

Channels



IoIC  
Awards  
2025

## Best Community Management

### ***Creating our winning culture with Loop at the centre by Moto Hospitality***

Our internal app, Loop, has been a game-changer for internal communications at Moto, connecting all our colleagues together in one place. From our frontline colleagues serving our customers to our Central Support functions and Operating Board.

Loop has become THE PLACE our colleagues WANT to be! It is our central internal communications portal whereby all our 6200 colleagues can access important information, celebrate in each other's success, access resources within our Wellbeing Hub, send ecards to thank colleagues for going the extra mile, join in with various campaigns and competitions and generally feel connected to our 59 other sites, despite being spread so far across the UK.

By connecting all our colleagues through various campaigns and initiatives through Loop, we're well on our way to creating our winning culture, bringing them all together into one central place. Our 96% registration rate shows that colleagues really value Loop.

## Best Event

### ***Making it click in Aviva Week by Aviva***

Welcome to Aviva Week 2024 – where every click creates a feeling! Held in October, this event brought together 23,000 Aviva colleagues from the UK, Canada, and Ireland for a week of celebration, recognition, and fun.

From emoji design competitions to live streams featuring our Group CEO Amanda Blanc DBE, and special guest Dame Kelly Holmes, Aviva Week was packed with excitement.

Our theme, ‘every click creates a feeling,’ resonated deeply, boosting pride and engagement. Our Voice of Aviva annual engagement survey scores soared to 91% of colleagues recommending Aviva as a great place to work, and the event set new benchmarks for future celebrations.

Aviva Week 2.0 wasn’t just bigger and bolder – it was a gamechanger, reinforcing our ‘making it click’ campaign and driving pride and advocacy among colleagues.

### ***One Bank Week 2024 by Central Bank of Ireland***

To support the Central Bank of Ireland’s ambitious strategy in an ever evolving world of work, the need for innovation in how we communicate and engage with our colleagues was clear.

The Internal Communications Team responded to this challenge and opportunity by developing a new on-site programme aimed at engaging, connecting, educating, inspiring and delighting colleagues. This diverse programme, called One Bank Week, was designed to show case our work, share learning, enhance wellbeing and build connections to our strategy and between colleagues.

Our One Bank Week 2024 was an ambitious, co-created programme of 80 events across four themes – ‘Our Work’, ‘Work Well’, ‘Live Well’, and ‘Come Together’. It incorporated different interactive and immersive formats including workshops, leadership conversations, showcasing, creative activities, hackathons, team challenges, training and social gatherings.

This innovative approach delivered on its key impact and success objectives including participation, satisfaction rates, and adoption of new ways of working.

### ***Our future together: Kickstarter and Bring Your Dubai-ness Forum by Dubai Airports Company and The Engage Group***

In 2024, Dubai Airports set out to do more than communicate its strategy, we set out to immerse employees in our Bring Your Dubai-ness culture, helping them understand the attitudes that would empower them to bring the strategy to life.

The result was a unified experience delivered in two parts. Part one was Kickstarter, an energising forum for 278 senior leaders, designed to build clarity, ownership, and confidence at the top. Part two, the



Bring Your Dubai-ness Forum, extended that momentum to over 1,200 employees through immersive, team-based activities focused on DA's three strategic pillars.

Each employee joined a colour-coded team named after a Dubai-ness attitude, helping drive behavioural understanding and establish a baseline for cultural recall.

More than a cascade, this was a cultural activation, transforming strategy into shared understanding, and shared understanding into everyday action.

### ***GitTogether: The Year of Scale | Internal Fiscal Year Virtual Kickoff by GitHub Internal Communications, Internal Events***

The July 2024 GitTogether: The Year of Scale was a company-wide internal event that brought GitHub's revenue strategy to life through storytelling, design, and cross-functional alignment. Building upon the foundational messaging of the Revenue Kickoff, this GitTogether translated go-to-market strategy into inclusive, accessible messaging for all employees.

The event surpassed expectations across all core goals: it achieved the highest-ever score for shared understanding, energized employees with increased motivation and inspiration ratings, and effectively reached its primary audience, with 67% of attendees representing the target group. Pre-event cascades, live engagement, and post-event resources fostered a sustained sense of connection and clarity. More than just a town hall, this GitTogether set the tone for the year ahead, inviting every Hubber to contribute to scaling GitHub's impact.

