

# Employee Communications Campaign of the Year 2010

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## Winner

### Shire Pharmaceuticals: A Brave New Brand for Shire Pharmaceuticals

To create a unified corporate brand identity, Shire's corporate communications team started by asking all employees what makes the company so special. Many longtime employees saw Shire as intrinsically and historically "brave." The team then devised a multi-faceted brand initiative that ultimately became the cornerstone for new values and performance evaluations at Shire.

"Bold, innovative, creative, and smart plan," said one judge. "It provided a real rallying cry."

The campaign aimed to engage all 3,700 Shire employees, and the team needed 100% buy-in from 110 VPs who would then become ambassadors. Elements used to engage VPs included film



of patient stories and executives' own brave stories. Top managers were invited to the "Brave Room" at a company conference to record their brave stories.

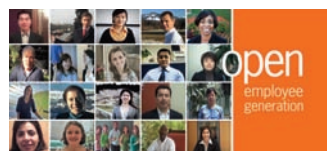
Stories were shared in a podcast series and videos on Shire's intranet. The company's global employee magazine also drove messaging. A "Brave Tour" then allowed employees an opportunity to tell their own stories on video.

All staffers also received a "Book of Brave" of images and captions that Shire says "lead the reader from the wider world into the Shire world." The images were turned into large-scale wall art and integrated into office spaces.

"The 'Brave Book' was a smart idea," said one judge. "Well executed." Another judge praised the overall effort, calling it "a differentiating and inspiring approach."

A survey showed 98% of VPs agreed or strongly agreed with campaign messaging, and 96% felt the messages captured the spirit of Shire. The video and podcast pages became top-10 pages in the intranet's history, each getting 3,500-plus hits in the first two months. More than 100 staffers told stories during the "Brave Tour."

Shire reports that the Brave brand initiative has also inspired a CEO blog, a more relaxed dress code, and an activities-based space planning approach in offices.



## Honorable Mention

### Fleishman-Hillard and Novartis Oncology: Novartis Oncology Open Employee Generation Campaign

"A standout, authentic campaign," said one judge of this campaign Fleishman-Hillard created for Novartis Oncology. Employees were asked to submit videos about why they work for the company – a tactic that served as an internal engagement tool and will be adapted to external recruiting programs. Offices around the world were given Flip cameras. Videos were submitted, viewed, and voted on via a special Web site. Results include 7,000 site visits, 131 video submissions, 1,541 votes cast, and 375 comments. "Smart use of tech to make it real for employees," one judge noted. "Great campaign, great visuals, great use of Flip cameras," noted another.

## The Award

*Recognizes skill in communicating a merger or acquisition, change in management, rebranding, restructuring, layoffs, or other problem/issue of an internal communications nature.*

## Finalists 2010

- **Fleishman-Hillard and Novartis Oncology: Novartis Oncology Open Employee Generation Campaign**
- **General Electric: Get Inside GE**
- **Insidedge and Molson Coors Brewing Company: Brewing Up Employee Commitment at Molson Coors**
- **MWW Group and Harrah's Entertainment: Keeping Harrah's Competitive: From the Inside Out**
- **Shire Pharmaceuticals: A Brave New Brand for Shire Pharmaceuticals**

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