

Skills



**IoIC
Awards
2025**

Best Design/Imagery

Employee Engagement Survey 2024 campaign #FoodForThought by Balfour Beatty

Our 2024 Employee Engagement Survey campaign epitomises what makes Balfour Beatty's Group Communications team truly outstanding. Boosting completion rates and creating a wave of excitement across our global business, we achieved our best ever internal engagement figures, thanks to our innovative design concept.

Combining humour, creativity, and visual appeal through playful food puns, we captured attention, sparked smiles, and increased participation. From 'Espresso yourself' to 'How have you bean?', our daily dose of delicious designs made the survey a treat employees couldn't resist! That's why our campaign is the perfect fit for the Best Design/Imagery category.

Rather than outsourcing our creative to external agencies, we harnessed the diverse skillset within our in-house Employee Communications and Graphics teams to create visuals and a call to action that balanced creativity with respect for the survey's importance. With that, 'Food for Thought' was born and used as a metaphor for thought, culture, and growth.

Bringing security to life through a character-led creative approach by DHL Express and Something Big

Security awareness campaigns can be dry, overlooked, or seen as blockers to productivity. DHL Express needed a fresh approach - one that would engage employees, shift perceptions, and encourage proactive security behaviours.

Something Big developed DHL Defenders, a bold, visually striking campaign that used an avatar-led gaming style to make security awareness both relatable and memorable. The campaign introduced a unique visual identity, featuring bespoke generative AI-supported characters and a suite of high-quality assets - posters, animations, and digital screens - ensuring a consistent and adaptable global rollout.

The creative execution impressed stakeholders at all levels, with senior leaders praising its impact. The quality of the assets led to widespread adoption, with regions printing materials, the Global IT team implementing DHL Defender lock screens at HQ, and the campaign being considered for use at a Group level.

Kao UK Employee Rewards Branding by Gallagher Communication

We partnered with Kao UK to create a the "OneKao, Many Moments" creative strategy designed to emotionally connect with employees by illustrating how Kao Rewards can enhance their daily lives. This refreshed branding emphasizes the value of Kao Rewards through a human-centric narrative, ensuring communications are easily recognizable. We developed a distinct reward identity with new visual designs, graphics, and an updated Kao Rewards mark, preparing for a future EMEA rollout. The theme, chosen for its warmth and authenticity, aligns with Kao's goals to positively impact employee lives and boost engagement.

The reward identity was refreshed using three colors from the Kao corporate palette, inspired by the iconic Kao moon, to add depth and differentiation. A new serif typeface was selected to highlight key words.

Imagery captures everyday moments authentically, using oval frames to mimic a person's perspective. The OneKao mark was updated to Kao Rewards for better recognition.

National Grid - Big Work by Goldbug & National Grid

National Grid: BIG Work, BIG Impact

The majority of National Grid's workforce are engineers who are out in the field. Building and maintaining our energy infrastructure is hard work, and often dangerous work. They deliver for our customers and communities – day in, day out, through gales, rain and snow.

It's no surprise that learning about the company vision, or tuning-in to corporate livestreams, fall low on their list of priorities... but with big ambitions ahead and a big team to mobilise, that was our challenge. We set out to break the mould for NG comms and engage remote audiences like never before, and our BIG Work campaign delivered NG's strongest comms performance ever.

We're proud of the work, the results, and the internal and agency teams behind it all. We believe it's a standout contender for the Best Engagement Programme 2025.

It's BIG Work. It delivered a BIG impact. From a brave client and brilliant agency partnership.

Google DeepMind Pulse Newsletter: A Visual Evolution by Google DeepMind Internal Communications Team

To better engage its rapidly growing, highly specialised internal audience of AI researchers and engineers, Google DeepMind's internal newsletter, Pulse, underwent a visual revitalisation in 2024. This initiative focused on redesigning the masthead with dynamic, AI-generated imagery and original artwork, showcasing the company's commitment to innovation and 'dogfooding' its own technologies. This resulted in a significant positive impact on employee engagement and internal brand perception, as evidenced by overwhelmingly positive feedback (4.8/5 average rating). The initiative fostered a sense of community, promoted creative exploration, and reinforced Google DeepMind's position internally as a leader in AI innovation.

Howden summer 2024 by Howden UK&I

The suite of assets developed for Howden UK's summer 2024 Just Ask campaign used static and moving designs to create a unified look, reflecting the cross-sales scheme's energetic momentum. Utilising bright colours and sports-related iconography, the static designs captured the essence of athleticism, while the innovative email header GIFs brought the campaign to life.

This dynamic approach led to the best campaign performance for Just Ask, with 86% office participation, a 1.4% increase in participants, and a doubling of leads to 784. The campaign exceeded its income target,

achieving over £206k, and saw a 47% click-through rate on email links, demonstrating the effectiveness of the design strategy.

Just Ask's summer 2024 campaign designs showcased the power of creative design in driving internal communications engagement and success.

Designing ownership – a journey of collective belief by JTC in partnership with H&H

At JTC, Shared Ownership is more than a policy – it's a mindset. But as the company grew, belief in that legacy needed a refresh. With legal constraints limiting what could be said, JTC turned to design to do what words couldn't: reignite pride, understanding, and connection. Centred on the monarch butterfly's flightpath – a symbol of long-term, collective effort – the campaign transformed Shared Ownership into a powerful story of purpose. From beautifully shot videos to a reimagined intranet and global celebrations, every visual element was crafted to inform, inspire, and unite. The results spoke volumes: record intranet engagement, cross-border participation, and a 6% uplift in understanding. But more importantly, colleagues felt it. Lived it. Owned it. This wasn't just a campaign. A cultural reset that helped thousands see themselves not just as employees, but as part-owners of JTC's future.

