to the Macmillan Culture Journals, which captured employees' daily experiences over four weeks. This was combined with 1:1s, focus groups, and surveys.

Thousands of data points were then analysed, themed, and interrogated using a combination of artificial intelligence (AI) and human analysis, giving unprecedented objectivity to insights.

The resulting 65-page report—Best One-Off Feature—featured innovative elements such as a Spotify Playlist reflecting what it's like to work at Direct Services, creative use of emojis, creative comic book styling, and inspiring case studies.

The ultimate aim was to create a report that became a go-to resource, not something that would gather dust in a drawer. And we're proud to say, we did it.

Showtime at Selfridges - Christmas Broadcast by Selfridges

Selfridges Presents: Showtime at Selfridges!

For the festive season of 2023, Selfridges took its cue from the world of theatre to put on a truly showstopping Christmas.

To get our team members feeling excited and well-informed about the festive season, we invited them to get their tickets ready to join us for an exclusive livestream event to preview Showtime at Selfridges. Team members across our Retail and Head Office locations enjoyed a front row seat for the performance, as we took a peek behind the curtain at the best gifts, partywear, services, destinations, and experiences!

Building on our theatrical Christmas collaboration with the KitKat club, we invited Mason Alexander Park to host the event in our specially designed immersive Christmas set. Mason guided the audience through custom made spaces where a mixture of live in-person conversations took place alongside a selection of pre-recorded elements.

The result was a 45 minute festive spectacular that could be watched live or on playback.



Best Storytelling

Celebrating our 60th birthday by phs Group

phs Group celebrated their 60th birthday in 2023. Unlike previous milestone birthdays, we needed to support our digital first approach as we now have a dispersed workforce and decided to celebrate with a series of employee led videos.

These videos were all filmed, edited and communicated by the 1.5 internal comms team with no budget. They focused on our real people telling their real stories to celebrate their time at phs. We shared the videos on Viva Engage and they were the most engaged with communications throughout 2023 and we saw an increase of 47% traffic on this platform from the same time the year before as a result.

These videos also contributed to an increase in our culture scores in our 2023 engagement survey alongside an 80% engagement score and an increase in eNPS from -3 to +3.

TfL Vision and Values by Transport for London and AB

Transport for London has a vision – to be the strong, green heartbeat of London. To succeed it needs everyone to understand and feel connected to its vision and the values that support it.

Working together, TfL and AB created a campaign in which colleague stories were amplified to bring TfL's vision and values to life. The goal was to help colleagues share their stories with each other – stories that demonstrated caring, openness and adaptability in action.

We considered the needs of this time-poor audience and created short, visually compelling stories across print and digital. Vivaly, the initiative was used to unearth 145 new stories that colleagues proactively submitted.

All success targets were exceeded, with awareness of the vision rising by 131% and of the values by 52%. Due to the positive response to this storytelling initiative, it is now being rolled out to all other 476 TfL locations.

Biffa: Safer Together Digital Toolkit by We Are Brass Tacks

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

Biffa, the UK's second-largest waste management provider, sought our expertise to land their new safety standards with impact.

The result was the creation of a 'Safer Together' Digital Toolkit containing four live-action, scenario-based films.



Shot on location at 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 living the Safer Together Essentials every day.

These films represent best use of storytelling because of the questions and ideas they provoke in the target audience.

Each story is intricately layered with actionable reflection points (described as 'gold dust' within Biffa) so that colleagues working in any environment are able to enjoy, engage and learn valuable lessons that help keep them safe.

The strongest evidence of this being the anticipation and buzz among colleagues ahead of season two, currently in production!