

IABC GOLD QUILL AWARDS 2015 WINNERS

IABC INTERNATIONAL ASSOCIATION
OF BUSINESS COMMUNICATORS



gq.iabc.com

DIVISION 2: COMMUNICATION MANAGEMENT

This division focuses on strategic communication planning and implementation of internal, external and integrated programs.

Category 7: Internal Communication

Excellence Awards

Program	Winner	Company	Country
Tech.talk Communications	Susan Straub	Alliance Data	USA
BP eXcellence	Jordan Temple	BP	USA
"Ser Peñolero Es..." Ethics Campaign	Gabriela Mitri	Industrias Peñoles	Mexico
We're On A Mission	Organizational Communications Team	Raytheon IDS	USA
RBC Insurance Strategy Education Multi-media Campaign	Cheryl Fletcher, Catherine Bishop, Lin Grosse, Melinda Henderson, Lyse Gionet	RBC Insurance	Canada
Who Are You Protecting - Flu Shot Campaign	Sabrina Divell, Lauren Pelley, Greg Majster and Cheryl Crouch	St Joseph's Health Centre	Canada
One AFM Game Plan: Preparing the church for strategic measurement	Chantalle Schutte	The Apostolic Faith Mission of South Africa	South Africa
UPS Peak Season 2014	UPS Employee Communications Peak Team	UPS	USA
It's your move! The Rogers Communications Wealth Accumulation Plans transition	Sun Life Financial and Rogers Communications	Sun Life Financial	Canada
Lights, Camera, Engagement!	Tiffany Akins & Gavin Wilson	Vancouver Coastal Health	Canada
Engaging RR Donnelley's Workforce in Medical Benefit Decisions	Gabrielle Loring	ROC Group	USA

Merit Awards

Program	Winner	Company	Country
Show Lion Pride	Mark Kretschmar	Lion Precision	USA
Get a Grip on Safety: Enterprise-wide injury reduction campaign	Megan Gauley & Frankie Fuchs	Suncor Energy	Canada
Innovative Communications in Support of the Innovation Games	Olivia Lyle & Communications Team	Coastal Community Credit Union	Canada
Internal communication campaign "Secret Angels" for the launch of Vipnet's corporate volunteering program	Dubravka Jusic	Vipnet	Croatia
RTI Brand Ambassador Campaign	Public Relations and Corporate Communications	RTI International	USA



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FOR IMMEDIATE RELEASE

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IABC ANNOUNCES WINNERS OF THE 2015 GOLD QUILL AWARDS

The International Association of Business Communicators (IABC) has announced the Excellence and Merit winners of the 2015 Gold Quill Awards program (#IABCgq). The program recognizes business communication excellence globally, and is acknowledged as one of the most prestigious awards programs in the industry.

The awards will be presented at an Excellence Gala, to be held on Monday 15 June, as part of the IABC's World Conference in San Francisco.

In total, 313 entries have been awarded, with 124 Excellence and 189 Merit. Awards have been won by organizations from around the world, with 15 countries represented in the winners list.

"The Gold Quill awards are decided by an international panel of evaluators," said Priya Bates ABC MC, 2015 International Gold Quill Chair. "Entries are evaluated against IABC's standard of excellence – unlike many other awards programs, all entries that meet the standard win an award, to encourage excellence rather than competition."

Evaluators were impressed by the quality of entries this year, with many remarking on an overall improvement in the standard of submissions.

"We had consistent feedback from evaluators that this year they were seeing some of the best work they'd seen in years," said Bates. "We're thrilled to see the industry embracing the significant impact communicators can have on business outcomes."

"That's where Gold Quill winners can be justly proud of their achievements. Gold Quill sets out to recognize communication that meets a business need – either solving a problem, working through an issue, or maximizing an opportunity. It's not just about attractive execution, we look for the strategic impact."

The winners of the program's special awards, including Best of the Best, will be announced later this month. The winners of the IABC Agency and Communication Department of the Year awards – newly introduced this year – will be announced at the Excellence Gala at the World Conference.

More information on the Gold Quill Awards, including the full list of winners: gq.iabc.com

More information on World Conference (#IABC15): wc.iabc.com

About IABC:

The International Association of Business Communicators (IABC) enables a global network of communicators working in diverse industries and disciplines to identify, share, and apply the world's best communication practices. IABC is recognized as the professional association of choice for communicators who aspire to excel in their chosen fields. For more information, visit iabc.com.

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2015 Gold Quill Work Plan: RTI Brand Ambassador Campaign

Time Period August – November 2014

Description RTI undertook a campaign to introduce the word “brand” into its culture—to supplant terms like “corporate identity” and “reputation”—and to encourage our global workforce to see themselves as brand ambassadors.

Need/Opportunity

RTI International is an independent, nonprofit organization that provides research, development, and technical services to governments and businesses worldwide. With no dedicated sales force, RTI relies heavily on our staff members to drive business development and retain clients.

