



IoIC  
Awards  
2025

**Book of the Night**

18.9.2025

# CELEBRATING 70 YEARS OF INTERNAL COMMUNICATION EXCELLENCE



**Justine Stevenson**  
IoIC Awards Chairman

## Making history

Tonight, we celebrate a remarkable milestone - 70 years of championing excellence in internal communication. For seven decades, these Awards have shone a spotlight on the individuals and teams driving connection, clarity, and change within organisations.

Since 1955, both our profession and the world around us have changed dramatically. But one thing has remained constant: the power of internal communication to empower people, shape culture and help organisations thrive. As practitioners, we've continued to innovate, evolve and support one another - and tonight is our moment to reflect, recognise, and rejoice in that.

Our judging panel – made up of experienced and senior professionals – commented on just how strong the entries were this year, noting that “there's some truly outstanding internal communication work happening out there, from incredibly skilled individuals and teams.”

This combination of outstanding work and the support we give each other as a community is what makes me so proud to preside over these Awards. Thank you for your passion and dedication.

This Book of the Night lists all those shortlisted entries and the winners, along with their entry statement and some words from the judges about what made that entry award winning.

Congratulations to everyone who was shortlisted and a special well done to the winners.



**Jennifer Sproul**  
IoIC Chief Executive

## A bright future

For over 75 years, the IoIC has championed the vital role of internal communication in helping people and organisations thrive. We remain the only independent, not-for-profit body solely dedicated to our profession and that purpose is as important now as it has ever been.

As we celebrate 70 years of our Awards, it's clear that internal communication has evolved far beyond delivering messages. It's about enabling change, sustaining trust, and creating the conditions where people feel connected, informed, and purposeful to drive organisational performance.

The future of our profession is human-led and technology-enabled - built on trust, belonging, and genuine connection. It's about sparking meaningful conversations, using language that resonates, and ensuring every voice is heard. With smarter, more inclusive tools, we connect people to purpose and to each other. When aligned with strategy, we bring clarity, strengthen relationships and deliver real impact. Our future will be defined by the impact we create in shaping thriving organisations from the inside out.

The inspiring work in this year's Awards shows exactly what's possible when we get this right. It's a privilege to lead your Institute and to celebrate the incredible work you deliver every day.

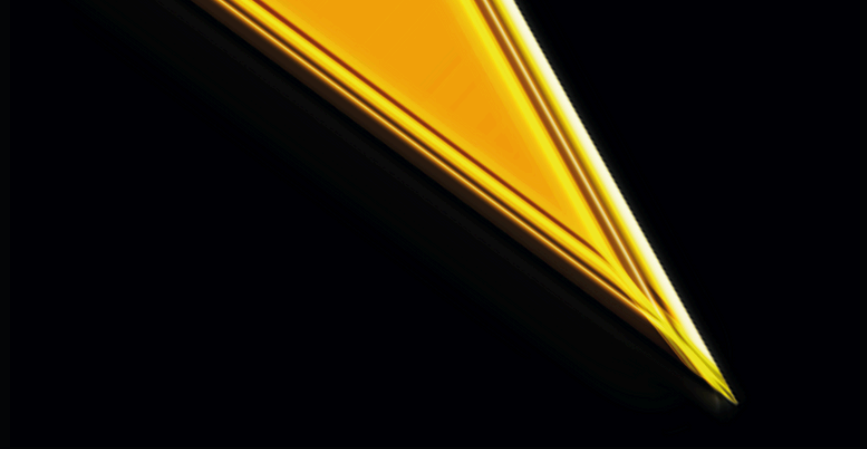
Congratulations to you all.



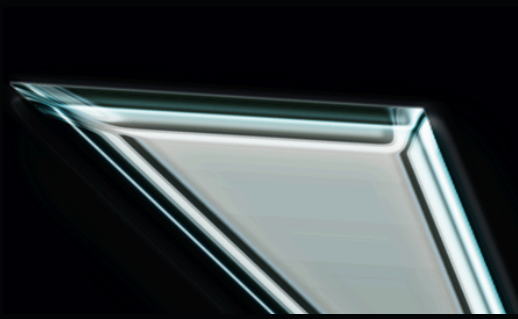
## Thank you to our 2025 IoIC Awards Judges

Lee Ashton  
Nicole Bearne  
Sinead Bell  
Jo Bleasdale  
Kirsty Bowen  
Sherrie Burnham  
Allison Cary  
Helen Connolly  
Adam Driver  
Victoria Ford  
Melisaan Foster  
Will Fox  
Naomi Goodman  
Jo Godfrey  
Shalini Gupta  
Alison Harmer  
Melanie Hinds  
Ann Hood

Binal Jani  
Rob Jones  
Tracy Keates  
Sandra Lowman-Simpson  
David Manning  
Eduvie Martin  
Rachel Miller  
Sally Helen Otter  
Chris Payne  
Rachel Royall  
Kate Ruberry-Shoemack  
Joe Salmon  
Claudi Schneider  
Nick Soulsby  
Sonia Squires  
Yvonne O'Hara  
Jarrod Williams



# CATEGORY CHANNELS



## CHANNELS

### Best Community Management



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

### Entry Statement



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.

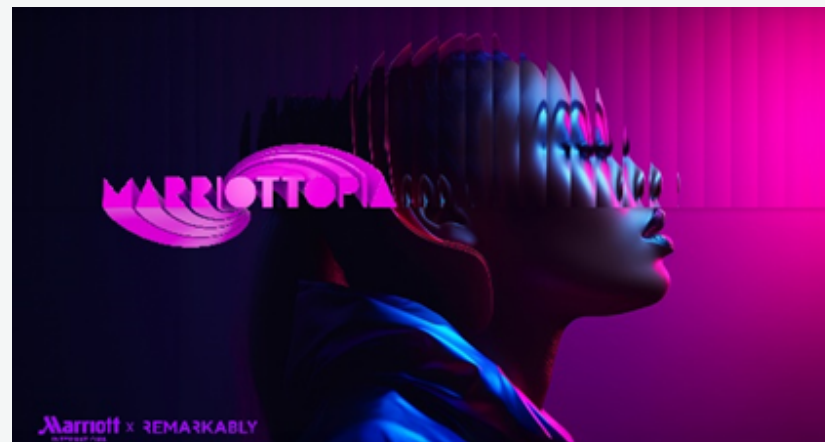
**What the judges said:** "The purpose, goals, audience, and objectives are all really clear. Execution was excellent. The impact shines through in the measurement, and it's great to see this is focused around business outcomes (and not just reach and engagement measures)."

## CHANNELS

### Best Event



### *Marriott x Remarkably* by Marriott International x Remarkably



### Entry Statement

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.

**What the judges said:** "We were impressed with the clear business purpose and objectives behind this event and the link to the changing environment in which the company operates. The team used an innovative and creative approach to linking that purpose to the event using a theme that would help their audience engage with, and support, the organisational vision."