### ***IoIC Awards 2025 – Best Event – Marriott x Remarkably by Marriott International x Remarkably***

In early 2024, Marriott International faced a pivotal moment. Digital transformation was reshaping hospitality, demanding more than a typical conference. Enter 'Marriottopia': a catalyst to inspire, align, and mobilize Consumer Operations across EMEA.

Marriott teams were challenged by intense OTA competition, evolving guest expectations, and ambitious goals like boosting digital direct bookings, growing RevPAR, and enrolling 7.1 million new Bonvoy members. Traditional formats wouldn't suffice.

The solution was an immersive, future-focused event in Dubai, uniting over 800 leaders from diverse roles and regions. Partnering with Remarkably and Coherence, Marriott crafted a blend of human connection and tech innovation to ignite belief in the future. 'Marriottopia' showcased and activated Marriott's strategic goals, empowering attendees to drive momentum across the region.

### ***NWG Leadership Conference 2024 by NWG Internal Communications team***

We recognise the importance of strong leadership in our business, but it goes beyond the standard management tasks. With a unique culture at NWG, and many colleagues spending their whole career

here, our leaders have an important role to inspire, engage and encourage high performance within their teams.

We coin this term ‘Leadership Shine’ which encompasses the positive long-lasting impact a manager has on the people they lead, through their everyday actions. It’s about making people feel special, valued and appreciated – the ‘lollipop’ moments that people never forget and that can often make a difference to their working and personal lives.

Every year we hold two Leadership Conferences for the top 160 leaders across our business. The first, held in Spring is focused very much on personal development and gives leaders the opportunity to harness and cultivate that ‘Leadership Shine’.

### ***Connect Live by Oxera***

Oxera is an economics, finance and data science consultancy. The seventh instalment of Oxera’s in-person staff conference, Connect Live, brought together almost 300 people from nine different offices across Europe.

The day saw the launch of Oxera’s latest business strategy, Vision 2030+, in a keynote by the Managing Partner. Colleagues explored the Vision’s themes through their unique choice of breakouts. From an escape room to a live podcast, a Gen Z panel and a quiz, the session formats kept energy high and people engaged. The day rounded out with an external keynote speaker and annual staff awards.

Connect Live received a 100% approval rating with people overwhelmingly agreeing that the event helped them feel more connected to their colleagues, company, Vision and leadership. Despite the Vision taking a different strategic direction and approach compared to the previous decade, staff confidence and engagement remains consistently high.

### ***Quilter Conference July 2024 by Quilter***

On 3 July 2024, Quilter held its sixth all-colleague conference. This flagship event was designed to bring people together to hear first-hand the unveiling of the company’s new purpose and refreshed values, as well as to receive relevant business updates and be motivated by an inspiring keynote speaker. Through careful planning and a high level of collaboration, the cross-functional conference team delivered an impactful event using various styles and format. With purpose and values as the common thread throughout the event, colleagues also heard more about the roles they play in supporting customers and the exciting opportunities that lie ahead.

### ***Connect & Flourish Events by Scottish Water Internal Communications Team***

Facing significant challenges including a new CEO, leadership changes, industrial unrest, and post-pandemic disconnection, Scottish Water’s internal communications team designed and delivered employee events tackling lack of clarity around strategy, decreased trust in leadership, and weakened team connections.

The 17 in-person events were themed, “Connect & Flourish” and aimed to reconnect 4,800 employees, rebuild trust, and energise employees around the company's purpose and strategic ambitions.

The team meticulously planned and executed the campaign using internal resources and specialist AV support, ensuring inclusivity, using creative and engaging gameshow formats. The events showcased the diverse talents and contributions of the workforce, leaving employees inspired and proud.

Success was measured through surveys and qualitative feedback. Post-event analysis showed 96% of employees understood the strategic ambitions. Importantly results were sustained and built on through the delivery of the communications strategy ensuring engagement increased by 7%, connection to purpose by 8% and connection to strategic ambitions by 26%.