Driven by a strategic goal to diversify our client base, in March 2014 RTI engaged a consulting firm to develop a five-year strategic brand communications plan to strengthen our brand across key markets.

To prepare for the delivery of that plan in September 2014 and subsequent implementation, the Office of Public Relations and Corporate Communications (PRCC) launched a campaign to introduce the word “brand” into the RTI culture—which has historically preferred terms like “corporate identity” and “reputation”—and to encourage employees to see themselves as brand ambassadors.

Intended Audience

Our audience for the campaign was RTI’s staff of 3,700, including 1,000 internationally based project employees who lack access to our intranet. This audience varied in age, role/responsibility, location, and tenure at RTI.

More than 60% of RTI’s staff members hold terminal degrees in a scientific or technical field. Like other highly-educated audiences, this group is skeptical, resistant to marketing efforts, and difficult to reach with brand messaging.

Goals and Objectives

Our goal was to introduce the word “brand” into RTI’s culture and encourage our global workforce to see themselves as brand ambassadors.

The objective for employee engagement was based on prior campaigns, which have averaged 25% and have never included our internationally based project staff who lack intranet access.

The other objectives were set after a pre-campaign survey, which indicated an already high level of awareness of the identity guide and a low level of awareness that all employees can and should serve as brand ambassadors.

Objectives
1. Engage 35% of our global workforce in the campaign.
2. Increase employee ability to identify all staff members as RTI brand ambassadors by 100% .
3. Increase awareness of RTI’s Brand Identity Guide by 10% .

The pre-campaign survey included, for the first time ever, our internationally based project staff. Of the 1,550 (42%) staff members who responded,

- Just over 69% reported awareness of RTI’s identity guide.
- Many identified certain roles (e.g., the CEO) as being brand ambassadors but not other roles (e.g., Office of Finance employees). The question was crafted to require respondents who believed that all employees are brand ambassadors to indicate this in comments. In total, 69 respondents (4.5%) did so. The standard deviation for this question was 14.3%.

Because a finite value cannot be determined for employee engagement, willingness to serve as a brand ambassador, or awareness of our brand identity guide, we did not assign a monetary ROI for this campaign.

Solution Overview

PRCC staff members planned, created, and implemented every aspect of the campaign. We sought input and approval from RTI's senior executives and implemented targeted outreach for key stakeholders:

- **Communications professionals outside PRCC, recruiters, proposal managers, and legal counsel**, whose work requires knowledge of our brand identity and whose support for the campaign was important to set an example for all staff.
- **International Regional Office Directors** who promoted campaign messages and distributed brand ambassador campaign giveaway mirrors to our global workforce, including the 1,000+ internationally based staff members who lack intranet access.
- **Administrative assistants** across RTI who distributed brand ambassador mirrors to all U.S.-based staff members.

PRCC drew the central campaign theme of being “under the RTI umbrella” from a November 2013 President and CEO message to all staff members—to connect the campaign with prior messaging, communicate executive support for the effort, and provide a recognizable branded icon for the campaign.

Campaign tactics included print, online, and multimedia communications, as well as an employee photo contest, prize drawings, and in-person outreach and engagement. Messaging was reinforced by the President and CEO at an all-hands meeting (known as the President's Forum).

Major Campaign Components

Components were promoted to staff members via email, intranet announcements, digital signage in select offices, and our twice weekly all-staff email bulletin. Major campaign components included the following:

- **Pre-campaign survey**, which measured awareness of the RTI Corporate Identity Guide and understanding of employees' role as brand ambassadors.
- **Preview event** for communications professionals outside PRCC, recruiters, proposal managers, and legal counsel—to gain buy-in and seek support for the campaign.
- **Rollout of an update to RTI's Corporate Identity Guide**, renamed the Brand Identity Guide.
- **President and CEO blog post** about the importance of brand ambassadors.
- **Brand ambassador photo contest**, inviting employees to take fun selfies in front of a poster or hold a downloadable 8.5x11 sign identifying themselves as brand ambassadors. Photo booth posters were distributed to all U.S. and international regional offices. Submitted staff member photos were displayed in an online intranet gallery, in regular announcements and reminders during the campaign, and on non-client-facing digital signage in select office locations.
- **Large-format display in the cafeteria on RTI's headquarters campus** (where more than 60% of our staff work and many others visit regularly). The display featured key messages about how to be a brand ambassador, as well as the Brand Identity Guide, and a contest photo booth.
- **Narrated presentation (length = 2:30) explaining “how to be a brand ambassador,”** in which the cafeteria display content was made available to staff members outside our RTP headquarters.
- **Magnetic brand ambassador mirrors**—slim, small, and lightweight giveaway item designed for cost-efficient shipping, distributed to all employees—including our 1,000 internationally based staff members who lack intranet access—via international regional office directors, administrative assistants, hand carry delivery, or direct mail. Mirrors were delivered with messaging encouraging staff members to “see yourselves as brand ambassadors.”
- **Post-campaign survey** to measure campaign effectiveness and employee opinion.