### Awards of Excellence

- *Making it click in Aviva Week* by Aviva
- *One Bank Week 2024* by Central Bank of Ireland
- *Our future together: Kickstarter and Bring Your Dubai-ness Forum* by Dubai Airports Company and The Engage Group
- *GitTogether: The Year of Scale / Internal Fiscal Year Virtual Kickoff* by GitHub Internal Communications, Internal Events
- *NWG Leadership Conference 2024* by NWG Internal Communications team
- *Connect Live* by Oxera
- *Quilter Conference July 2024* by Quilter
- *Connect & Flourish Events* by Scottish Water Internal Communications Team
- *The Big Sky Cares Wrapathon Event: Breaking records and spreading joy* by Sky
- *Win Together Conversation - On the Road* by Tesco Bank's People Strategy & Communications Team
- *The Wellbeing Stand-down* by WSP UK&I

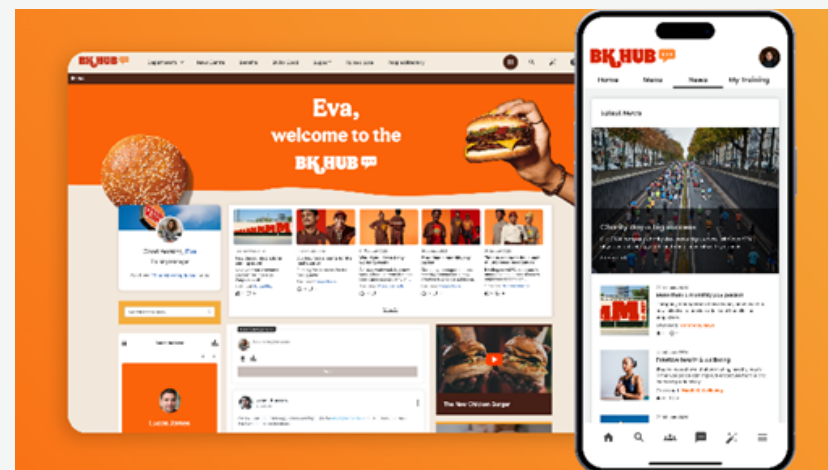
## CHANNELS

### Best Intranet

winner

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

### Entry Statement



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.

**What the judges said:** “A highly compelling example of a strategically transformative intranet, clearly built with a deep understanding of its employee demographic and communication needs. The core business objective - reducing employee turnover and improving onboarding - was well-defined and strongly aligned with the final product. Overall, this submission stood out for its clarity of purpose, innovation, and tangible impact on the business.”

### Awards of Excellence

- *Oak Engage supports ScS in transforming how they connect and inform their colleagues* by Oak Engage and ScS
- *Hive by Voyage Care*
- *ZIGUP uses Oak Engage to bring together all of their employees under one roof* by ZIGUP and Oak Engage

## CHANNELS

### Best Magazine

winner

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

WHITE & CASE

SEQUEL

### Entry Statement

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.

**What the judges said:** "This is a standout entry in terms of the execution. It's good to see a proactive approach to future-proofing the publication; as well as planning considerations around cyber-security, user experience and platform features. The end result is visually stunning"

### Awards of Excellence

- *The Source* by British Gas and scarlettabbott
- *'Wrap Up' - Samworth Brothers (Food to Go) Magazine* by Samworth Brothers (Food to Go)

## CHANNELS

### Best New or Relunched Channel



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



### Entry Statement

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!

**What the judges said:** “A stand-out entry and as a newly formed Channels team you should be incredibly proud. The team energy shone through, you obviously have great energy, ideas and vision and work hard to bring those to reality – with great success on engagement and knock-on effects on sustainability and ROI.”

### Awards of Excellence

- *Pathway* by Bellway
- *My Central - a new, vibrant and engaging local government intranet* by Central Bedfordshire Council Internal Communications team
- *Chase UK's first mobile app: Connect on-the-go* by Chase UK Communications Team
- *NESO@home* by National Energy System Operator
- *Building our own digital home* by National Gas
- *Driving Connection, Culture and Clarity: The Launch of connect* by The Rank Group Plc
- *Santander Now and Viva Engage* by Santander
- *Staff Intranet Redevelopment Project* by The University of Birmingham Intranet Redevelopment Team

## CHANNELS Best News Channel



*Pep Talk* by PepsiCo UK and beetroot



### Entry Statement

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.

**What the judges said:** "This magazine impressed the judges from the moment it was picked up. Everyone involved in this magazine should be extremely proud. A flawless and memorable execution that keeps the reader engaged - no doubt due to excellent planning and collaboration."

### Awards of Excellence

- *Daily News Bites: The internal newsletter that connects tbi bank's diverse team with the hottest news in finance and tech* by tbi bank
- *On Track* by 44 Communications and Siemens Mobility

## CHANNELS

### Best Podcast



*The Squeeze by Voyage Care*



### Entry Statement

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.

**What the judges said:** "This podcast submission was impressive on multiple fronts. The objectives were clearly defined and thoughtfully crafted, with accessibility placed at the heart of the approach. The results achieved were particularly strong and, importantly, quantifiable, demonstrating real impact and success. Most notably, the podcast itself was a joy to experience."

### Awards of Excellence

- *Power Up! For Peak Podcast* by Curry's

## CHANNELS

### Best Video/Animation

winner

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



### Entry Statement

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.

**What the judges said:** "The internal communications teams tackled a daunting communications concept with dedication and skill, successfully adding clarity. The result is a thoughtfully crafted video combining basic animation with real people, making it easier for a broad and diverse audience to grasp a complex subject. Achieving a 60% increase in understanding within the new DE&S is truly commendable."

### Awards of Excellence

- *The Aviva IWR – 'Ignition' for Aviva IWR* by Aviva and Sequel Group
- *Gallagher - How We Grow* by Gallagher Communication
- *Charles' story* by The Virgin Money Colleague Communications team
- *Wheatley Group weekly CEO video messages* by Wheatley Group

# CATEGORY SKILLS

## SKILLS

### Best Design/Imagery

winner

*National Grid - Big Work* by Goldbug & National Grid

nationalgrid

### Entry Statement

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.

**What the judges said:** "The purpose and objectives are clear, demonstrating a strong understanding of business needs and the challenge of engaging a broad, diverse audience with corporate messaging. We particularly valued the way outcome measures were clearly defined upfront, alongside strategic goals. We also admired the consistent application across all channels and touchpoints, delivered without compromise and with full respect for the corporate brand."

### Awards of Excellence

- *Employee Engagement Survey 2024 campaign #FoodForThought* by Balfour Beatty
- *Bringing security to life through a character-led creative approach* by DHL Express and Something Big
- *Kao UK Employee Rewards Branding* by Gallagher Communication
- *Google DeepMind Pulse Newsletter: A Visual Evolution* by Google DeepMind Internal Communications Team
- *Howden summer 2024* by Howden UK&I
- Designing ownership – a journey of collective belief by JTC in partnership with H&H
- Pep Talk by PepsiCo UK and beetroot
- Connect & Flourish Events by Scottish Water Internal Communications Team
- Tesco Bank's Touring Cinema Installation by Tesco Bank's People Strategy & Communications team

## SKILLS

### Best Feature/Writing

winner

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

### Entry Statement

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.

**What the judges said:** "This submission showcases exceptional planning, execution, and creative excellence. The team's comprehensive approach is impressive, covering every aspect from digital security and accessibility to user experience optimisation across different devices. The final product is a stunning digital magazine with top-tier execution that many organizations would aspire to achieve."