Pep Talk by PepsiCo UK and beetroot

Pep Talk, a quarterly 24-page magazine, is a bold, colourful and more grown-up take on a weekly gossip magazine. The pace of the magazine is dynamic. All elements in the design – insets, pictures, roundels and product shots – work in harmony together. And, by utilising high impact photoshoots throughout the magazine, employees feel special and a valued part of the organisation. Overall, Pep Talk is fun, bright and vibrant; it has its own identity but is still clearly part of the PepsiCo family. Fast forward 31 issues and feedback from the 2024 Pep Talk reader survey showed that PepsiCo colleagues are happier than ever with the magazine.

Connect & Flourish Events by Scottish Water Internal Communications Team

Scottish Water organised in-person events across 10 locations to reconnect employees and enhance engagement following a period of uncertainty. They aimed to foster connection and pride among employees through tailored visuals and local themes. The event design created a visual journey that felt authentic, spotlighting attendees' work, communities, and environment.

Designs incorporated local landmarks unique to each location while maintaining a consistent style, emphasising relatability and authenticity. Planning involved focus groups ensuring designs resonated with employees and rigorous testing to ensure each element was purposeful. Execution ranged from LED animations, microsites, signage and more.

Event planning incorporated design thinking to ensure consideration of attendees' experience throughout the day. Adaptability formed the core of designs, allowing everything to be used for future applications to keep this visual story of connection alive.

Post-event feedback indicated improved KPIs with 84% of attendees feeling more connected to colleagues and 80% feeling more connected to the organisation's purpose.

***Tesco Bank's Touring Cinema Installation* by Tesco Bank's People Strategy & Communications team**

As we approached a huge moment in the history of Tesco Bank – the separation of the business to Barclays UK and Tesco Group – we wanted colleagues to reflect on and celebrate 27 years of Tesco Bank history and feel excited for the future.

This was also an opportunity to reinforce colleagues' connection to Bank's purpose, strategy, and position as a great place to work, and to feel excited about the future direction of the business regardless of which journey they were on.

To achieve this, we designed an immersive, state-of-the-art pop-up cinema experience, that toured each of our locations, giving every colleague the opportunity to catch a viewing, either on their own, or in their teams, in a truly Tesco way.

Analytics and colleague feedback showed as successful, with improvements seen across all key metrics and brilliant colleague feedback, measured across surveys and in a bespoke app.

Best Feature/Writing

The Reporter Quarterly - Spring launch issue by White and Case and Sequel Group

The Reporter Quarterly is a flagship quarterly publication for international law company White & Case. This innovative digital online magazine reaches 5,000 people across 30 countries making them feel proud to be part of 'One Firm' by reflecting the global scope of the business and showing how each country or practice area contributes.

Each issue covers everything from the Firm's strategy to its pro bono work and the talents of its people – supporting the Firm's strategic goals and brand and reflecting it as a truly global business. The Spring issue, which was produced in 2024 and went live in 2025, marked the relaunch of the publication.

The style of writing is formal and intelligent – for our well educated and articulate readers – but also friendly, reflecting the White & Case brand. We aim to give readers a longer, insightful read, highlighting interesting people and stories from throughout the business.

Best Storytelling

Gallagher - How We Grow by Gallagher Communication

Gallagher's UK-based Communication Practice team was entrusted with creating a central piece for the Power of Gallagher event—a biennial internal conference in Las Vegas. The event, themed "momentum," aimed to highlight the company's growth and culture. The team produced a 5-minute inspirational video titled "How We Grow," which became a focal point of the Group President's presentation, where he shared stories of some of the people behind the business. This video showcased the stories of personal and professional journeys of three international leaders who embody Gallagher's values. Through extensive planning and collaboration, the team captured authentic narratives, blending personal stories with professional achievements. Through authentic and diverse storytelling the video captures the essence of Gallagher values and culture in an inspiring and emotive way. Upon its debut, the video received resounding applause, leaving a lasting impact on the audience and reinforcing Gallagher's commitment to growth, driven by its people.

Pep Talk by PepsiCo UK and beetroot

Pep Talk has become a recognisable, trusted and well-liked comms channel, and a special issue focused on careers and development was the perfect vehicle for raising awareness of the opportunities for frontline colleagues that exist within the business. The stories in the magazine busted myths; focused on new approaches to career development; and charted colleagues' career journeys from the frontline to senior management through personal anecdotes and revealing insights. Unique storytelling was combined with strong commissioned photography and a fun, welcoming design. The special issue has inspired individuals to think about their own career paths, whilst increasing awareness of the opportunities available to them.

Our real end of year success stories by phs Group

Our 2024 engagement survey told us that our people felt they weren't valued or being listened to. One of the ways we recognised we could do more of this was to flip our end of year communications and move away from our usual corporate milestone achievements to telling real success stories from real colleagues at phs Group.

We're an ambitious team and decided that alongside this, we wanted to film more people and make more videos than we have ever done before but still with our existing resource of 1.5 and no budget. With this mindset, we were able to film, edit and share a video every single working day in December 2024 in only a few weeks.

We were really proud that as a result our videos featured in the top 1% of Most Engaged with Viva Engage posts during this time.

Day 1 video by Tesco Bank People Strategy & Communications Team

Our 'Day 1' video was a compelling, thoughtful and informative video designed to alleviate stress, anxiety and worry felt by colleagues as we approached Day 1.

During a turbulent time of change, which saw Tesco Bank separate, with the banking business sold to Barclays and the Insurance & Money Services business remaining with Tesco, the team needed to step in to settle colleagues.

Through a bold, dynamic and innovative piece of storytelling, the Day 1 video played a critical part in putting colleagues' minds at ease, informing them of what Day 1 would look like and helping them to feel positive about the future.