

IOIC Awards 2026: Channels.

Best Community Management

From Broadcast to Engagement: Transforming SFC's Internal Communications by Scottish Founding Council x Cocentric

Viva Engage was launched in 2024. It has revolutionised how we lead, share, learn, support, ideate and motivate each other – whenever and wherever we're working.

With the reach of Chief Executive updates regularly topping 90% and with engagement nudging over 70% in employee owned communities, the platform has seen communication culture shift from broadcast to engagement in less than two years.

Forming part of a wider employee experience programme, centred on a forward thinking internal communication strategy, underpinned by imaginative design, the platform's implementation saw success 'designed in' from the outset.

The project has created a "uniquely SFC" experience for employees and leaders alike creating a sense of belonging that is hard put to your finger on.

Best Event

Best Event - Top 10 by Admiral Group

The Admiral Group Top 10 Awards evening is one of Admiral's most anticipated events and a flagship celebration of culture and performance, with roots stretching back over 30 years.

It unites two coveted traditions: Top 10, Admiral's annual "best department to work for" competition scored using Great Place to Work results and a themed presentation; and the Group Manager Awards, where senior leaders personally recognise colleagues for the behaviours they value most.

As Admiral continues to grow across multiple businesses and countries, 2025's event was designed to do more than announce winners: it created a shared colleague experience that strengthened connection, belonging and pride.

With around 400 finalists and leaders in the room and an interactive digital experience for the wider business, the evening blended high production values with inclusive engagement - delivering 4.4/5 satisfaction and record online interaction - ensuring our culture continues to thrive as the business evolves.

End of Year Highlights Event by Battersea

At the end of 2025, Battersea's Internal Communications team delivered an End of Year Highlights event for colleagues across three sites, at a time of significant organisational pressure and a real risk of disconnection.

Against a backdrop of a challenging fundraising climate, increasing complexity in the animals coming into our care, and the implementation of a new Salesforce system affecting a large proportion of staff, morale had been impacted and connection to purpose had weakened for some teams.

We designed a hybrid, insight-led event that balanced honesty with optimism. Rather than simply celebrating the year, we deliberately created an experience that acknowledged the realities colleagues had faced, while reconnecting them to the meaningful impact of their work. Building on previous formats, we evolved the event into a more immersive, story-led and participatory experience, using peer-led content, authentic storytelling and an interactive quiz format to create a shared moment across all sites.

Delivered in-house by a small Internal Communications team on a limited budget, the event achieved strong engagement and measurable impact.

The 2025 Colleague Roadshows: Connecting over 3,000 colleagues through purpose, story and transformation by Internal Communications team, Clarion Housing Group

The 2025 Colleague Roadshows brought more than 3,000 Clarion colleagues together across 10 in person events to reconnect people, rebuild pride and explain our Connect transformation in a clear, human way. Shaped by over 550 pieces of feedback from the 2024 Roadshows, the events focused on

what colleagues said mattered most: more local stories, honest conversations about change, stronger recognition for frontline teams and more time for open discussion with leaders.

Using a fast paced “live magazine” format, each event blended film, interviews, local impact stories, a live podcast and extended Q&A. The surprise Difference Maker Awards became a highlight, celebrating everyday heroes and helping restore pride after a challenging period for the housing sector.

With record attendance, high engagement and colleagues reporting stronger understanding, connection and motivation, the 2025 Roadshows set a new standard for how we bring people together and celebrate the difference they make every day.

Dubai Airports' Beyond 2025 Fest by Dubai Airports and Jack Morton MENAT

Determined to shape the future of travel and become the world's biggest and best international airport, Dubai Airports (DA) needed to unite and empower almost 1500 diverse employees to secure this bold ambition.

Beyond 2025 Fest did just that – taking a people-first and evidence-based approach, it captured employees' hearts and minds by smashing expectations of corporate events and energising, educating and aligning them behind DA's strategic Masterplans and future ready strategy. The fest made complex business priorities tangible and embedded DA's 'Dubai-ness' culture, tapping into its great positivity and pride in DA as a key growth driver for the global city it serves.

Results were exceptional: attendance rose 32% YOY, NPS hit 96.6% and employees scored up to 75% recall around key business priorities, evidencing lasting understanding, engagement and ownership. Beyond 2025 Fest not only united DA but turned internal communication into a catalyst powering DA's transformation and future success.

