Creativity, Innovation and Excellence

Take-Aways From the 2022 Gartner Communications Awards
This is now the 12th year we’ve hosted these awards to showcase the fantastic achievements of communications professionals across the globe. And excitingly, this year, we’ve expanded the awards to recognize and showcase the achievements of marketing professionals also, by including two new categories: Brand Building and MarComm Technology.

It's been another challenging year for marketing communications professionals as they've continued to grapple with how best to reach and engage key audiences through an ongoing pandemic, in an increasingly noisy and complex environment. Interestingly, Gartner's 2022 Leadership Vision research identified three key trends that would drive the CCO's role this year, including heightened demand for communications, increasing change fatigue for employees and significantly higher expectations from all audiences around ESG. As for CMOs, we identified they'd be expected to advance their brand strategy, foster compelling digital experiences and deliver growth. And we certainly saw all these trends reflected in the entries we received.

Yet despite the increased workload and higher demands on the marcomm function, the quality of entries was even higher than in previous years. The judges were truly impressed by the hard work that had clearly gone into submissions, and the creativity and innovation of initiatives. So thank you to all who took the time and effort to submit your entries.

We look forward to launching the 2023 awards later this year and welcoming your entries!

Alexandra Earl
Chair, Gartner Communications Awards, and Senior Director, Advisory
Recognizing the marketers and communicators pushing the boundaries of excellence

Now in their 12th year, the Gartner Communications Awards recognize and reward the professional achievements of marketers and communicators around the world.

**How are the winners selected?**

A panel of international marketing and communications leaders and Gartner experts rigorously review every entry to choose the organizations with:

- **Well-defined marketing and/or communications objectives**
  Does the initiative contribute to the achievement of broader organizational/business objectives or challenges?

- **Efficient management of all aspects of implementation**
  These include planning and organization, messaging, channels, and involvement of staff/management.

- **Measurable initiatives with clear results**
  Have goals and results been well communicated, and have efforts had an impact on the broader business?

- **Initiatives that have the potential to be optimized further**
  Could this initiative be repeated, reinforced or expanded across the organization?

- **Submissions that are particularly well presented, well written or creative** (may earn discretionary points)
2022 Categories

- Excellence in Brand Building
- Excellence in Change Communications
- Excellence in Communications Measurement and Reporting
- Excellence in Employee Experience
- Excellence in ESG, Sustainability and DEI Communications
- Excellence in MarComm Technology
- Excellence in Reputation Management
- Small Idea, Big Impact
Excellence in Brand Building

Awarded for excellence in (one or more): Brand strategy, brand metrics, brand rollouts and rebranding

**definity.**

**Winner: Definity Financial Corporation**

The Canadian P&C insurance industry has experienced market consolidation for a decade; larger companies grow through acquisition. Economical, a 150-year-old mutual insurance company, was limited in its ability to compete. The company set out to convert to a publicly traded corporation with better access to capital to fuel growth. The executives approved an effort to establish a new parent brand ahead of the IPO. After significant research and planning, a new brand strategy led to the launch of Definity. The new brand would unite employees, inspire brokers and engage investors ahead of what would be Canada’s largest IPO of 2021.

**Most Innovative: Schneider Electric**

Sustainability and energy efficiency are global priorities for Schneider Electric. Hence, with India being announced as the fourth largest emitter of greenhouse gases (IPCC’s Sixth Assessment Report), the company wanted to create a mass initiative aimed at taking collective climate action. Schneider Electric envisioned achieving carbon neutrality by 2025 and net-zero emissions by 2030, and for its end-to-end supply chain — carbon neutrality by 2040 and net-zero emissions by 2050. Therefore, aligning the organization with the sustainability commitment of GOI made at COP26 and the UN SDGs, the company launched a sustainability initiative: “Green Yodha,” a war cry to “Join the Good Fight.”
Excellence in Change Communications

Awarded for excellence in (one or more): Aligning leadership with change vision, course-correcting communication plans, creating clear, compelling change communication, handling change fatigue, supporting employee understanding of capability to change

**Winner: Accenture Solutions Pvt. Ltd.**

Accenture embarked on a 360-degree “Quote to Cash” initiative to completely transform the sales and seller experience and build a world-class Go-To-Market Machine. This program targeted transformation across policy, process, people and technology — supporting the transition from a legacy system to a new robust sales platform: Configure Price Quote (CPQ). The communications objective was to drive awareness, readiness and adoption of the CPQ Platform. Results included reducing the number of quotes requiring approval by 30%. In addition, inducing sellers to quote independently, which minimized support reliance, increased seller-created quotes by 70%. By building sellers’ knowledge and skills to enable adoption, deal velocity was reduced by at least 10%.