### ***The Big Sky Cares Wrapathon Event: Breaking records and spreading joy by Sky***

Sky created The Big Sky Cares Wrapathon Event in December 2024 to support 28 charity partners, including The King's Trust and Age UK. With 4.3 million UK children living in poverty and 1.4 million older people feeling isolated at Christmas, Sky aimed to spread joy and help alleviate loneliness. The primary goal was to create a heart-warming event where colleagues could wrap thousands of festive gifts for charity beneficiaries while setting a Guinness World Record.

A dedicated team staged an incredible and ambitious event, involving over 2300 enthusiastic colleagues across multiple sites and countries. The event was broadcast live, creating a vibrant and connected experience. Sky donated all 2300 gifts from the event and successfully set the Guinness World Record. The event fostered immense colleague pride and the impact of The Big Sky Cares Wrapathon was felt deeply by Sky's charity partners and beneficiaries.

### ***Win Together Conversation - On the Road by Tesco Bank's People Strategy & Communications Team***

Win Together Conversation: On the road was a dynamic two-part event connecting over 3,000 colleagues during the separation of Tesco Bank, where part of the business was remaining with Tesco Insurance and Money Services (IMS) and others were moving to Barclays. The purpose of the events was simple: helping colleagues to feel more excited about the future, regardless of which path they were on. Guided by insights from our Bank-wide pulse surveys, we designed the events to improve sentiment around the separation, help colleagues to feel more positive about the future, and understand their role in ‘Our Journey Together’.

Part one of the events in June 2024 focused on helping colleagues feel more informed about the separation and the role they had to play. We delivered part two in October 2024 - an uplifting celebration of Tesco Bank's 27-year history to bring everyone together for a true moment that matters.

### ***The Wellbeing Stand-down by WSP UK&I***

Hosting a live Wellbeing Stand-down was our boldest step yet in reframing wellbeing at WSP. In response to colleague feedback, we created an event to literally 'pause' the whole business, making

space for powerful, personal conversations. Combining emotional colleague stories, live pledges, and the visible presence of senior leaders, the event was authentic, inclusive, and transformative.

Backed by a multi-channel communications plan, our message reached thousands. Afterwards, over 80% of colleagues said they felt more confident discussing wellbeing, and our employee wellbeing score rose for the first time in two years.

New support groups have formed, wellbeing has a permanent spot on meeting agendas, and people feel more empowered to check in with each other and approach potentially difficult conversations with more care and confidence.

The format, tone, and authenticity didn't just land – it lasted, sparking an open, ongoing conversation about wellbeing that continues to positively shape our workplace.

## Best Intranet

### ***Oak Engage supports Burger King UK to transform employee experience with the launch of BK Hub by Burger King UK and Oak Engage***

Leading fast food chain, Burger King UK, needed a way to communicate with its diverse workforce, many of whom speak English as a second language. The primary challenge was to keep employees informed and engaged without overwhelming them with unnecessary information.

BK Hub, powered by Oak Engage is an innovative platform that was tailored to meet the unique needs of Burger King UK, providing a range of functionalities including content sharing, recognition, social timeline, advanced search and a document library.

The branded mobile app, which has been designed to cater to the needs of their predominantly offline workforce, provides a seamless user experience. It has transformed how Burger King UK works and communicates with its 6,000 employees, wherever they are, across 300 locations. Oak provides a central hub that keeps Burger King UK employees more informed and connected, whilst also strengthening the connection between their restaurants and Head Office.

### ***Oak Engage supports ScS in transforming how they connect and inform their colleagues by Oak Engage and ScS***

With 101 stores across the UK, 9 distribution centres, a digital hub, support centre and 1,300 colleagues working in various departments, leading sofa specialist ScS struggled with outdated systems that hindered effective communication, collaboration and recognition of colleague achievements. This led to feedback from colleagues who found it difficult to access key information and feel connected to the wider organisation.

ScS had a weekly one-size-fits-all newsletter and they couldn't measure the impact of their communications or identify trends. They needed to engage the diverse workforce in a high turnover industry and were lacking in a social space to encourage collaboration and connection.

'Our ScS home' has transformed this, bringing together all the tools available to colleagues under one roof. This submission explores how Oak Engage's platform has helped ScS to improve employee engagement, communicate efficiently with their people and deliver an intranet that is designed by the user, for the user.