Related Argent's Autumn Review by Jacqueline Harvey

Related Argent is a lean team working across large-scale projects that are now established places with growing communities. By autumn 2025, the business had reached a point of transition and the Autumn Review was designed to meet that moment.

Its purpose went beyond sharing updates; it was an opportunity for the team to come altogether to take stock, acknowledge change, celebrate the scale of progress and refocus around what comes next.

Tottenham Hotspur Stadium, built in part by people in that very room, provided a fitting backdrop. Its motto, 'To Dare Is To Do', aligned with Related Argent's own value, Be Bold, creating a thread from venue choice to agenda to the evening.

The day balanced substance with energy, plus a TfL strike, a lightning warning and a Routemaster quiz along the way...

100% of attendees rated the venues excellent. 85% left with a better understanding of the business. And the group photo in front of that screen is still on the wall.

All in 2025 by Lloyds Banking Group

All In is LBG's annual signature event, designed to unite colleagues across the globe and bring to life one of the UK's largest financial services transformation journeys.

In 2025, the Group entered a fundamental phase of its five-year strategy, so we meticulously planned and designed an experience that would strengthen belief in the Group strategy of Grow, Focus, Change. All In 2025 delivered LBG's most ambitious hybrid event yet, with the theme, "All In for Breakthrough", reflecting the progress we're making on transforming the business.

Through a sophisticated multi-hub broadcast, inclusive design and authentic storytelling, colleagues heard real customer stories showing how innovation is helping us to breakthrough and deliver brilliant experiences for our customers. The event also highlighted that innovation goes beyond technology, encompassing mindset, behaviours and ways of working.

The event created a shared moment of pride and achieved record engagement, cost efficiency and measurable cultural impact.

The Big Get Together - Raising the Roof! by Midland Heart

Held at Birmingham's ICC, Midland Heart's Big Get Together 2025 was designed to do more than communicate strategy. It was built to be experienced and bring everyone together.

Every element of the event was carefully created to connect colleagues to our purpose, our tenants and each other, transforming our Corporate Plan from words on a page into something physical and memorable.

At the heart of our execution was a clear creative idea, developed in partnership with Top Banana, a 'home' concept that brought our organisation to life. Inspired by the idea that we all need to 'raise the roof', the event environment was designed as a series of spaces reflecting different rooms in a home, each linked to a core behaviour, value or strategic priority.

This creative platform allowed us to move beyond traditional conference formats and instead immerse employees in our strategy, making it something they could explore, interact with and feel part of.

Raising the Bar Together: Molson Coors UK&I Sales Forum by Molson Coors UK & Ireland

The 2025 Sales Forum, Raising the Bar Together, brought 600 Molson Coors teammates under one roof for our most energising and impactful event yet. Designed to unite our On-Trade and Off-Trade teams as "One Sales Team", the forum delivered early visibility of our 2026 commercial and brand plans, immersive learning experiences, and a renewed sense of pride in our business and portfolio.

Across two days, colleagues heard powerful consumer and category insights, explored customer ready brand stories, and experienced our brands in bold new ways – from the Carling themed reception with Joe Cole to a sensory Silent Bistro pairing and a high energy Bandeoque finale.

The impact was clear: record engagement scores, a 95% pride rating, dramatically improved content usefulness, and a transformative shift in how our people feel about our strategy, brands and ability to win together.

A standout event – and a major step forward for our One Sales Team.

The Naming Ceremony for HMS Glasgow by Naval Ships Communications Team

Picture this: a Princess, a warship and thousands of people gathered by the River Clyde on a rare Scottish summer's day. The Naming Ceremony for HMS Glasgow brought together colleagues, families, community partners, the Royal Navy and Their Royal Highnesses The Prince and Princess of Wales for a significant milestone in the ship's journey. It was a major moment of pride for our workforce.

Months of cross team planning transformed an active shipyard into a seamless and inclusive event space to safely welcome more than 2,200 attendees. With limited dockside capacity, we designed an engagement approach that ensured all colleagues, including our large offline population, could be part of the day, whether in person, via live stream or through carefully planned pre event communications.

The result was an uplifting, memorable celebration of our people and their achievements, showcasing the very best of shipbuilding on the Clyde and earning significant national media attention.