## SKILLS Best Storytelling



*Pep Talk* by PepsiCo UK and beetroot



## Entry Statement

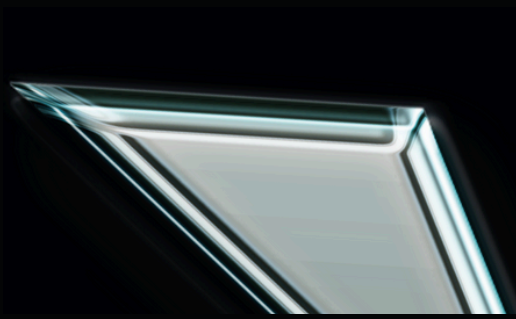
Pep Talk has become a recognisable, trusted and well-liked comms channel, and a special issue focused on careers and development was the perfect vehicle for raising awareness of the opportunities for frontline colleagues that exist within the business. The stories in the magazine busted myths; focused 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.

**What the judges said:** "PepsiCo UK delivered a well-structured campaign with clear purpose and strong evidence-based planning that directly responded to colleague feedback about career path visibility. The campaign demonstrated real-world impact through personal follow-up experiences shared by featured colleagues, supported by excellent measurement statistics that clearly showed direct impact against the articulated goals."

## Awards of Excellence

- *Gallagher - How We Grow* by Gallagher Communication
- *Our real end of year success stories* by phs Group
- *Day 1 video* by Tesco Bank People Strategy & Communications Team

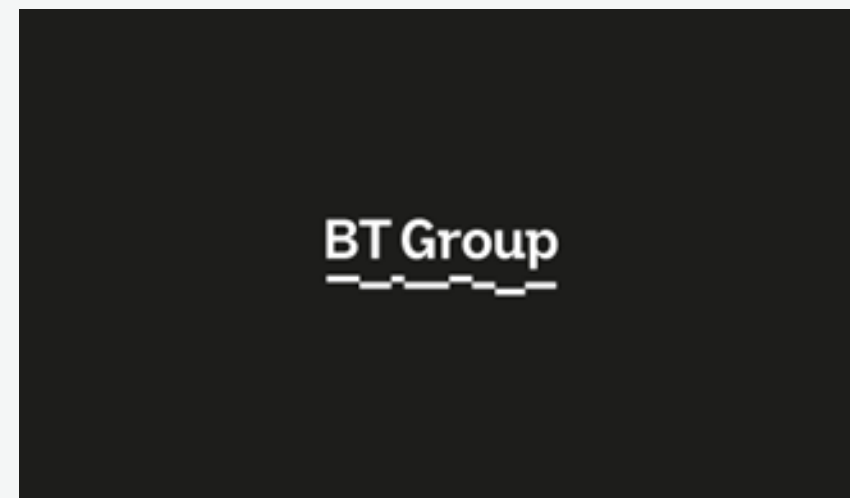
# CATEGORY INNOVATION



## INNOVATION Game Changer

winner

**BT Group - Secure Sense by Goldbug & BT Group**



### Entry Statement

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.

**What the judges said:** "The best thing for me, is that the measurement was clearly linked to the specific objectives set and was quantifiable which is so important from an ROI perspective. To enhance this even further, there could have been a spend vs potential cost savings (in reducing risk of a cyber-attack) to bolster even further. Great work 😊."

### Awards of Excellence

- *The Big BPme Rewards Challenge* by BP UK with blue goose
- *Uniting Devonshire Group's Diverse Workforce on One Employee App* by The Devonshire Group and Blink
- *Empowering Line Managers for Impactful Verbal Communication* by Elysium Healthcare
- *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
- *Driving Connection, Culture and Clarity: The Launch of connect* by The Rank Group Plc
- *35-Hours and You App* by Scottish Water Internal Communications Team

## INNOVATION

### Innovative Use of Media/Technology

winner

*Aberdeen Investments - Ring the Bell by Aberdeen*

### Entry Statement

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

**What the judges said:** "You did an excellent job executing the messaging and assets with creativity and attention to detail, focused on what the audience required as much as the business, and leading from the top. I'm delighted that you haven't stinted on measurement. The initiative had a significant impact on engagement, as reflected in the positive results of the annual survey, which showed a notable increase in pride and confidence among participants."

### Awards of Excellence

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



## INNOVATION

### Most Innovative Content Creation



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

### Entry Statement

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.

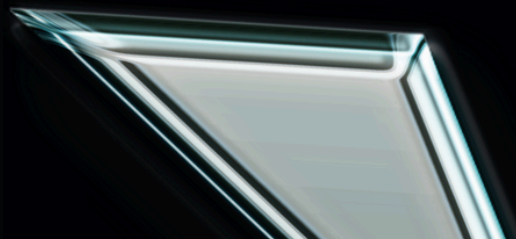
Why it matters:

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.

**What the judges said:** “You did an excellent job executing the messaging and assets with creativity and attention to detail, focused on what the audience required as much as the business, and leading from the top. I’m delighted that you haven’t stinted on measurement. The initiative had a significant impact on engagement, as reflected in the positive results of the annual survey, which showed a notable increase in pride and confidence among participants.”



# CATEGORY STRATEGY & CAMPAIGNS



## STRATEGY & CAMPAIGNS

### Best Change/Transformation Campaign



*A Better Heathrow by British Airways*



### Entry Statement

Following years of post-pandemic volatility, colleague engagement and operational performance at British Airways had hit an all-time low – particularly at our home hub, Heathrow Airport, where more than 7,000 colleagues work across a wide range of roles.

In 2023, Heathrow was selected to lead a bold transformation of its operating model – designed to empower colleagues, boost punctuality and deliver a consistently better experience for customers. Backed by a multimillion-pound investment, the programme introduced a new management structure, upgraded equipment and – most significantly – a new team-based model. Every colleague was given a dedicated manager and placed in smaller, more connected teams to drive collaboration and regular performance conversations.

British Airways' Internal Communications team played a central role in making this transformation a success. Through a targeted campaign, we built understanding, secured colleague buy-in and helped embed the change across one of the most complex parts of the business. The results speak for themselves: a 9% increase in colleague engagement and a 33% improvement in punctuality.

**What the judges said:** "This entry exemplifies how strategic internal communications can drive meaningful organisational change. The combination of thorough research, creative execution, and robust measurement created a campaign that not only informed but genuinely engaged colleagues in transformation."

### Awards of Excellence

- *Strategic and collaborative Internal Communication drives firmwide GenAI adoption to achieve industry-first results* by Ashurst Internal Communications and People Engagement in collaboration with Digital, Learning, Knowledge & Expertise, and Design Teams
- *FT Group AI Transformation Programme* by Financial Times
- *The Pay Progression campaign* by Cambridge University Press & Assessment
- *National Gas Technology Separation* by National Gas and Cake Communications Consultancy
- *National Trust Pay & Grade Structure project* by National Trust Internal Communications
- *Driving Connection, Culture and Clarity: The Launch of connect* by The Rank Group Plc
- *TfL Values & Vision Campaign* by TfL and DRPG
- *Student Engagement and Attendance Campaign (SEaTs)* by The University of Manchester
- *Relocating to Paddington* by Virgin Media O2
- *Nationwide acquisition campaign* by The Virgin Money Colleague Communications team
- *Revolutionizing the Belgian retail landscape* by Whyte Corporate Affairs for Delhaize

## STRATEGY & CAMPAIGNS

### Best Employee Experience Programme



*We Deliver More* by Royal Mail with blue goose



### Entry Statement

Royal Mail, with its 500-year legacy, is transforming to grow its parcels business and remain competitive in an ever-changing environment. And central to this change is the development of a new Employee Value Proposition (EVP), aimed at enhancing the employee experience and supporting its 130,000-strong workforce.

