

**CIPR PRIDE Awards**

15. Best Internal Publication

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internal  
publication**



# CIPR PRIDE Awards

## 15. Best internal publication

Synergy.

### Brief & objectives

Experian Stories from the Heart employee magazine. For the people, by the people.

Readership 4,500

Experian's internal communications strategy is to inspire and engage people to reach the business goals. Prior to 2013, internal communications were uninspiring with mass email and everything on the intranet. Our brief was to:

- Create an internal communications channel that would stimulate and engage employees, and help them reach their business goals.
- Launch a quarterly magazine for employees to showcase the great things Experian people are doing and engender more pride and understanding in who they are and what they do.

### Strategy & tactics

Under a new culture programme known as 'Heart of Experian', happening at the same time, 100 staff ambassadors were recruited to promote employee engagement at ground level.

Working with these ambassadors, we created a magazine called 'Stories From The Heart' to share success stories, engender pride in the organisation, and share information from different parts of the business. The newly recruited ambassadors would be responsible for gathering content from the ground up.

We wanted the design style to be informal and friendly rather than corporate, so we designed it with a scrapbook/pin board feel, with each article apparently 'fixed' to the page with paperclips, bulldog clips, masking tape and sellotape. We also used space to avoid a cluttered feel, and employed colour and fun heading typefaces, using the vibrant Heart Of Experian colour palette throughout.

The magazine was closely aligned to the Experian strategy so each section relates directly to business goals.

The stories are kept short and punchy, making them easy to dip into during breaks, and each contains a link to further information online for those interested in finding out more.

To match the informal presentation, we kept the language in line with our internal tone of voice – inspiring, emotive, descriptive and friendly – making sure it was always clear, concise and free of jargon.

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## 03. Internal communications campaign

Synergy.

### Implementation

The first edition was emailed to everyone in August 2013 as an interactive PDF from a 'Heart of Experian' branded flyer, and the link to it was accessible from personal devices. We also printed off some copies for break out areas and restaurants.

The interactive pdf held a number of links to online content: videos, quizzes, signposts to areas of the intranet which allowed the magazine to be more interactive.

The second edition came out in November 2013. People told us that they'd like to take it home, show it to their families and friends, and dip in and out of it in their own time, so printed versions were distributed at a series of live employee events across the UK and Ireland.

A 'Stories From The Heart' page is also available on the company intranet, where people can find an archive of previous editions and all the links.

Each edition is themed which mirrors our business priorities.

### Engagement of target readers

Engaging our target readers is key and we're proud that this is written by our people (the ambassadors), for our people, with minimal editing. Stories are collated by them (we provide word counts and guidelines) and often written by them. Ambassadors are also invited to be involved in the planning, editorial and proofing.

### Measurement & evaluation

- Stories from the Heart undoubtedly contributed to the 20% increase in people saying they were engaged by internal communications, which rose from 45% to 65% in the annual internal communications survey.

- 79% of people opened the email link to edition one.

- The second edition was planned to be shorter due to budget restraints, but it ended up being 24 pages long again, due to the overwhelming number of stories submitted – and we still couldn't include everything that was submitted, which demonstrates true engagement!

- We received a massive amount of positive verbatim feedback via a prize draw survey in the first edition, giving evidence that people were truly inspired and engaged by this new publication.

### Budget

New design £1600

Design, layout, amends 24 pages £4,000

Cost includes two versions – print ready pdf version and fully interactive version

### Reader feedback

"This is an example of one of the most comprehensive efforts at embedding Heart of Experian on a local level...well done UK&I." Global lead ambassador

"Love the layout and creative way this has been put together."

"I think this is a great initiative – it helps to become closer to all Experian people, their stories and achievements."

"Each page was vibrant and had me glued to my screen. I also really enjoy the videos."