Every hero shapes our story – colleague strategy event by Nottingham Building Society and Definition

In January 2026, Nottingham Building Society (NBS) brought together virtually its entire workforce – over 450 colleagues from branch counters to head office – for an immersive strategy alignment event called 'Every Hero Shapes Our Story'. This was the best attended colleague event in NBS's history.

Designed and delivered in partnership with Definition, the event launched the next phase of NBS's ambitious strategy to fight for non-traditional 'Extra Ordinary' customers (under-served by the sector) and grow the value of assets it manages by 2030.

Replacing previous years' more traditional, presentation-led formats, it used a hero's journey narrative, a dedicated microsite, a series of story-themed talks, a bespoke storybook, interactive event app, 12 immersive market stalls and a powerful conceptual look and feel to deliver a compelling, energising experience for colleagues. Nearly three quarters of the 363 attendees who voted via the app on the day, rated the strategy 'a blockbuster'.

Voyage Excellence Awards (VEAs) by Voyage Care

The tenth anniversary of the Voyage Excellence Awards (VEAs) set a bold ambition: deliver a milestone celebration worthy of a decade of extraordinary colleagues, while strengthening recognition, belonging and pride across Voyage Care. As our flagship recognition programme, the VEAs unite a dispersed, predominantly deskless workforce of 11,000+ colleagues across 600 services; in 2025 our aim was an inclusive, accessible and purpose driven experience that honoured our heritage and elevated the awards to a new standard.

Guided by our 'celebrating ten years of you' theme, we set out to create something fresh, meaningful and connected to our purpose, fulfilling lives for all. We refreshed the brand, elevated the storytelling and reimagined the experience from nomination through to the big night, ensuring everyone could feel part of the journey.

The result was our most inclusive and emotionally resonant VEAs yet: a unifying, purpose driven celebration that strengthened pride, belonging and connection across the Voyage Care family.

2026 Annual Conference and Awards Ceremony by Welcome Break

What does it take to align an entire business behind one clear direction?

At Welcome Break, it meant bringing over 600 managers from across the UK together for one day – to ensure every leader understood our 2026 strategy and exactly what they needed to do to deliver it.

Our Annual Conference and Awards Ceremony, held on 12 March 2026 at the ICC Birmingham, was designed and delivered entirely in-house by a team of three, with no formal events background. From logistics and communications to content and production, every element was carefully planned to create a seamless and engaging experience.

The result was our most successful conference to date. Managers left feeling informed, energised, and aligned, with an understanding score of 8 out of 10. Combined with high feedback scores across logistics, communications, and content, the event delivered both operational excellence and a standout people experience.

Best Intranet

Robert Walters 'Connect' Digital Workplace by Robert Walters and Addin365

Robert Walters, a global recruitment firm with 3,300 employees across 31 countries, recently unified its three brands and faced an urgent need to connect its people under one voice. In just 12 weeks, Robert Walters partnered with Addin365 to launch 'Connect,' a fully branded, AI-powered intranet on the Microsoft 365 platform. This new platform transformed fragmented internal communications into a single one-stop shop supporting the 'Winning As One' strategy. By leveraging AI for content creation, governance and a built-in chatbot for knowledge sharing, Connect enables new ways of working and engages employees at all levels.

Adoption has been outstanding: within six months, daily usage reached ~98% (well above the 80% target), with a 355% increase in unique users and over 143,000 visits. By Q1 2026, usage grew further, with 306,898 visits (averaging two per person per day), session times stabilised at 10 minutes per visit, and 3,396 employees, representing 100% of the workforce, actively engaged.

Connect has become central to communication at Robert Walters, supporting collaboration, consistent global messaging, and a unified culture.

Driving Connection, Culture and Clarity: connect at Rank 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.

OneESA: From Platform to Powerhouse. Elevating the Digital Experience and Driving Cultural Transformation at the European Space Agency. by the European Space Agency and Gallagher

ESA's ambition, 'Elevating the Future of Europe,' relies on 7,000 employees across 23 member states (and beyond) operating as one connected workforce. ESA's intranet should have enabled that but had become a barrier: outdated, fragmented into ungoverned shadow sites, and trusted by neither employees nor the teams maintaining it.

Working with ESA Communications, Gallagher designed and delivered OneESA: a modern, user-led workforce platform aligned to ESA's cultural and communications priorities. This was not a technology refresh; it was a strategic reset.

User insight shaped every decision from card sorting and navigation testing to a 300-person pilot, so the build reflected how people actually work.

