

Innovation



IoIC
Awards
2025

Game Changer

The Big BPme Rewards Challenge by BP UK with blue goose

The Big BPme Rewards Challenge was a year-long campaign aimed at increasing adoption of the BPme Rewards loyalty scheme across BP dealerships.

The key challenge we encountered was engaging a disconnected and passive audience—dealers and site employees who lacked understanding of the scheme’s value and didn’t view it as part of their role. With limited data, the campaign focused on behaviour change through practical training, peer-led advocacy, gamification, and clear, role-relevant messaging. It linked BPme Rewards to customer value and site-level performance, embedding it into everyday customer interactions.

The campaign delivered strong results: increased customer loyalty transactions, a spike in site signups to the BP Loyalty Hub, and highly positive feedback on training initiatives. Most importantly, it sparked a shift in perception—BPme Rewards is now recognised as a key business tool at dealerships, not just a corporate initiative. The campaign provided valuable insights for ongoing engagement and will shape future dealer communication strategies.

Uniting Devonshire Group’s Diverse Workforce on One Employee App by The Devonshire Group and Blink

The Devonshire Group is a collection of diverse businesses and charities across the UK and Ireland — including Chatsworth, Bolton Abbey, and Lismore Castle. The majority of their 1,300+ employees are frontline, working in different ways in historic houses, landscapes, woodlands, hotels, and other properties.

In 2024, the Group introduced Blink, a mobile-first employee communications app, to bridge a longstanding gap in internal communication. Within weeks of launch, nearly 70% of their total workforce had registered, with 99% actively engaging in the app. Blink has replaced outdated tools like noticeboards and internal emails with real-time messages. It’s transformed everything from wellbeing and safety updates to culture-building and peer-to-peer connection.

With Blink, everyone — from hotel chefs to shepherds — feels more connected. Devonshire Group’s communications have not only become more efficient and accessible, but more inclusive and reflective of the people who make up their community.

Empowering Line Managers for Impactful Verbal Communication by Elysium Healthcare

Addressing the challenge of effective communication to deskless workers, our project aimed to improve how line managers cascade messages to their teams. By piloting a verbal communication cascade, we focused on upskilling line managers to boost their confidence in delivering clear and efficient verbal updates. This aim of this initiative was to not only enhance the clarity of messages but also empower

managers. This pilot focused on how we could improve an existing channel of communication rather than introduce another one to our mix.

BT Group - Secure Sense by Goldbug & BT Group

Let's face it, business security is a dull topic, so convincing the entire 100,000-strong workforce at BT Group of its vital importance was always going to be a challenge.

BT worked with employee engagement experts Goldbug to develop a strategy and delivery plan that changed behaviours, broke with brand conventions, and smashed objectives – by bringing a light-hearted touch to a serious subject.

Focusing on three key areas – weak passwords, email phishing, and poor security passcard use – the BT team took a brave creative step with this 'Secure Sense' campaign. When it comes to game-changing security comms, this campaign would talk to colleagues in ways BT had never done before, through content and channels it had never used before.

With comedic personality Troy Hawke fronting the activity, the team won hearts and minds, moving employees from believing security is “not really my problem” towards owning their individual security responsibilities.

The Cube: we're helping customers see their future, to own their tomorrow. And the cube showed our colleague just how we're doing it. A disruptive, immersive, experiential to engage and enthuse. by the Lloyds Banking Group, Insurance Pensions & Investments corporate affairs team, supported by Two Degrees Below

This IoIC Game Changer award submission highlights Lloyds Banking Group's innovative approach to internal communication within its Insurance, Pensions, and Investments (IP&I) division. In 2023, a new CEO initiated a mission to disrupt the pensions and long-term savings industry, emphasising direct-to-consumer engagement. The IP&I communications team, part of the Group's corporate affairs function, executed a series of strategic initiatives in 2024, including face-to-face strategy roadshows, an online 'strategy campus,' and a disruptive mirrored cube installation. These efforts aimed to articulate the division's refreshed strategy, inspire and educate colleagues, and showcase digital innovation. The mirrored cube, featuring interactive media and gamified experiences, toured key hubs, generating significant engagement and positive feedback. The campaign contributed to an increase in colleague promoters and highlighted the importance of the IP&I strategy in supporting customers' financial futures.