When we set out, key objectives included improving employee perception, boosting engagement, and attracting a younger, more diverse workforce. The EVP roll-out has introduced improved access to information on benefits, wellbeing, and career development.

While still early in the journey, the initiative has already led to an uplift in the employee engagement score. The rise in engagement marks positive momentum, especially in times of major transformation and the aftermath of the industrial action.

A new communication approach is helping to embed the EVP across the organisation, laying the foundation for long-term cultural and operational change. This represents a significant step forward in Royal Mail's commitment to becoming a place where everyone can thrive.

**What the judges said:** "Well-crafted campaign exemplified strong strategic direction and execution, with a clear objective that carried across all campaign elements. The campaign's attention to detail was impressive with visual storytelling, creative output, and logistical coordination, making it both aesthetically compelling and operationally effective."

### Awards of Excellence

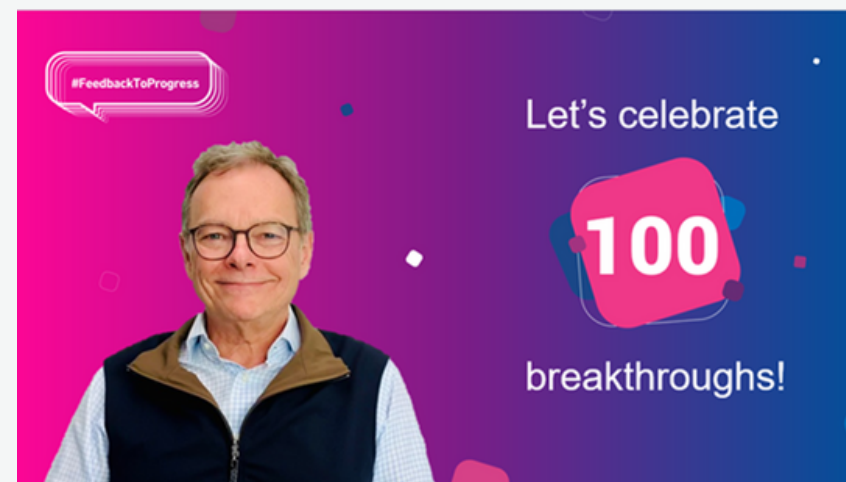
- *OneTeamOneOUH Staff Recognition programme* by Oxford University Hospitals NHS Foundation Trust

## STRATEGY & CAMPAIGNS

### Best Employee Voice Programme

winner

**#FeedbackToProgress employee voice programme by Experian UK&I**



### Entry Statement

The #FeedbackToProgress campaign set out to make it easier to get things done at Experian. Easier for us and in turn our customers. We needed to remove barriers and inefficient processes that were holding us back and causing frustration. To do this we needed to build trust by helping our employees feel heard and show that their ideas and feedback were being acted on. And it's working.

So far, we've seen a 14-percentage point increase in employees who felt there were no significant barriers to doing their job well, a 12-point increase in eNPS, had 124 UK&I wide ideas submitted by employees, celebrated 100 Breakthroughs and delivered 38 quick wins. It's created positive cultural change in our region with employees sharing their personal stories about how it's now easier for them and People Leaders encouraging their teams to break through barriers and recognising those that do.

After sharing our learnings, four of our global regions are adopting our approach to make it easier to get things done and improve employee experience globally!

**What the judges said:** "This is a brilliantly executed, values-led campaign that truly embodies employee voice in action. #FeedbackToProgress is impressive in its scale, clarity, and humanity demonstrating not only measurable change but real emotional impact."

### Awards of Excellence

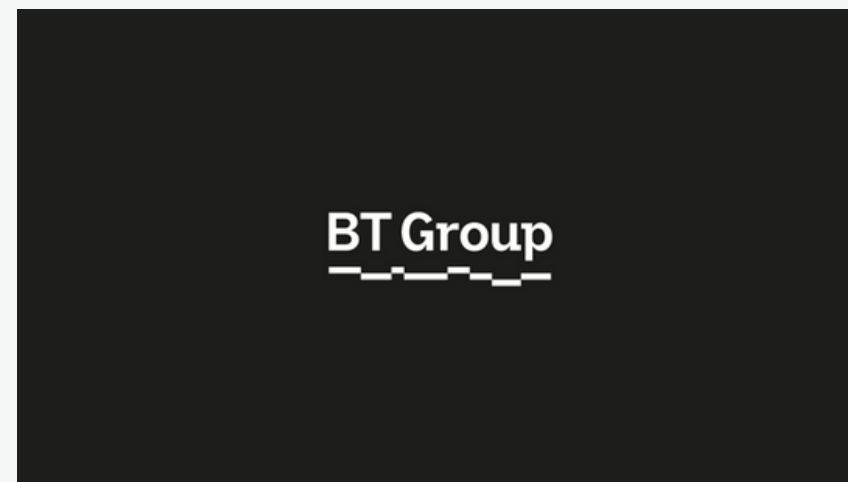
- *Building a great place to work through MyVoice* by Mitie Group Plc
- *Team Talk Local* by Mitie Group
- *Quilter Culture Transformation - Our Refreshed Values* by Quilter
- *Surfacing and shaping values and behaviours for RS Group* by RS Group with scarlettabbott

## STRATEGY & CAMPAIGNS

### Best Engagement Programme



**BT Group - Secure Sense by Goldbug & BT Group**



### Entry Statement

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.

**What the judges said:** “BT Group's campaign knocked the judges' socks off. It would have been easy for this courageous campaign to fall flat, but the listening demonstrated a willingness to refine tactics as necessary and it clearly had the desired impact and outcomes. Absolutely outstanding campaign, huge congratulations for bringing a humorous touch to a serious topic.”

### Awards of Excellence

- *Fostering belonging and engagement post-acquisition* by Admiral Group plc Change Communication Team
- *Putting People at the Heart of the Energy Transition* by Afiniti
- *Uniting 94,000 people behind our Bold Ambition: How AstraZeneca harnessed the power of its people to exceed its business goals* by AstraZeneca, Global Internal Communications Team
- *Together we thrive: reigniting culture across the British Council* by British Council in partnership with H&H
- *National Grid - Big Work* by Goldbug & National Grid
- *Putting colleagues at the heart of Heathrow* by Heathrow Airport
- *Integritea: Creating a 360 approach to business integrity* by MGA & LIPTON Teas and Infusions
- *Can Do* by Virgin Media O2

## STRATEGY & CAMPAIGNS

### Best Equality, Diversity and Inclusion (EDI) Campaign



*Everyone Is Unique* by The Inclusion Campaign Project Team in Steam Thermal Solutions, a part of Spirax Group



### Entry Statement

Everyone is Unique successfully delivered a culture shift across the organisation by delivering behavioural change at an individual and team level. By making a personal and emotional connection to individual experiences, and then helping colleagues to respond in an inclusive way, we helped people to learn about each other and to adapt their behaviours based on that greater understanding. This long lasting shift is helping us reap the benefits of an inclusive and supportive culture in the face of an ever changing and more challenging world.