The impact is clear with the eNPS increasing by +42 points, monthly active usage reached 93%, findability scores quadrupled, and sentiment among Gen Z employees improved by 67 points. OneESA now underpins day-to-day operations and is positioned to sustain the OneESA ambition as ESA evolves.

Creating an intranet that works by the Victoria and Albert Museum

For more than 170 years, the V&A's mission has been to champion art, design and creativity for all, building a peerless collection to showcase human creativity, and to inspire the designers and makers of today and tomorrow.

After opening three new sites in three years, it was more important than ever that our internal channels meet the needs of our growing staff base, to connect them with the information they need, and with each other.

One of the clearest pressure points was our intranet, where information was confusing, out of date or inaccessible. Starting with clear principles, and always focussed on user-centred design, we began work on a new resource for staff to find the information they need, creating an intranet that works.

PITSTOP – The intranet that keeps colleagues on track by Volkswagen Financial Services and SomeBrightSpark

We inherited an intranet that nobody used. Barely over 10% of colleagues accessed it each week, trust was low and email had become the default. Something had to change.

With no budget to outsource delivery, our communications team took on the challenge. We learned SharePoint from scratch and navigated complex global constraints. We built every page in-house - all guided by what colleagues told us they needed.

Instead of starting with technology, we started with colleague behaviour. They shaped the brief, chose the name and helped define what it should look like. SomeBrightSpark brought the brand to life, with designs and a launch campaign to make PITSTOP feel human from day one.

The result is a colleague-owned intranet that rebuilt trust. We went from around 150 weekly users to over 1,000 every day. PITSTOP shows what's possible when communicators listen and are prepared to step out of their comfort zone.

Best Magazine

Material Matters by Breedon Group

Breedon Group plc is a leading vertically-integrated construction materials group in Great Britain, Ireland and the United States, delivering essential products to the construction sector that shape how we live, work and connect.

In 2025, Breedon transitioned to a new country-based operating model. To support this transformation and strengthen colleague connection, the internal communications team refreshed the Group's internal magazine.

Renamed Material Matters following a colleague-wide vote, the new magazine was designed to reflect Breedon's identity, celebrate its people and showcase the breadth of activity across three geographies. With a modern design, people first storytelling and balanced regional representation, the magazine launched in October 2025 to strong engagement.

Delivered quarterly in both print and digital formats, it received over 1,000 views in its first edition, increased content submissions by 42% and achieved 100% distribution to operational sites. Material Matters is now a key platform for connecting colleagues, reinforcing culture and bringing Breedon's purpose 'Making a material difference' to life.

Reopening the pages of Edition by Edinburgh Airport

Edinburgh Airport is Scotland's busiest airport and we're the 6th biggest in the UK. We employ around 1,000 staff working in engineering to security, baggage operations to finance, airside operations to projects and communications to customer service.

We re-opened the pages of our printed staff magazine, Edition, to help us connect with colleagues in the break room, bring them stories from their peers and put our people at the centre of this communication. We have a successful intranet full of important information, corporate news and project updates. The goal with this new channel was to complement our intranet and fill it with interesting features and exclusive editorial that staff would pick up in the break room and enjoy. We wanted them to learn more about each other, the people at the heart of our business – and that's what they wanted too!

SJH Times magazine by Communications Department, St James's Hospital, Dublin, Ireland

SJH Times is St James's Hospital's staff owned magazine, a decade strong, inclusive channel that connects 5,600+ colleagues across Ireland's largest acute academic teaching hospital. In a complex, hybrid, multi site workforce with varied digital access, the magazine delivers equitable communication through recyclable print and an accessible digital edition.

Signature features (In Focus, Spotlight, Home from Home, Wellbeing and Green News) celebrate our people, share practical operational insights and align with organisational priorities from wellbeing to

sustainability. The Communications Department acts as editorial coach and quality gate, enabling authentic staff voice while ensuring professional standards.

The magazine fosters belonging, spreads best practice, accelerates onboarding and showcases national leadership. SJH Times stands out because it is made with staff, for staff and is a trusted space that turns everyday excellence into shared organisational pride and better care.

otm (on the move) by Transport for London

For many TfL colleagues, otm magazine is a friend that's been there on the journey with them. Celebrating its 30th birthday in 2026, otm is an essential communication channel for our Employee Comms team.

The magazine connects colleagues with each other, with the business and with our strategic objectives.

