

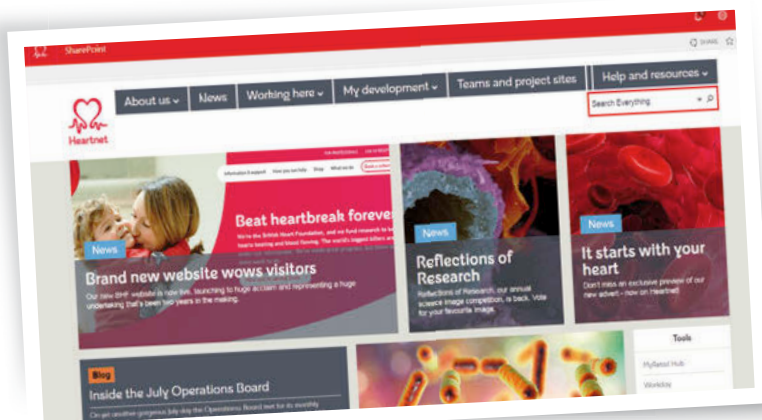
Most effective use of internal communications Winner British Heart Foundation

In 2018 the British Heart Foundation (BHF) needed a new brand to support its vision for the future – it needed to make more money faster to fund life-saving research. As such, a new brand promise to supporters was created: ‘to beat heartbreak forever’. The focus of this was to increase engagement and attract more funding and support.

With a compelling new brand offering, BHF was faced with the challenge of galvanising teams around this new promise, exploring how it touched upon staff’s day to day and gave them impetus around the organisation’s purpose. As an organisation of 4,200 employees and circa 20,000 volunteers, with 734 shops and stores across the UK, this was no mean feat – but this is an organisation that admits it loves a challenge.

In Summer 2018 BHF introduced a phased launch of its new brand promise. On 19 July its external above-the-line campaign, which also marked the culmination of an internal campaign that had effectively been running since January 2018, reached fruition.

Heart and circulatory diseases are the world’s biggest killers, taking the lives of one in four in the UK. ‘Beat heartbreak forever’ moved the team into more emotional territory and allowed them to take credit for the full breadth of the research they fund into heart and circulatory diseases and their risk factors. In addition to the established position centred on heart disease, BHF started to talk much more about stroke, vascular dementia and diabetes, which are significant areas of concern for people.



The aim internally was to inform, inspire and engage BHF’s teams around the new proposition. The organisation wanted to create a community of brand ambassadors that could share the BHF’s story inside and outside of the organisation.

Ensuring a multi-disciplinary approach as well as appointing brand champions, the team worked closely across the organisation in brand and marketing, training and medical.

Many staff have a direct connection to the cause and this is something BHF really wanted to highlight, building out the personal journey of colleagues to understand and embed the connection element, particularly given the extended array of conditions they were speaking about. Thus #closetomyheart was launched

Shortlisted

BT Consumer

Firstport

HSBC

The PHA Group

The Royal Wolverhampton
NHS Trust

using internal social networking platform Yammer.

This quickly gained traction, with BHF’s teams rising to the call to share their stories and personal experience – and highlighted the power of storytelling.

This was the emotional thread that linked it all together. Launched a week ahead of the external advert

going live, it encouraged colleagues to share their stories.

This culminated in a moment of recognising the impact of BHF’s efforts and acknowledging the work that had taken place across multiple disciplines to get to this point.

This was a cross-organisational effort. The brand team established a network of brand ambassadors from across the organisation that could help engage teams while also feeding back elements that BHF could improve on and ways to enhance the people experience. This took an iterative approach to ensure that the comms could be flexed and adapted based on feedback direct from those that were receiving it.

The work paid off; #closetomyheart had 52 online conversations reaching circa 2,000 colleagues across the organisation online, and was shared through offline channels such as a ‘bake and a brew’ initiative. There were 900 views of the above-the-line campaign within two hours of it launching internally.

BHF is an organisation that is able to demonstrate the value of what it does both as a charity and for its people, and for that reason it is a worthy winner of an HR Excellence Award.