**What the judges said:** "Good context setting within this entry, including a solid link back to the organisational purpose and Group inclusion plan, and a clear connection to colleague feedback. The global nature of this campaign appears one of its key successes – to be able to produce communications around this topic that works and resonates across global cultures is no mean feat and it's brilliant to see a mixture of quantitative and qualitative measurement supporting this."

### Awards of Excellence

- *What you see, and the real me* by Colleague Engagement Team, abrdn
- *Communities Takeover* by Aviva
- *Empowering our EDI Champions to deliver meaningful change at the NFU* by The National Farmers' Union (NFU)
- *Best Equality, Diversity and Inclusion (EDI) Campaign* by Nucleus Financial
- *Change for Good* by Royal Mail with blue goose
- *SSP Ubuntu* by SSP Worldwide

## STRATEGY & CAMPAIGNS

### Best Global Communications Campaign



*Rolling out values and behaviours to RS Group's global team by RS Group with scarlettabbott*



### Entry Statement

RS have more than 9,000 colleagues across 36 countries who work in vastly diverse roles and have varying levels of digital connectivity. Following the extensive, employee-led development of our values in 2023/24, our aim was to help every employee find a personal connection to our new values, and begin to use them to guide their behaviour. Ultimately, that would drive the delivery of our refreshed strategy.

To supercharge resonance, we transcreated the values and behaviours into the 12 most commonly spoken languages in our business. Leaders road-tested the tools and materials, then over a three-month rollout we held workshops that enabled teams to get to know the new values and behaviours, reflect on them as individuals and discuss them as a team. To sustain engagement, we encouraged colleagues to give each other recognition. Our pulse survey data shows we exceeded our aims, with over 87% awareness of our values globally.

**What the judges said:** "This entry demonstrates a solid, well-rounded Values campaign. Strong visual design and clearly connected campaign with a broad use of channels and collateral to bring it home for colleagues everywhere. Judges liked the emphasis on discussion and understanding, not just creating awareness, but also bringing the two-way piece."

### Awards of Excellence

- *Uniting 94,000 people behind our Bold Ambition: How AstraZeneca harnessed the power of its people to exceed its business goals* by AstraZeneca, Global Internal Communications Team
- *Take Five to Keep Five* by Global Employee Communications team, Tetra Pak

## STRATEGY & CAMPAIGNS

### Best Internal and External Communication Alignment



*A disastrous internal communications campaign by Hiscox*

# HISCOX

### Entry Statement

In 2020–2022 Hiscox UK was facing a difficult moment, leaving the workforce disillusioned and frustrated. Externally, the brand retreated – shying away from the high impact campaigns and bold creative of the past to avoid unwanted attention.

In 2023 we were challenged to rebuild the brand 'inside and out', using the new advertising campaign as a platform. Working in lockstep, marketing and internal communications needed to revive internal pride and love for the Hiscox brand with a high impact launch that had lasting impact.

Mirroring the playful, witty tone of the ad campaign and the theme of disasters, the internal launch included head-turning in-office activations, behind the scenes video content, a personalised gift for all 900 employees and the surround-sound you would expect from a fully integrated marcomms campaign, embedded through an on-going content programme that continues today.

While the campaign was wonderfully disastrous, the results were not. The overwhelmingly positive internal feedback shows an energised business with many people specifically citing the campaign as a reason for pride and positivity.

**What the judges said:** "This was a standout entry in terms of execution. The bold concept and clear core message were seamlessly delivered across internal and external audiences in a creative and comprehensive way. The experiential approach to internal communications is great to see, clearly recognising and valuing the role colleagues had to play in the overall aims of the campaign."

### Awards of Excellence

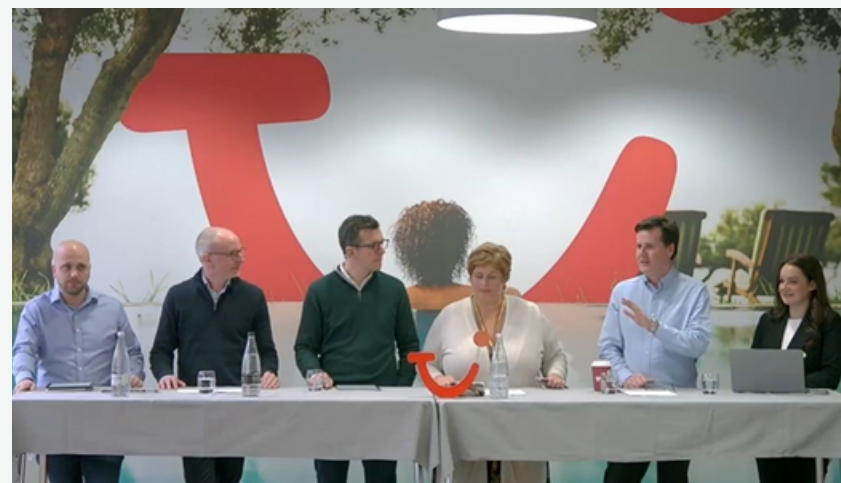
- *Delivering a Big Difference: How AstraZeneca is making a positive impact on people, society and the planet* by AstraZeneca, Corporate Communications Team
- *Beyond the Bowl* by Nestlé UK&I

## STRATEGY & CAMPAIGNS

### Best Leadership Communication Programme



*Building trust through change: Humanising leadership at TUI UK&I by TUI UK*



### Entry Statement

In 2024, TUI UK&I faced a near-complete change in its Board-level leadership alongside the announcement of a major organisational transformation. With only one original Board member remaining, we needed to rapidly build trust, connection, and visibility for our new leadership team across our diverse and dispersed audiences.

Our refreshed leadership communications strategy focuses on humanising leadership; bringing personality, approachability, and authenticity to every channel. From creative formats like a spoof 'Great TUI Bake Off' and relatable TikTok-style content, to high-impact MD vlogs, interactive Q&As and reimagined Town Halls, we're shifting perceptions towards a deeply connected leadership.

The result? Consistently high levels of engagement, an NPS of 93 for e-coffees, and thousands of colleagues actively participating in events, watching content, and sharing positive feedback. This programme laid the foundations for transformation by putting people at the heart of leadership comms.

**What the judges said:** "This entry was a really standout one and on track in many areas. There was clearly detailed thinking and time to find out views – a real demonstration of listening. Overall it was a really engaging approach that understood its core audience and leveraged external trends to keep things fresh."

### Awards of Excellence

- *Let's Talk* by BAT
- *Bridging the gap: connecting leaders and staff in UofG Information Services* by Information Services Communications Team, University of Glasgow
- *New President and Vice Chancellor Campaign* by The University of Manchester

## STRATEGY & CAMPAIGNS

### Best Ongoing Campaign



*National Grid - Big Work* by Goldbug & National Grid



### Entry Statement

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.