It spotlights our excellent people, and how their everyday actions help us take a step closer to our vision of being a strong, green heartbeat for London. It showcases how those people are living our values of open, caring and adaptable – from train cabs to office desks, gatelines to waterways and beyond. It brings our diverse, largely deskless workforce together.

It's our magazine. By the people, for the people. And for us, it doesn't get much better than that.

Zest magazine by Voyage Care and Definition

Zest is an award-winning magazine produced by the Internal Communications team at Voyage Care, the UK's largest provider of specialist care and support, and branding and communications agency Definition.

Zest is designed for over 11,000 colleagues across 600+ services, and the 3,500 people we support with complex needs, who often read it with them.

It shares real stories that build visibility and pride, to strengthen connection across a large, diverse organisation. Zest amplifies the voice of colleagues and people we support, shares great practice, brings our values to life and reinforces our purpose: fulfilling lives for all.

Zest is more than just a communication channel; it's a much-loved and anticipated source of support and information. Through their passion and creativity, the team continues to evolve Zest to deliver high quality, multi format editions with our audience in mind.

Best New or Relunched Channel

Robin for Royal Mail by AB

Royal Mail has a uniquely complex workforce of 130,000 people, including around 80,000 frontline colleagues. Historically, communication relied on multiple channels, leading to fragmentation, declining engagement and inconsistent reach.

To address this, Royal Mail launched Robin, a mobile-first integrated platform, which combines news, HR services and social engagement, and replaces a number of both print and digital channels. With a Robin character, which is rooted in Royal Mail heritage, at the heart of the new brand's identity, the app includes practical features (access to payslips, etc) alongside social interaction, ensuring frontline colleagues feel both included and empowered to do their jobs.

The results have been transformational. Within six months, Robin achieved 47% adoption, surpassing previous platforms, and is projected to reach 80%+ by mid-2026. It has streamlined multiple platforms, reduced costs, sparked a culture of connection and established itself as a central, trusted platform for everyone at Royal Mail.

Compass Magazine by PD Ports and AB (Agency Partner)

Compass is a new channel for PD Ports, created with AB and designed to connect a proud, desk-free workforce with the company's evolving vision.

Like many modern businesses, PD Ports is adapting to evolving financial, social and environmental demands. The channel was designed to communicate effectively with employees who strongly identify with the company's legacy, but may feel sceptical or left out of the loop on its new direction.

Compass addresses this in printed form – an accessible format that signals investment and sparks conversation. It brings strategy to life with real people stories and puts frontline workers front and centre. The tone reflects a desire for a channel that feels 'written for us, that sounds like us.'

There has been an immediate impact: better understanding of the vision, improved connection, higher engagement. Feedback indicates employees value transparency and sense that leadership is finally listening.

Journey by Welcome Break

How do you connect a workforce that never sits still?

At Welcome Break, with over 6,000 team members across the UK – the majority in hourly-paid, frontline roles – our previous communication channel simply wasn't working. Important updates were missed, engagement was low, and access to information was inconsistent.

In response, we launched Journey, our new internal communication platform built on Workvivo. Designed entirely around the needs of our frontline teams, Journey brought together communication, information, and conversation into one accessible, mobile-first experience.

Following a soft launch with leaders in December 2024, Journey was rolled out business-wide in January 2025. The impact was immediate. Within six months, we achieved 84% adoption, with over 90% consistent monthly usage across leadership groups and a significant increase in engagement and interaction. We're now at over 95% adoption 1-year in.

Journey didn't just replace a platform – it transformed how our people connect, communicate, and feel part of Welcome Break.

The most ambitious and complex communications relaunch in a generation at West Herts by Communications, Engagement and Design Team, West Hertfordshire Teaching Hospitals NHS Trust

All staff had ever known was an ultra-basic intranet, which looked like something someone had put together in their bedroom. And that's pretty much what had happened: one person had created a webpage over two decades ago, patched together with basic coding. No-one else could update it and it gave IT sleepless nights over the security risks.

However, an agreement to invest in a new intranet wasn't the no-brainer you might assume. Staff understood the old system and weren't sold on the idea of change. In fact, some were outright hostile to it.

This was therefore both a huge technical challenge, but also a daunting challenge to win over hearts and minds in a busy, operational environment, where time is short. This is the story of how we got all 5,700 employees signed up in just two weeks to Buzz, and super-charged a drive towards a more open, inclusive and empowering culture. And all without sparking a riot.