### ***Hive by Voyage Care***

Voyage Care's Internal Communications team has successfully transformed its intranet, Hive, into a vital tool for engaging over 11,000 colleagues across the UK. Through a data-driven, insight-led approach, the team focused on improving governance, streamlining content, and enhancing user experience. Key efforts included introducing a new governance process for admins, simplifying policies and procedures, and implementing dynamic, user-friendly design features.

A pilot with the Health & Safety team led to a significant reduction in document complexity and improved navigation. The new intranet structure, which offers tailored, interactive content, has resulted in increased engagement, with users spending more time on the platform and a significant reduction in search errors. As a result, colleagues have more time to focus on delivering great care and support, directly supporting Voyage Care's purpose. The team plans to continue refining the platform, ensuring it remains a crucial tool in the organisation's digital transformation.

***ZIGUP uses Oak Engage to bring together all of their employees under one roof by ZIGUP and Oak Engage***

ZIGUP is the leading provider of integrated mobility solutions, supporting the full vehicle lifecycle, from rental and fleet management to repairs, servicing and accident handling.

In 2020, a major merger brought together multiple intranets and systems, creating inconsistencies in communication and information access. ZIGUP needed a unified platform to build a consistent culture across its brands, support its rebrand and enable real-time access to accurate information for a diverse workforce, many of whom work offsite.

To address this, ZIGUP launched My HUB, powered by Oak Engage. The platform provides a centralised, mobile-friendly solution that improves communication, increases engagement and enhances collaboration across its 6,500 employees in the UK and Ireland. It also helps clarify the merger's benefits, dispelling misinformation and aligning staff around a shared purpose. With My HUB, ZIGUP has embraced a digital-first communication approach, ensuring employees stay connected, informed and aligned with the company's goals.

## Best Magazine

### ***The Source by British Gas and scarlettabbott***

We at British Gas are facing a challenging operating environment: competitors snapping at our heels, customer needs evolving as they look to go greener while cutting costs, and net zero targets looming. Excellent everyday delivery from our frontline people is more important than ever.

Those keeping the boilers firing and the phones answered are vital to our success – especially as we set out on a new five-year strategy. But they're hard to reach, with little time for emails or the intranet. The solution? The Source: a print title delivered directly to their doors.

It's accessible, engaging, honest and has the power to cut through noise and distractions. And it's proving its worth. Since its launch, employee engagement has soared, making it the perfect channel to bring colleagues along on our growth journey, motivating them to take the step up our business needs.

### ***'Wrap Up' - Samworth Brothers (Food to Go) Magazine by Samworth Brothers (Food to Go)***

Samworth Brothers is a food company with more than 12,500 people working in the business across 15 bakeries in the UK. There are 'categories' within the company including 'Food to Go' (FTG) which includes around 5,000 colleagues across four sites.

Many of our FTG colleagues are bakery production staff (off-line) - 'Wrap Up' is our internal Food to Go magazine that helps us engage these colleagues. Within the IC strategy we recommended to keep 'Wrap Up' but with some key changes including its frequency, focus on print first and have some clear aims and content planner.

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

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, with a completely new design concept on a new platform.

The redesign has received high praise from around the firm, not only for its innovative approach but for its digestible insights into how teams and individuals work together globally to deliver exceptional results.

## Best New or Relunched Channel

### ***Pathway by Bellway***

Bellway's communications team developed a transformative new employee engagement app and desktop intranet called Pathway to enable staff to receive information and engage quickly, easily and efficiently with the company in the way that suits them best. A well-researched strategy allowed the team to find the right provider and establish clear goals. The team's approach was praised for its 'exceptional ingenuity and dedication' by the system provider. Hundreds of employees were brought on board at the pilot testing phase which allowed the team to respond to feedback from users to make changes. With employees working in varied locations from offices to sales cabins to construction sites, it was important that the new system should work for everyone. Following a successful launch, Pathway quickly gained an 85 per cent uptake with users engaging with it and turning to it promptly for important company news and information.

### ***My Central - a new, vibrant and engaging local government intranet by Central Bedfordshire Council Internal Communications team***

Facing a significant and sustained period of organisational change, and wanting to offer a more engaging, simple and efficient intranet to our workforce, our team developed and launched a new SharePoint intranet, which has smashed our targets for regular unique users.