**What the judges said:** "Entry demonstrated a clear campaign rooted in insights and research and enough samples in the form of videos which brought it to life for the judges, a very enjoyable read. Overall, the campaign came across human and accessible, bold with very impressive outcome driven metrics."

### Awards of Excellence

- *#BeReady* by Computacenter with blue goose
- *We Do That Campaign* by Experian In-House Internal Comms & Engagement Team
- *Project Brunel - Thames Valley Recovery Plan* by Network Rail (Western) Internal Communications Team

## STRATEGY & CAMPAIGNS

### Best Single Campaign



#### *Heathrow's Internal Christmas campaign* by Heathrow Internal Communications

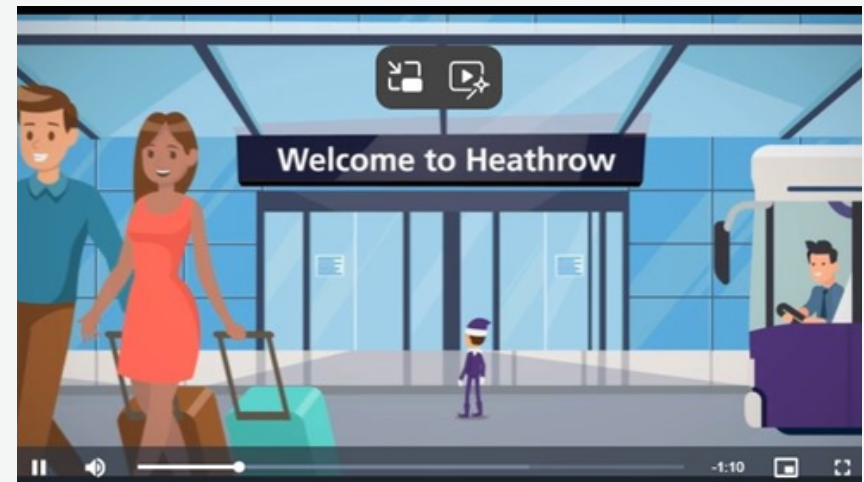
#### Entry Statement

Heathrow's campaign aimed to bring the spirit of Christmas to Heathrow and its colleagues during the airport's busiest time. With the airport set to welcome more than seven million customers and a record breaking 160,000 on Christmas day alone, many of Heathrow's 8,000 colleagues were working throughout the period, including 6,500 from operational teams.

The Christmas campaign was aimed at motivating and uniting colleagues to deliver a successful Christmas ensuring everyone performed at their best. Taking the popular and internationally renowned Christmas tradition of 'The Elf on a Shelf', Heathrow ran a campaign featuring a Heathrow branded elf.

Running on both internal and external channels, the campaign encouraged colleagues to share imaginative and creative pictures of the Heathrow elf across airport locations. Customers were tasked with finding Heathrow elves in customer facing areas of terminal buildings as they were travelling through Heathrow.

**What the judges said:** "Really loved this campaign – really memorable, engaging, simple but effective. Strong objectives and creatives – with a good understanding of the operational challenges and also your audience, it's not easy engaging off-line workers, particularly in a busy environment, your team should be very proud of your results."



#### Awards of Excellence

- *Centrica Moonshots* by Centrica
- *100 Years of Stanlow* by EET Fuels
- *BT Group - Secure Sense* by Goldbug & BT Group
- *Persimmon - Target Zero* by Gallagher Communication
- *Howden summer 2024* by Howden UK&I
- *Boldly communicating IP&I's transformation strategy to help move customers prepare for their financial futures and the unexpected* by the Lloyds Banking Group, Insurance, Pensions & Investments corporate affairs team, supported by DRPG and Two Degrees Below
- *National Gas Employee Safe Every Day Campaign* by National Gas Internal Communications Team
- *The Day of the Jackal: Engaging colleagues through unforgettable experiences* by Sky

## STRATEGY & CAMPAIGNS

### Best Strategy Programme



*Building awareness, understanding and belief in the Insurance, Pensions & Investments strategy: how we'll help Britain prosper by planning for the future by the Lloyds Banking Group Insurance, Pensions & Investments corporate affairs team, supported by Two Degrees Below and DRPG*



### Entry Statement

In 2024, Lloyds Banking Group's Insurance, Pensions and Investments (IP&I) division embarked on a comprehensive internal communication strategy to embed the refreshed IP&I strategy across the division and integrate IP&I within the wider Group. Key initiatives included a series of face-to-face roadshows, a strategy campus for line managers, and an innovative mirrored cube installation to engage colleagues.

The strategy demonstrated significant outcomes, including a 4% increase in colleague promoters, a 99% understanding of the refreshed strategy, and high engagement with the strategy campus. The approach was data-driven, leveraging colleague feedback to continuously refine and improve communication efforts. This submission highlights the strategic vision, stakeholder engagement, and measurable impact of the IP&I communication strategy.

**What the judges said:** "The planning was clear – an approach for each quarter – and I liked the flexibility it offered to work around other key organisational change, showing empathy for colleagues' capacity to absorb and engage. The measurement stats in places are very impressive with an outstanding level of strategy understanding."

### Awards of Excellence

- *Turning point: A strategy for growth by Hiscox*

## STRATEGY & CAMPAIGNS

### Best Sustainability Campaign



*ACTIVE8 Sustainability for Bridgestone West* by  
Bridgestone and Sequel Group



### Entry Statement

Bridgestone wanted to build on its 2023 ACTIVE8 sustainability engagement campaign by switching the focus from communication and awareness to activation, engagement and empowerment.

The three priority areas to improve were to reach out to manufacturing, show the link between sustainability and people's roles and change mindset and behaviours.

We created a range of ACTIVE8 assets including posters, banners, email signatures, emailers, digital screens, guides, pull-up banners, Teams backgrounds, screensavers, t-shirts and tote bags. We also created hubs on the B-Connected intranet site, featuring content and links to learning and support.

Central was a digital wall of pledges for people to submit personal E8-related pledges to create a more sustainable Bridgestone West throughout the year.

Awareness in manufacturing rose from 70% to 93%.

91.3% of respondents said they now believe that West is prioritising sustainability.

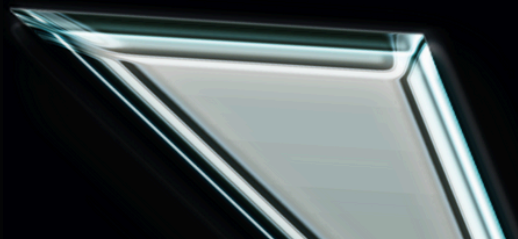
Colleague appreciation of the link between the E8 commitment and their duties increased by 11%.

**What the judges said:** "The use of previous campaign results to baseline performance, refine audience targeting and identify three key priority areas for this year's approach strengthened the goals and audience sections, and the inclusion of regional activation and a taskforce demonstrated strategic intent and thoughtful planning. It is clear that the campaign has left a notable legacy."