Redesigning and relaunching NFU Mutual's bespoke business intranet for insurance agents by The NFU Mutual Internal Communications Team

NFU Mutual delivers personal, relationship led insurance and financial services through local agencies, rather than relying solely on call centres or digital channels.

In a communications survey in 2024, 76% of NFU Mutual's insurance agents said that used the dedicated Agent Hub SharePoint site at least once per day, but almost 50% of respondents shared that they struggled to find what they were looking for through search or navigation.

In response, the Internal Communications team launched of the new business focussed Agency Intranet in 2025, providing tailored, easy to navigate to agency-first content and business tools, shaped around the way the insurance agencies operate. Although not the original plan, a new Agency Intranet site, completely replaced the previous hub site, which also allowed improved alignment with NFU Mutual ways of working.

Since launching, the new Agency Intranet has attracted very positive feedback from the agency network and continues to be fine-tuned to ensure it remains a cutting-edge business tool to support all insurance agents and their teams, rather than just a communications tool.

Best News Channel

Moto Hospitality - Our Loop App - The Central Heartbeat of Colleague Communication by Moto Hospitality

In 2022 we recognised our old platform, Monica, was slow and one-way, experiencing a 25% user drop-off between 2020 and 2021. After reviewing options, we combined two new major platforms, creating a single, modern and powerful internal communications platform our colleagues genuinely want to be a part of.

Named by our colleagues, Loop launched and we took it on a site-wide roadshow to support sign-ups and build excitement. Colleagues received Loop points for registering, and we introduced site leaderboards with prizes for reaching full registration.

Loop is now our main platform for all 6,300+ colleagues, enabling them to access key brand updates, site news, celebrate success, use our Wellbeing Hub, send ecards, join campaigns and feel connected.

From frontline teams to our Operating Board, everyone gets involved. With a 96% registration rate, Loop is helping us build a strong, unified and winning culture.

Pep Talk by PepsiCo UK and beetroot

When the PepsiCo UK leadership team required an offline solution for frontline Supply Chain colleagues, Pep Talk was born – a quarterly 24-page magazine that was bold, colourful and a more grown-up take on a weekly gossip magazine. People, 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. Content includes a mix of product news, operational updates and personal stories, built around the company's key behaviours. All elements in the design, including product shots and high impact photography, work in harmony together. First published in June 2017, the magazine has evolved, while remaining true to its original objectives.

The Buzz by Voyage Care

Voyage Care's skilled and dedicated workforce of 11,000 colleagues support 3,500+ people with complex needs to live fulfilling lives. The vast majority of colleagues are deskless, and dispersed across 600+ locations. Ensuring critical information reaches them clearly and consistently, is critical to safe, high-quality care.

The Buzz, our fortnightly internal e-newsletter, is a cornerstone communication channel connecting leaders at all levels with the information they need to lead well and cascade accurately. Throughout 2025, we developed this channel to improve accessibility, relevance and strategic alignment, positioning it at the heart of organisational communication.

The result is a trusted, high-engagement platform that reduces noise, strengthens message clarity and ensures critical updates land where they matter most: with our teams, supporting people every day.

By connecting strategy to day-to-day practice, The Buzz helps create alignment, confidence and consistency across Voyage Care - directly supporting colleagues to achieve our purpose: fulfilling lives for all.

Best Podcast

Accelerate Podcast by Currys and Inspired Thinking Group

The Accelerate Podcast was an engaging internal communications podcast that brought product knowledge and operational updates to life for Currys' store colleagues. Each episode was filmed live in the fully operational Birmingham J9 store.

Alongside product demos, episodes feature key operational updates from HQ teams, including best-practice guidance, strategic priorities, and exclusive insights from senior leaders, such as the Head of UK Stores.

Peak season (from Black Friday through New Year) is a critical time for Currys. The Accelerate podcast helped support colleagues by providing timely information in a format that is easy to digest and enjoyable to engage with.

Ultimately, the Accelerate Podcast transforms internal communications into a dynamic, accessible, and highly engaging experience, supporting colleagues with essential information, boosting confidence, and reinforcing Currys' culture of collaboration and shared success. Its popularity and impact highlight the potential of innovative formats in achieving organisational alignment and driving colleague engagement.