Our previous intranet was cluttered, static and had limited capabilities. Not only did we achieve a financial saving by ending that contract and using a software programme from the Microsoft suite we already had, we also took the opportunity to update and condense all content, showcase news and events, as well as offering new opportunities for staff to engage.

### ***Chase UK's first mobile app: Connect on-the-go by Chase UK Communications Team***

In 2024, Chase UK launched Connect on-the-go, a groundbreaking mobile app designed to revolutionise internal communications for our global operations colleagues. As a new channel designed to complement our Chase-Connect platform, the app provides flexible, on-the-go access to a wealth of content, including our award-winning Virtual Huddle Board, Chase Newsroom, Chase TV, and Chase Gallery.

Recognising the need for a more dynamic and accessible channel, we developed Connect on-the-go to enhance engagement with content that shines a light on our people and culture.

Following its soft launch, the app has achieved impressive growth, and it continues to gain traction.

Connect on-the-go is poised to become a cornerstone of our internal communications' channel strategy.

### ***NESO@home by National Energy System Operator***

The UK's 2023 Energy Act established an independent system planner and operator to help accelerate Great Britain's energy transition; creating the National Energy System Operator (NESO).

NESO is built on our previous experience as the Electricity System Operator (ESO), where we had extensive expertise in balancing electricity supply and demand 24/7, while making sure the networks we operated and the markets we served were prepared for the future.

As a brand-new organisation, we stood up our own intranet, NESO@home, which we built from the ground up, using colleague input and best practice.

We're proud to have built and launched NESO@home in the last 12 months, using colleague feedback and research to build a platform that truly has our colleagues in mind. We have received extremely high engagement and overwhelmingly positive feedback, demonstrating how this new platform clearly delivers for our colleagues.

### ***Building our own digital home by National Gas***

We were just a business unit page on a shared intranet - but that was about to change with the sale of its gas division by National Grid in 2023 and the creation of National Gas.

Our content was intermingled with other National Grid business units, making it a challenge for colleagues to find information and to know which policies applied and which didn't. As part of our separation, we knew we had a rare opportunity to build a great, standalone digital home to help Gas colleagues stay connected with what's happening across our business, and make it easier to find information, tools and support. And we knew we had to do it fast or risk increasing dissatisfaction.

Connect – our intranet - launched in August 2024. Sitting at the heart of our digital colleague communication experience, it's available anytime, anywhere for news, events, policies and procedures, safety information and more.

### ***Primark - Relaunching ZING, our Colleague App, in Ireland by The Internal Comms & Engagement Channels Team, Primark***

In Sep 2024, despite being a brand new team, the Internal Comms & Engagement Channels team in Primark took on the task of relaunching our fantastic colleague app, ZING, across our retail estate in Ireland. The initial launch in 2021/22 had been hampered by technical challenges unrelated to the platform, which impacted adoption and engagement rates. With the new team in situ, their first priority was to relaunch the app, knowing that it would make a hugely positive impact on how we communicate and engage with our retail colleagues – and how they can connect with each other. Thanks to a strong strategy with a focus on awareness, education, advocacy and empowerment, effective stakeholder engagement, and the sheer passion and determination of the Channels team, the relaunch was a resounding success. All four areas in Ireland have smashed their targets, and colleagues are experiencing all the amazing benefits of ZING!

### ***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.

### ***Santander Now and Viva Engage by Santander***

Santander UK led the Group business in rolling out a new, accessible intranet to its employees. Replacing an old, unsupported and unreliable platform, Santander Now was designed to provide employees with the news, tools and applications they need to excel in their roles. More than 65% of its people agreed that Santander Now does this, within just six weeks of its launch.

To further enhance Santander employees' experience, the internal communications team also launched Viva Engage – which is also embedded in the Santander Now intranet.

Statistics prove everyone is accessing Santander Now at least once a week – a previously unobtainable insight – and the growing use of Viva Engage demonstrates employees are keen to join the conversation in their workplace.