Implementation and Challenges

Budget: The budget allotted for all materials and shipping charges was \$10,000. Survey and contest incentives included three iPad Mini devices and RTI-branded umbrellas. To control costs, all design was done using internal labor and the narrated presentation video was produced using an available enterprise tool (Brainshark). The cost of updating the Brand Identity Guide was not part of the campaign.

Survey and contest incentives	\$2,224
Photo contest posters and shipping	\$1,110
Cafeteria display posters	\$220
Brand ambassador mirrors/shipping	\$4,410
Total	\$7,964

Timeline: Planning began in June 2014. All elements were implemented from Aug–Nov 2014.

Dates	Messaging Campaign Activity
Aug 4-8	Pre-campaign survey, with incentive prizes drawn at random
Aug 18	Announcement of updated Brand Identity Guide, with digital signage reminders
Aug 21	Preview event for key stakeholders
Aug 27	“The Importance of Brand Ambassadors” (President and CEO blog post)
Sep 2-26	Brand ambassador photo contest – photo booth posters in all U.S. and international regional offices, 8.5x11 downloadable sign for telecommuters, weekly and grand prize winners drawn at random
Sep 2-26	“How to be a Brand Ambassador” and Brand Identity Guide posters on display in RTI headquarters cafeteria
Oct 15	Launch of “How to Be a Brand Ambassador” narrated presentation
Oct 16	President’s Forum, which reinforced campaign messaging with a slide of photos from the brand ambassador contest
Oct 6-22	Distribution of brand ambassador magnetic mirrors to all employees
Oct 22-31	Post-campaign survey, with incentive prizes drawn at random

Challenges: Our greatest challenge was reaching RTI’s global workforce:

- Nearly 1,000 employees in our global projects lack access to RTI’s intranet. We were able to reach these staff members only via digital elements hosted externally: pre- and post-campaign surveys and the “How to Be a Brand ambassador” narrated presentation. Most could not read intranet announcements, view the President’s Forum, or participate in the photo contest. We distributed mirrors to these employees via our international regional office staff, who had to hand carry them to project offices and could not complete distribution during the campaign.
- Facilities and other employees whose jobs do not require them to have a dedicated workstation are less likely to receive all-staff emails and read intranet announcements. PRCC staff recruited these employees individually, in person, to coordinate their participation in the photo contest.

Another challenge was presented by our intranet analytics tool, Piwik, which underwent a necessary update during the campaign and underrepresented page views for two weeks by a factor of at least 10.

Measurement/Evaluation of Outcomes

Throughout the campaign, PRCC tracked employee engagement and participation through intranet and other analytics and a post-campaign survey.

Global Employee Engagement: Analytics on the elements accessible to all staff members, including global project staff, indicated a higher than normal level of employee awareness of the campaign:

- 42% of RTI’s global staff of 3,700 responded to the pre-campaign survey.
- 39% viewed the narrated presentation about “How to Be a Brand Ambassador.”
- 36% responded to the post-campaign survey.

Global Employee Engagement Metrics	
Element	Respondents/ Unique Views
Pre-campaign survey	1,550
Narrated presentation	1,480
Post-campaign survey	1,340

Other Participation and Employee Opinion: The post-campaign survey indicated that 40% of respondents found the campaign engaging and 48% found it informative.

Participation across the institute was broad: Nearly 250 employees entered the photo contest, representing all U.S. and international regional offices, as well as all business units and operations and support groups.

Achievement of Objectives: As indicated by campaign analytics and the post-campaign survey, PRCC achieved or exceeded all campaign objectives:

- **Global employee engagement averaged 39%** across the campaign elements that were accessible to our global workforce, including our internationally based project staff who lack intranet access.
- Employees were much more likely to identify all roles at RTI (leadership, principal investigators, administrative assistants, IT/Finance/Facilities, etc.) as being brand ambassadors. The standard deviation for this question was 5.1%—a decrease by a factor of almost 3—indicating much greater uniformity in employee responses.

More importantly, of the 1,340 respondents, 213 indicated in comments that they believe all employees are brand ambassadors. **This represents a 208% increase in the number of people and a 257% increase in the percentage of people who correctly identified all staff members as RTI brand ambassadors.**

- The percentage of respondents who indicated awareness of the RTI Brand Identity guide rose from 69% to 81%—**an increase of 14%**.

Objective	Target	Result
Engage global workforce	35%	39%
Increase ability to identify all staff members as RTI brand ambassadors	100%	208% (number) 257% (percentage)
Raise awareness of RTI’s Brand Identity Guide	10%	14%