Driving Connection, Culture and Clarity: The Launch of connect by The Rank Group Plc

Rank set out to transform how it connects with and supports its workforce, particularly its 75% of frontline colleagues who lacked access to traditional internal communication tools. The result was the launch of connect, a modern, inclusive, and mobile-first communications app that empowers colleagues with real-time, relevant updates, encourages two-way dialogue, and ensures everyone has easy access to the tools and information they need. With multilingual support, audience segmentation, and interactive features like chat and communities, connect has unified Rank's global teams, reduced comms

fragmentation, and built a stronger sense of belonging. Within ten months, 78% of colleagues activated their accounts, with 73% engaging monthly, well exceeding initial goals. This innovative approach not only improved internal communication but also helped embed a more collaborative and transparent culture across Rank. connect is more than an app - it's a key driver in Rank's mission to enhance the colleague experience.

35-Hours and You App by Scottish Water Internal Communications Team

Scottish Water committed to transitioning to a 35-hour working week for all employees. The 35-Hours and You app was developed to support this change as a complementary channel in our communications and engagement plan, particularly for leaders and operational team members who often work in dynamic environments with limited access to traditional communication channels.

The app aimed to help employees transition by providing relevant, personalised information and supporting leaders in guiding their teams. It prioritised mobile users, ensuring simple and accurate information.

Extensive research and collaboration with stakeholders was conducted, resulting in an intuitive, user-friendly app. The app was built and tested by a joint team across communications, graphic design, and digital departments.

Within the first week, the app saw over 1,000 unique users, with positive feedback indicating it provided sufficient information and was easy to use. The app's success led to its blueprint being used for further communications, setting a new standard for internal communication within Scottish Water.

Innovative Use of Media/Technology

Aberdeen Investments - Ring the Bell by Aberdeen

Ring The Bell helped meet a crucial need to boost morale and build awareness.

Our colleagues had been through a lot of change and challenges, but we couldn't let negativity persist. There were pockets of progress and success, it just wasn't reaching enough people to make an impact. Our innovative process was built from the ground up.

Starting with a fantastic idea from the business and resulting in a new way for our colleagues to easily connect and celebrate our commercial success. Our team took this idea, and ran with it.

Sourcing inputs from stakeholders, investigating the possibilities, embracing technology in our toolkit, learning new tools from scratch, automating & testing workflows, communicating a complex process in simple terms to new users, and then launching a whole new channel to our people - all in the span of 4 weeks.

Big idea, small team, no budget, real impact.

- #RingTheBell

Google DeepMind Pulse: Innovating on Internal Communications with AI tools by Google DeepMind Internal Communications

In 2024, Google DeepMind's (GDM) Internal Communications revolutionised its internal newsletter, Pulse, by integrating innovative uses of AI-generated imagery and tooling. This included a visual revitalisation using AI-generated imagery for the newsletter masthead, showcasing GDM's technology and fostering a playful internal visual identity. Additionally, GDM pioneered the use of Google-made tool NotebookLM to generate an AI podcast version of Pulse, expanding accessibility and creating a new format for employees to engage with the publication. This dual approach, combining visual and auditory innovation, resulted in positive sentiment around the publication (4.8/5 average rating), reinforcing GDM's position as a leader in AI innovation and a pioneer in AI application to internal communications.

Most Innovative Content Creation

Mubadala Fair 2024: Innovation You Can Feel by Mubadala and The Engage Group

The challenge:

How do you get 400+ people excited about corporate initiatives?

Our answer:

You turn it into a Fair. Literally.

The Mubadala Fair reimaged employee comms as a live, multi-sensory experience. Inspired by the American state fair – and infused with UAE flair – this two-day event transformed 30+ initiatives into 19 bespoke activations, each designed to educate, entertain, and emotionally connect.

Through gamification, AI-enhanced visuals, QR tech, and playful zones (Grow, Innovate, Balance, Belong), we made complex content irresistibly engaging. Think robotic cotton candy, life-sized board games, gratitude walls, and candy-fuelled L&D journeys.

The results?

5,000+ QR scans, 91 NPS, 189 full journeys – and a global blueprint now used across Mubadala's international offices.

Why it matters:

We didn't just share content – we made people feel it. This is content creation that connects, captivates, and sets a new bar for internal comms.