### ***Staff Intranet Redevelopment Project by The University of Birmingham Intranet Redevelopment Team***

The University of Birmingham's Staff Intranet Redevelopment Project aimed to enhance security, accessibility, and user experience by migrating from Contensis CMS to SharePoint. Over 13 months, the project team audited, redeveloped, and migrated content, reducing content, including pages and PDFs, by 90%. The new staff intranet, launched in November 2024, features consistent templates, improved governance, and mandatory digital accessibility training. User feedback highlighted significant improvements in finding information, platform stability, and collaboration. The project also supported digital skills development, delivering over 1,000 hours of training. The intranet now serves as a secure, accessible, and efficient hub for internal information, fostering better collaboration across the University.

## Best News Channel

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

The PepsiCo UK leadership team needed an offline solution for frontline, shift-based colleagues. Pep Talk, a quarterly 24-page magazine, is a bold, colourful and more grown-up take on a weekly gossip magazine. It's a one-stop-shop for all key news and stories for employees, delivered to their homes providing an opportunity for them to share what they do with families and friends. Teams, products and brands play a central role in the magazine, enabling colleagues to feel a sense of pride and of being part of something bigger than just their own shift or site. Fast forward 31 issues and feedback from the 2024 Pep Talk reader survey showed that PepsiCo colleagues are happier than ever with the magazine.

### ***Daily News Bites: The internal newsletter that connects tbi bank's diverse team with the hottest news in finance and tech by tbi bank***

The Daily News Bites is an internal newsletter that keeps tbi bank's diverse team of over 1,800 employees across Bulgaria, Romania, and Greece updated on the bank's media presence and the latest fintech, finance, and global news. As a regional challenger bank, tbi uses this channel to ensure teams are aligned and informed about developments across all markets, fostering collaboration and innovation.

The bank's Executive team sees "the Bites" as a key resource that helps teams stay ahead by adopting trends and creating innovative products, inspired by global industry leaders. By curating the most important news in one place, it saves employees time and keeps them ahead in a fast-evolving market.

This in-house project, created with passion and at no cost, is driven by a dedicated member of the Corporate Comms team who curates key news daily. The Bites has grown beyond an internal newsletter – it's recognized within the bank and by industry awards, including Best Internal Communications Project in Bulgaria and as a finalist in the Employee Communications category at the PRWeek Global.

### ***On Track by 44 Communications and Siemens Mobility***

To better connect its dispersed, largely non-desk-based workforce, Siemens Mobility UK launched On Track, a quarterly print newspaper designed to inform, engage, and unite employees across 30+ sites. Launched in 2022, On Track has become a key communication tool for reaching teams on the ground. Developed in collaboration with 44 Communications, the publication champions the voices behind the business, aligning closely with the 'One Team Siemens' strategy.

With fresh content, human-interest storytelling, and colleague contributions at its core, the newspaper has grown in both reach and impact. In a recent survey, 90% of readers rated it as 'good' or 'excellent', and distribution increased by 6% in 2024.

Recent editions have introduced new features, interactive competitions, and seasonal design tweaks, guided by ongoing feedback. On Track is a valued, people-focused news channel helping bring teams together, celebrate achievements, and reflect on the breadth of Siemens Mobility's work across the UK.

## Best Podcast

### ***Power Up! For Peak Podcast by Currys***

Power Up! for Peak was an internal campaign created to prepare and energise Currys store colleagues for the crucial end-of-year retail window internally known as Peak, which spans Black Friday and the Christmas period. As part of the multi-channel campaign, over a six-week period, Currys released weekly episodes across internal platforms to deliver essential updates in a fresh and digestible format.

The podcast went over everything from key deals and promotions to new product features and selling tips, cutting through the noise and giving colleagues information they needed in a format that would fit in their daily schedule.

More than just a broadcast, it was a conversation hosted by Currys colleagues that brought humour, empathy and authenticity to every episode. They knew what Peak felt like because they'd lived it. And that made all the difference.

Designed with colleagues in mind, the Power Up! Podcast offered a smarter way to inform, uplift and unite store teams, one 10-minute episode at a time.