### Awards of Excellence

- EBRD Season of Sharing by The EBRD Internal Communications team
- Mission:Zero by Voyage Care

# CATEGORY PEOPLE



## PEOPLE

### Best Internal Communication Newcomer



*Lianne Moulder, Admiral Group PLC*



### Entry Statement

Lianne is a rising star in internal communications, having transitioned from a technical role in 2022. She has successfully built two specialist communication areas within Admiral, while prioritising self-development to ground herself in internal communications best practices from the outset. Her dedication to achieving functional objectives through her communications, bolstered by a data-driven approach, has led to visible shifts in how her function operates with a 'one-function' mindset, supported by both quantitative and qualitative metrics.

Lianne is more than just a newcomer; she is a dynamic force, exemplifying the impact you can make in an internal communications career.

**What the judges said:** "From having no dedicated IC focus for Corporate Governance to the results that Lianne has achieved is a masterclass in Internal Communication. Fundamental is Lianne's dedication to learning her craft and putting theory into practice. We were impressed by her focus on professional development right from the start."

### Awards of Excellence

- *Samantha Linning, BDP (Building Design Partnership)*
- *Katie Queen, Nucleus Financial*
- *Nathan Ruff, TUI UK&I*

## PEOPLE

### Internal Communication Manager of the Year

*Ranjani Dhanabalakrishnan, St Giles Trust*



### Entry Statement

After the pandemic, St Giles Trust tripled in size. Many of its staff bring firsthand experience of poverty, homelessness or the criminal justice system - lived experience that shapes how the charity works.

But traditional internal communications weren't landing. Emails were missed. Key updates got lost.

To fix it, St Giles created a new internal communications role - a team of one: Ranjani. She made sure information was clear, accessible, and easy to engage with.

More broadly, she acts as a go-between, linking the executive to the needs and challenges of the highly diverse staff.

**What the judges said:** "Excellent entry, specifically for how hands on you were and a great example of perseverance and working with different types stakeholders to really get the right solution. Extra kudos to how much you really cared about understanding the diversity and differences in colleagues and what this meant for communication styles – and actually standing by that – great DEI leader feedback on this."

### Awards of Excellence

- *Hester Lonergan, Cooper Parry*
- *Lucy Pearce, AXA*

## PEOPLE

### Internal Communication Leader of the Year

*Shalini Gupta, ARUP*



### Entry Statement

Shalini Gupta stepped into 2024 as Head of Internal Communications for Arup's UKIMEA region, ready to lead through one of the most pivotal years in the firm's journey. With a new regional strategy, incoming Chair, and structural changes underway, Shalini recognised the need for clarity, connection, and consistency more than ever.

She led her team in launching The Big 5 – a bold, purpose-led narrative that brought the strategy to life through inclusive storytelling and authentic voices. Shalini embedded listening at the heart of the comms rhythm, empowered her growing team, and ensured that thousands of colleagues not only understood the 'why' behind the strategy, but felt inspired to help deliver it.

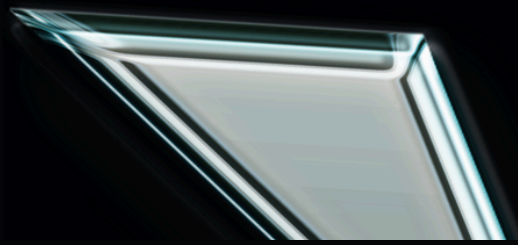
Her leadership repositioned internal communications as a strategic enabler of business success. Recognised by the Board and across the profession, Shalini continues to shape impact both within Arup and through her roles on the IoIC and Asian Comms Network Boards.

**What the judges said:** "It's easy to see and understand Shalini's key deliverables and a special callout for the fact that embedding measurement is one of those priorities. A fantastic range of work is highlighted within here, all of which are genuine leader activities. This entry really does hit the mark of Internal Comms Leader."

### Awards of Excellence

- *Candy Hall*, TUI UK&I
- *Sharn Kleiss*, Gallagher Communication
- *Caroline Macdonald*, Nucleus Financial

# CATEGORY TEAM



## TEAM

### Best Small Agency (1-10 people)

*Bowline Communications*



### Entry Statement

Bowline is a small agency powered by a tight-knit team of nine, founded by sibling duo Jess and Tim Jeary.

They help clients go beyond the surface – from shaping internal culture and aligning values to crafting bold, external campaigns. Often, it's a full-circle approach: inside-out and back again.

2024 was a standout year. Bowline was appointed to the Shell Global Design Hub – a major three-year contract placing them on Shell's global roster for integrated campaigns. The team also deepened key client partnerships with the likes of BNP Paribas and National Friendly, welcomed new talent, and marked a decade in business.

Each team member brings unique strengths. Together, they've built an agency where creativity thrives, collaboration is a core value, and great results come naturally. This award entry, Bowline's first, is a tribute to the team's talent, dedication, and the lasting client relationships, a true testament to the agency's ongoing success.

**What the judges said:** "Overall, this entry told a powerful story - not just of business success, but of a thriving culture, a dedicated team, and a clear vision for the future. A fantastic example of what a small agency can achieve when it combines creativity, purpose, and heart."

**TEAM**  
**Best Medium Agency**  
**(11-30 people)**

*Goldbug*



### Entry Statement

We are engagement experts.

Led by senior brand and communication specialists, Goldbug is built differently from other agencies. We bring the outside in, to breathe real-life into stories, campaigns, brands, and businesses to make people look, listen, learn and take action.

With a rare mix of strategic rigour, creative excellence and content flair, coupled with an intuitive people-first perspective, we deliver work to unapologetic gold standards.

We give clients ideas that empower them to be bold and brave, and we know how to make employees feel heard and valued right across their business.

With a culture driven by a collective understanding of what good looks like and immense pride in the portfolio of clients we partner with, we confidently engage, educate, enlighten, and entertain in equal measure, every day.

**What the judges said:** “We were impressed with the clarity with which you explained your redefined ethos, client proposition and 2024 objectives. We love that you recognise the value of integrating employee voice and dialogue as part of the campaigns that you create. You have managed to both exceed your agency objectives and deliver real business benefit for your clients.”

### Awards of Excellence

- *The Surgery*

## TEAM

### Best Large Agency (30+ people)

H&H



### Entry Statement

In a year of challenge and change, H&H didn't just adapt – they inspired. Their bold, human-centred approach turned uncertainty into clarity and complexity into connection. They reached over 5.3m employees – striving to make every interaction count. From guiding global clients through restructures to helping organisations build trust in the age of AI, H&H stayed agile without losing their essence. They kept things nimble, inclusive, and grounded in what matters most: people.

Inside the agency, their culture stayed strong. They invested in each other, nurtured wellbeing, and stayed true to their values – proving that great work starts with a great team. H&H didn't just deliver impactful communications. They sparked belief. They built momentum. And they proved that when you create with care and lead with purpose, you don't just ripple change – you set it in motion.

**What the judges said:** "There is a good introduction to the team's ethos, culture and approach, along with images of team members. The visuals used gave a great overall impression of a dynamic team. The submission showcased multiple examples of excellent client work, along with examples of how they have delivered 'above and beyond' and had plenty of evidence of successful campaigns with clear measures to showcase the impact that has been achieved."