**Highly Commended: Danfoss Power Solutions**

Bringing together two large global competitors to form one company is no easy task. When Danfoss Power Solutions announced its intent to purchase Eaton Hydraulics, the company knew it was vital to paint a consistent picture of the future for these teams. The team advocated for a coordinated approach between companies, with a rationale to retain and excite employees and ensure a viable business once the sale was approved. Despite concerns from legal advisors, the organization communicated a “Stronger Together” message. This led to the successful merger in August 2021 along with increased employee retention and an 81% employee engagement rate.
Excellence in Communications Measurement and Reporting

Awarded for excellence in (one or more): Tailoring metrics to business outcomes, using stories of collaboration to develop outcomes-focused metrics, deploying easy-to-use key metrics dashboards, creative data visualizations and communications reports that clearly show support of key business outcomes

Winner: Arizona Department of Environmental Quality
To improve air quality, Arizona Department of Environmental Quality’s (ADEQ) Voluntary Vehicle Repair Program (VVRP) provides financial assistance to vehicle owners for emissions-related repairs when a vehicle fails mandatory emissions testing. Each year, while 4,000 vehicle owners signed up for VVRP, less than half completed the program. The agency addressed this low participation rate by quantitatively measuring factors influencing participation, which ultimately led to legislative changes and enhanced focus on customer experience. To date, the program has successfully increased participation from an average of 45% to above 50%, resulting in a record number of cars being repaired.

Highly Commended: Teleperformance India
To tackle some of the talent acquisition challenges exacerbated by the pandemic, the marketing team at Teleperformance India (TP) stepped in to assist the recruitment function. The team developed an innovative digital communication strategy to improve the company’s online reputation and hiring efforts. The campaign focused on detailed communication measurement analyses, enabling Teleperformance India to get a clear sense of what was working, and how, to improve future campaigns.
Excellence in Employee Experience

Awarded for excellence in (one or more): Fresh thinking around EVP, powerful engagement campaigns that connect employees across the business and increased organizational performance and productivity

**Medtronic**

**Winner: Medtronic**

In 2020-2021, Medtronic introduced a new set of cultural norms and behaviors that would make it easier for employees to accomplish their work, develop their careers and drive business performance. As part of this, the team introduced Culture Circles, a program to help employees understand the behaviors of the Medtronic mindset and create solutions to activate the culture. More than 1,270 participants went through new experiences and learnings to deliver solutions tailored to company culture and initiatives. Communications increased employee awareness, interest and participation in the program, which led to greater adoption of the new culture and improved employee engagement.

**Concentrix Philippines**

**Highly Commended: Concentrix Philippines**

Concentrix PH, the country’s largest private employer, was among the first companies to publicly commit to free and voluntary vaccination of its 100,000+ staff and their families against COVID-19 under the #WorthTheShot Vaccination Program. Because of extensive communication efforts, over 95% of staff today, as well as their families, are already protected against the severe threats of the virus. These efforts secured not only the continuity of business operations but also contributed to the Philippine government’s goal of vaccinating more than 70% of Filipinos to achieve herd immunity.

**FWD Insurance**

**Most Innovative: FWD Insurance**

FWD’s vision is changing the way people feel about insurance through easy-to-understand products — stripping products of complex industry jargon so customers understand what they’re buying. However, some employees were not communicating in simple language internally, which led to a less impactful employee experience, particularly for those without an insurance background or whose first language wasn’t English. In response, the company launched Clarity Month to encourage employees to break the habit of using industry jargon and acronyms and allow everyone to communicate in a clearer and more effective manner.
Excellence in ESG, Sustainability and DEI Communications

Awarded for excellence in (one or more): Creating or refreshing ESG, sustainability or DEI communications strategy for tangible impact, innovating communications to influence important audiences, collaborating with other teams such as Marketing, Sales, HR or ERM to amplify ESG value and create effective reports

Winner: Schneider Electric

Schneider Electric calculated that 50% of global CO2 emissions could be eliminated by 2040 if digitally enabled energy-saving measures were implemented in just half of existing buildings, in tandem with existing global electrification and decarbonization initiatives. To achieve this and other commitments, Schneider Electric India launched the Green Yodha sustainability initiative — a social awakening to rally corporates and individuals in taking collective climate action.

Highly Commended: Tietoevry

In March 2021, Tietoevry announced an ambitious goal to reach equal representation of male and female employees by 2030. Increasing diversity at Tietoevry is important for multiple reasons. There is a talent shortage in the market, and women are underrepresented in the tech sector. Attracting more women could be key in tackling this shortage. Diverse teams also bring different perspectives that result in increased innovation and better services, and diversity in the workplace is a key driver of employee engagement and attracting talent.