Skewdio by Skewb

The Skewdio is Skewb's in house podcast platform. It was created to strengthen connection, learning and culture through storytelling.

As the business grew rapidly and teams became more hybrid, Skewb recognised the need for a more human way to communicate, The Skewdio allowed people to hear directly from one another, not just read updates.

Launched from a purpose built studio at Skewb HQ, an investment that remains relatively uncommon for a growing UK consultancy outside London, Skewdio enables colleagues to share technical expertise, career journeys and personal experiences in their own voices. From informal culture led conversations to leadership and learning episodes, the platform reflects Skewb's values of collaboration, curiosity and outcome focused delivery.

Produced entirely in house, Skewdio has now reached a milestone of 200 podcast episodes, demonstrating sustained engagement and long term commitment. While designed primarily for internal audiences, selected episodes are now shared externally, supporting stronger client relationships and wider sector dialogue.

Skewdio has become a trusted, inclusive channel that brings Skewb's people, ideas and ambition to life through conversation.

Best Video/Animation

The road to Day One - Aviva acquires Direct Line Group by Aviva Integration Internal Communications Team

When Aviva completed its £3.7bn acquisition of Direct Line Group (DLG), it marked a defining moment for the UK insurance industry. Bringing together two iconic brands and over 30,000 colleagues, the acquisition strengthened Aviva's scale and competitive position.

The challenge was not just operational - it was human. From the first media leak through to a confident Day One, Internal Communications played a vital role in keeping people informed, reassured and connected.

We worked with Shoreditch Design to produce "We shine brighter together," a short animated film. Rather than a corporate welcome video, we created a narrative that honoured both companies' histories equally, from Aviva's origins in a 1696 coffee house to Direct Line's creation of the UK direct insurance market in 1985, landing on a single, forward-looking message: this is our shared story, and it's just beginning.

The result was clarity, confidence and momentum from Day One.

Sunflower Extra card - "Your quiet advocate" by Heathrow Airport Internal Communications

The purpose of Heathrow's Sunflower Extra campaign was to promote Heathrow's commitment to colleagues with hidden disabilities, following the removal of sunflower pins from the uniform policy. The internal communications team focused on restoring visibility, dignity and choice for colleagues who wished to discreetly signal that they may need additional time or support.

The in-house Creative Content produced an emotionally meaningful video featuring Heathrow colleagues, including members of the EDI network who openly shared their range of hidden disabilities. This authentic storytelling approach transformed a policy update into a cultural moment centered on inclusion, belonging and lived experience.

Launched across colleague comms channels with an accessible treatment, the campaign achieved exceptional engagement for corporate content, driving strong colleague interaction and boosting uptake of the new Sunflower Extra card. The result was a powerful reminder that inclusion at Heathrow is not just communicated, it is lived, shared and championed.

Velocity - a visit from the future by Speedy Hire

'Velocity - a visit from the future' was created to strengthen colleague understanding and engagement with Speedy Hire's Velocity strategy and transformation at a critical point in delivery. The

feature film translated a complex, multi-year programme into a compelling, relatable and memorable story that answered the question colleagues consistently asked; 'What does Velocity mean for me?'

Using a time travel narrative set in 2045, the film brought the future organisation to life and showed how adopting new ways of working today will secure long term success. Real colleagues and leaders featured alongside professional production, reinforcing credibility and pride while maintaining humour and showcasing our famous 'Speedy Spirit'. Distributed organisation-wide and supported by targeted edits and campaign assets, the film achieved strong reach, engagement and feedback. It continues to deliver value as a reusable asset across onboarding, leadership and transformation communications.

Your Voice animation by Tarmac and 44 Communications

Tarmac set out to boost engagement in its annual 'Your Voice' survey by reconnecting with the colleagues who are often hardest to reach: its frontline workforce. Many of these colleagues lack consistent digital access, meaning traditional communication channels weren't landing. To change that, Tarmac partnered with 44 Communications to create a two minute animation that brought the Your Voice process to life – showing, not just telling, how colleague feedback directly shapes real improvements across the business.

Using refreshed Tara and Mac characters, clear storytelling and accessible design, the animation illustrated the practical benefits of taking part, from wellbeing initiatives to career development opportunities. Crucially, it worked both with and without audio, ensuring it resonated during roadshows and on screens across sites.

The result was powerful: survey participation jumped from 67% to 89%, with frontline colleagues recognising their voice as something that genuinely drives change.