



International Association of Business Communicators Gold Quill Awards

Division 4 Question examples from 2018 Award-winning entries:

Example 1: Division 4: Communication Skills/Category 26: PUBLICATIONS

Why was this project undertaken?

Similar to most U.S. companies, Charlotte Russe is required by law to communicate health and welfare benefits to employees. To satisfy this requirement, the company distributes a benefit magazine in advance of open enrollment. The company believes that it has a responsibility to not only communicate to employees about their benefits, but to speak to employees in a way that bolsters understanding. The magazine educates employees about Charlotte Russe benefits, encourages employees to make good decisions about their health and wealth, and indicates if action is needed.

Who was the audience(s)?

The audience includes 1,500 full-time employees who are predominantly female, between the ages of 18 and 25. In many ways, employees mirror their customer demographic, are cost-conscious and fashion-forward. Spanish is the native language for approximately 5%. For many, this is the first job that provides benefits so education is important. Research showed that employees read magazines that cover fashion and entertainment trends with sassy copy, short articles, callouts and quizzes. Our approach was to mirror the style of those publications using plain English and easy-to-understand metaphors.

List up to three key measurable objectives:

The main objective is to educate employees and influence their behaviors/choices in order to avoid large medical premium increases without dramatic health plan design changes. Part of the strategy is to encourage employees to enroll in a high-deductible health plan (HDHP). To achieve our goal we need to maintain approx. 40% enrollment in the HDHP. Over the past 6 years the Company has been able to sustain very modest or no increases in medical premiums and 40% enrollment in the HDHP. We attribute this to the communications as this is the only information employees receive about their benefits.

List up to three key messages:

1: The Company provides a choice of valuable and affordable employee benefits • Educate employees so they make the right choice for their situation • Communicate using familiar vernacular • Leverage brand assets/photos to mirror customer communications • Use a magazine-style layout to “edu-tain” • Draft content to speak to employees like people, not insurance brokers • Provide communications in Spanish
2: Employees need to take responsibility for their health/wellness • Encourage enrollment in the HDHP by providing the right education • Include frequently asked questions to drive desired behavior.

Describe the resources (budget, staff etc.)

From inception to completion, the project spanned three months. The total budget was \$25,000 and included: A benefits magazine and a "What's New" newsletter (in both English and Spanish), a PowerPoint template and a reminder postcard. The budget covered everything from proofing to publishing, and peer review to printing. Printing, shipping and translation fees totaled \$15,000, which left only \$10,000 for graphic design, writing, peer review and project management. We leveraged brand assets from the Company's advertising materials to help keep the project within budget.

Example 2: Division 4: Communication Skills/Category 24: DIGITAL COMMUNICATION

Why was this project undertaken?

One of Anglo American's business objectives is to contribute towards safe & sustainable mining. The live stream gave viewers a real-time experience of a mine shaft, in this case - diamond mining. This project set out to educate the audience on how mining has changed & improved over 100 years. The live experience took the viewers into the deep & sometimes narrow terrain of a diamond mine, showing machines at work & the people who operate them. Teaser countdown videos were posted 2 weeks before live streaming, and a post event video gave viewing opportunity for those who missed the live stream.

Who was the audience(s)?

Anglo American South Africa Facebook page has 241 000 followers. The video attracted 400 000 views, during and after the live campaign. Majority of the audience views were from South Africa followed by followers from Botswana & Namibia. The South African audience was the key target group for the project. Although only 36% of the audience members are women, the page has seen a sharp increase in female followers due to targeted campaigns such as this. In line with their digital strategy, the audience was made up young professionals, current and former employees, media, customers and investors.

List up to three key measurable objectives:

1. Engage at least 30% of followers in live streaming: The teasers & live video generated 175 685 engagements (43%) in the form of likes, comments & shares. 2. View video the same length of time or more than previous videos: The combined viewing time was 97 517 minutes. This is 3x longer than time spent viewing previous video posts that were not live. 3. Create a positive brand experience for viewers: Reading 115 comments, the video generated positive brand sentiment. Viewers shared personal experiences, desire to work for Anglo American & congratulations to the team on their work & commitment.

List up to three key messages:

The overarching message of the Anglo American centenary campaign was: Together, we build our future with specific elements focusing on the past, the present and the future. The specific messages for this video live streaming were: * The world of mining has changed dramatically over the past 100 years and so has Anglo American. * The mine of the 21st centenary has highly skilled employees, working with the most sophisticated equipment and machinery. * Anglo American is already a mine of the future.

Describe the resources (budget, staff etc.):

The live Facebook event cost USD 3,500 to produce. This included the film crew's visit to the site, filming, production costs and editing of 3 teaser videos. The Digital Media Specialist from the Corporate Communication's team in Johannesburg coordinated arrangements and implementation. The agency appointed for the global campaign filmed & produced the videos. The agency was also involved in the posting, monitoring, responding and reporting of the event on Facebook. It took 10 weeks to plan and execute the live streaming event on 17 Aug 2017, in lead up to centenary celebrations in Sept 2017.