### ***The Squeeze by Voyage Care***

Voyage Care's Internal Communications team launched The Squeeze, a podcast designed to engage and connect over 11,000 colleagues across the UK. Building on the feedback from the previous Zest Readalong, the team identified a need for a more dynamic, engaging format to bring Zest magazine content to life. By incorporating stories from the magazine, behind-the-scenes insights, and inclusive content featuring both colleagues and those supported by Voyage Care, The Squeeze successfully enhanced communication across diverse audiences.

The podcast's launch was supported by a creative campaign with merchandise, teasers, and tailored content, resulting in a significant 896% increase in listens compared to the Readalong. With strong feedback from listeners, the podcast has boosted employee engagement and readership, while also aligning with key organisational goals, such as sustainability. Looking ahead, the team plans to expand accessibility and further integrate The Squeeze into multiple platforms to reach and engage a wider audience.

## Best Video/Animation

### ***The Aviva IWR – ‘Ignition’ for Aviva IWR by Aviva and Sequel Group***

Aviva is one of the UK’s leading Insurance, Savings, Investments, Retirement and Health businesses. This short, punchy film was produced for the Insurance (health & protection) and Wealth and Retirement (IWR) business and features Aviva IWR colleagues to bring to life and highlight the importance of the new ‘Ignition’ strategic narrative. Filmed on location in a single day, it was ambitious to get so many Aviva IWR colleague to deliver lines, previously unrehearsed to camera.

It was one of the most popular videos in 2024 and has instigated a series of ‘hero’ films for other business units at Aviva. Close to 1,000 colleagues – the majority of the IWR business team – joined a livestream that opened with the film, generating excitement and enthusiasm for the new strategy from the get-go. There were more than 3,000 interactions with the video on internal channels across the business and +2,500 video plays on Workvivo.

### ***Telling our future story: two years of organisation design complexity in one simple animation by Defence Equipment and Support and DRPG/Grosvenor***

Over the last two years, Defence Equipment and Support - the part of the Ministry of Defence delivering equipment and support services to our armed forces - have been redesigning and implementing a new operating model and ways of working to speed up acquisition, increase platform availability and enable more effective collaboration across Defence with industry and allies. This hugely complex change has taken place alongside unprecedented operational delivery at a time of fraught global security. A small communications team have worked for two years to build the case of change, increase understanding of the new DE&S and support 12,000 people through transition into the new organisation.

DE&S needed to build understanding of the new organisation design so that its people could focus on making the design work. To turn two years of complex organisational design theory into a simple story of the future, DE&S created an animation using a real-life example to bring the new organisation to life.

### ***Gallagher - How We Grow by Gallagher Communication***

In 2024, Gallagher's UK-based Communication Practice team was entrusted with creating a central piece for the Power of Gallagher (POG) 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. This video showcased the personal and professional journeys of three international leaders—Luiz from Rio, Sylvia from London, and Nadim from Dubai—who embody Gallagher's values. Through extensive planning and collaboration, the team captured authentic narratives, blending personal stories with professional achievements. The video utilised high production standards, including dual-camera setups and aerial drone footage, to create a visually compelling narrative. 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.

***Charles' story by The Virgin Money Colleague Communications team***

Whether it's a product, app or office space, human-centred design puts real people at the centre of our development process. It's about getting to know them as a person, understanding their needs, constraints, behaviours and emotions, and keeping them front of mind every step of the way as you work together to solve problems and brainstorm new ideas and designs. Charles Nicol is just one of our brilliant colleagues who's been helping us over the years when it comes to human-centred design. Charles has been working at Virgin Money for almost 35 years and is classed as being legally blind. From our products, services and app developments, to the design of our Glasgow office, Charles, along with his lovable sidekick Bess, has been offering invaluable insight, feedback and ideas. We caught up with Charles to hear his story, and how his perspective is helping us create better outcomes for our customers.

***Wheatley Group weekly CEO video messages by Wheatley Group***

Wheatley Group's weekly CEO video messages have become a powerful tool for connection, inspiration and communication across Scotland's leading housing, care and property management group. With over 3000 staff working in diverse roles and locations, each video plays a vital role in keeping colleagues informed and engaged in a creative format.

Created entirely in-house, the informal and people focused videos feature interviews with staff, customers and partners, highlighting key developments, real-life stories and the positive impact of Wheatley's work. From tackling homelessness to supporting apprenticeships, each story reflects the Group's mission to make homes and lives better.