### Awards of Excellence

- *Gallagher's Communication Consulting Practice: UK Team*

**TEAM**  
**Best In-House Team**  
**1-5 people**



*Northumbrian Water Group Internal Communications Team*



**Entry Statement**

Ahead of a period of unprecedented growth in the water industry, NWG's Internal Communications team have spent the last year readying ourselves for success by seeking out critical feedback, reviewing what's been before and looking to see where we can lead the way through innovation.

**What the judges said:** "The IC team's work following a restructure was commendable. The team recognised the importance of effective communication channels to make significant improvements to support two-way conversations. The enhancements at face-to-face events bought new energy and focus to the events and equipped colleagues with the tools and information that may be needed to navigate change."

**Awards of Excellence**

- Arup Internal Comms Team, UKIMEA region

## TEAM

### Best In-House Team

#### 6-10 people



*Google DeepMind Internal Communications Team*



### Entry Statement

In 2024, Google DeepMind's Internal Communications team strategically supported rapid growth and reorganisation amidst a complex, dynamic environment. They fostered a connected, aligned, and empowered workforce of thousands of world-leading AI specialists.

The team's proactive and adaptable approach included a restructured team model, impactful events, and diverse communication channels, effectively addressing the unique challenges of a rapidly growing and specialised audience. They established robust baseline metrics for measurable continuous improvement, focusing on strategic comprehension (71% favourability), organisational pride (81% favourability), and holistic evaluation of individual formats and events (e.g., the company newsletter had an average rating of 4.8/5).

Their work was instrumental in reinforcing GDM's mission, driving innovation, and building a cohesive culture crucial to GDM's ongoing success as a pioneering force in AI.

**What the judges said:** "Clear example of how the team keeps the business's strategic needs front of mind, while also clearly knowing the diversity and expectations of its audiences incredibly well. The judges particularly liked the strategic reorganisation into partnering and central roles, demonstrating thoughtful structural thinking, creating 'connective tissue' across the organisation while retaining deep vertical expertise. The team's execution is impressive, particularly their ability to orchestrate complex, multi-channel, while establishing robust measurement frameworks with specific metrics."

### Awards of Excellence

- *Quilter Internal Communications Team*

**PEOPLE**  
**Best In-House Team**  
**10+ people**

*Santander UK*



### Entry Statement

Santander UK introduced a new strategy, aligned to the Santander Group strategic direction, which the Internal Comms team has embedded in the business. The Strategic Blueprint is now something that's talked about and referred to every day around the organisation.

To make the Strategic Blueprint land with its people, the IC team redefined its role from communicators to trusted advisors, built relationships with the Executive Committee and leaders across the business and used its oversight to enhance communications at Santander UK – helping every employee understand and deliver the new strategy.

As a result of its efforts, the team met the outcomes it looked to achieve: including bringing in new talent, upskilling the team, refining content to align with the strategy, optimising communication channels and fostering a two-way dialogue between leaders and employees through new channels – all to boost trust, improve clarity and position IC as a critical driver of change.

**What the judges said:** "The entry was very impressive, and the scale of demonstrable change was noted by the judges. Clear objectives, business-aligned, articulated and shared with all, were at the cornerstone of the work undertaken. The execution was very detailed and collaborative, and therefore resulted in clearly measurable and impactful results, which were benchmarked against previous years/surveys."

### Awards of Excellence

- *Ministry of Justice*
- *Mitie Group Internal Communications Team*
- *Wheatley Group*

## TEAM

### Best Public Sector or Not for Profit Team

#### 1-5 people



#### Lothian Pension Fund Communications Team



### Entry Statement

The Lothian Pension Fund Communications team is a small, agile and perfectly formed team of four communications professionals who are passionate about what they do. Together they amass over 70 years' of industry experience and work together to leverage their different skills to create best in class communications and events.

2024 brought the LPF Communications team their biggest challenge since Covid. The team led both the colleague, member and stakeholder communications for an office move as well as the design and fit out for the new building that came with its own issues and snags. The project ran in tandem with the creation of other key deliverables, so posed both a time and skills challenge, but the team remained agile and worked together to rise to the challenge.

The team created a multi channel suite of communications to help colleagues on their change journey, maintain morale and better prepare them to settle into the new workspace, all while maintaining their business as usual service seamlessly.

**What the Judges said:** "The Lothian Pension Fund's Communications Team successfully delivered a multi-faceted communications campaign that balanced logistical and emotional considerations to support employees during an office relocation, Planning was thorough, execution demonstrated creativity and skill, and measurement showed excellent outcomes. Feedback highlighted the team's success in fostering engagement and collaboration"

### Awards of Excellence

- *Defence Equipment and Support*

## PEOPLE

**Best Public Sector or Not for Profit Team**  
**6-10 people**



*West Hertfordshire Teaching Hospitals NHS Trust*



### Entry Statement

Record waiting lists, endless negative headlines about the 'failing' NHS and sinking public confidence in the service, hit staff morale hard. Colleagues were tired, frustrated and felt under-valued. Over 12 months, we rebooted our entire approach to put the heart back into West Herts by showcasing and celebrating the everyday difference our teams made.

We embedded engagement and story-telling into every aspect of what we did; we hosted Thank You events for 3,500 colleagues for the first time, we staged a 'TV premiere' exclusively for our nurses, we worked together with the Trust to create a set of values – created by and owned by colleagues, and told the simple, emotive stories of how our people were saving and improving lives across our channels.

We found solutions to long-standing problems and showed the power of authentic leadership to colleagues, as well as recruiting a team of celebrity supporters to remind colleagues of how special they were. Against all the odds, we improved in every single People Promise score in our staff survey.

**What the judges said:** "You gave us a clear summary of the challenges that the Trust has been facing. It was useful to read about the organisation's objectives and the barriers created. We loved your ambitious and bold approach to maximising your resources to make an impact. Your human approach to storytelling and use of well-known faces and colleague voices created authentic and memorable communications."

### Awards of Excellence

- *The University of Edinburgh's Internal Communications Team*
- *The University of Warwick's Internal Communications team*

**TEAM**  
**Best Public Sector or Not for**  
**Profit Team**  
**10+ people**

*Ministry of Justice*



**Entry Statement**

Ministry of Justice: manifesting IC change. 2023 had been a year of intense challenge at the MoJ. Through 2024, with maximum determination we rebuilt our own approach from the inside out, creating a team that led by example while delivering for the organisation.

**What the judges said:** "The team rose to the challenge, delivering on several key opportunities. The approach of pausing wider campaigns to focus resources on critical initiatives was a brave and bold move that many comms teams shy away from. Furthermore, the team's ability to quickly pivot showcases their agility."

**Awards of Excellence**

- *National Trust Internal Communications Network*

# The IoIC Grand Prix Award

This award is for the entry that the judging panel have voted as the 'crème de la crème' out of all the awards this year.

The IoIC Grand Prix award this year goes to an entry that received the best marks from the judges.

The judges felt that this was an impressive and thoughtful piece of work that demonstrated a strong understanding of business needs, with evaluation methods that were clearly mapped to the original aims.

**The winner is:**

***National Grid - Big Work* by Goldbug & National Grid**

The logo for National Grid, featuring the text "nationalgrid" in white lowercase letters on a solid blue rectangular background. The word "national" is in a standard sans-serif font, while "grid" is in a bolder, slightly more stylized sans-serif font.

nationalgrid

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IoIC  
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