Most Innovative: Experian

Experian aspires to be one of the best companies to work for — a diverse, equitable and inclusive workplace that people feel proud to be part of, where they feel supported and able to grow and succeed. During the pandemic, the company’s survey results showed that 11% of the employee base (of 17,500) responded unfavorably to the statement, “I am feeling mentally and physically well.” Experian knew it could do more to encourage a culture of openness and prevention, getting people talking about mental health and removing its surrounding stigma.
Excellence in MarComm Technology

Awarded for excellence in (one or more): Technology execution that enables innovative experiences for customers, employees and stakeholders; technology that demonstrates a return on investment and/or enables new business opportunities, strategic collaboration between IT, CX, sales, customer service and others; adaptive processes enabling broad adoption of new technology

**Winner: GSK**

GSK set out to establish a modern marketing operating model to address challenges, including engaging multiple agency partners to fulfill the growing need for omnichannel campaign content. These challenges led to inconsistent delivery speed as well as inconsistent knowledge of the brands. A channel-agnostic agency partner now operates a series of in-house production hubs and studios — all underpinned by a technology platform providing a seamless experience for marketers, and reducing cost and improving operational transparency.

**Highly Commended: Australian Taxation Office (ATO)**

Each year the ATO, a large, dynamic and diverse organization, strives to attract the best university graduates to the organization's entry-level graduate program. Competition with other programs plus the perception of the ATO as a place predominantly for accountants and lawyers was a barrier to standing out. To highlight its diverse workforce and boost applications, the organization created an interactive choose-your-own-adventure recruitment video that allows the ATO to target multiple audiences in a captivating and engaging way.

**Most Innovative: Metso Outotec**

When exhibitions and face-to-face meetings were postponed or cancelled due to the pandemic, Metso Outotec found ways to remain in touch with customers and distributors. A Nordtrack™ virtual launch event and virtual showroom called “Metso Outotec Liveroom” opened where visitors can view real-life, 360-degree mobile equipment demos, learn about parts and services, visit virtual booths and book a meeting, and share Liveroom with their customers and colleagues. Today Liveroom has over 14,000 visits, with average sessions up to five minutes, and outstanding business results and customer feedback.
Excellence in Reputation Management

Awarded for excellence in (one or more): Work with an agency/vendor to develop a more sophisticated approach to reputation measurement, refreshing a public or media relations strategy to build a stronger reputation with key audiences, launching a brand journalism or employee ambassador program that supported business outcomes, developing a corporate narrative to improve stakeholder advocacy.

**Winner: Philip Morris International (PMI)**

Any change of leadership within a Fortune 500 company garners interest — and poses a critical opportunity to educate and engage stakeholders in the corporate vision, energize employees and restate the company’s purpose. In May 2021, PMI announced a leadership change, with Jacek Olczak assuming the position of CEO. PMI was able to leverage this long-planned transition to reiterate its commitment to a smoke-free future and showcase the company’s accelerated progress and ambitions to achieve a better future, faster.

**Highly Commended: Shell**

Shell’s tax residence with its country of incorporation was recently moved from the Netherlands to the U.K., thereby simplifying its share structure and improving speed of decision making. Shareholder approval and completion of consultation with the relevant Dutch staff councils were required to execute the simplification. Internal communication objectives were to minimize trust erosion between staff and the company’s leadership and secure positive staff council advice on the proposed simplification. While it was expected that staff would understand the proposed implication rationally, the communication challenge was emotional and required a thoughtful approach, with the right level of empathy and determinedness.
**Small Idea, Big Impact**

Awarded for the impact of teams, big and small, who have seen and felt the power of small but savvy ideas

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**Winner: Raising Cane’s Chicken Fingers**

In 2021, the U.S. experienced what would be coined “The Great Resignation.” Employees were leaving their jobs in droves, with the food services sector hit especially hard. Restaurant worker turnover is traditionally higher than most industries — and the expanded labor shortage put an added strain on an already scarce resource. Historically, Cane’s has maintained favorable retention but found itself in a situation never encountered before, with employee shortages forcing a choice between drive-thru-only or temporary closures for some locations. For Cane’s to rekindle successful operations, the staffing issue needed to be addressed head-on and with immediate impact.

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**Most Innovative: BITĖ Lietuva and Coagency**

BITĖ is a leading telecommunications company in Lithuania providing integrated mobile network, data transmission, internet, and smart TV services. The company’s main problem was a lack of employees. To address the problem, BITĖ used the Tinder dating app to conduct the “Career UpDate” employer branding campaign. The main goals of the organization were to attract new employees and strengthen its image in the media and among potential applicants.
Get on track to deliver best-in-class marketing and communications programs of your own with the Gartner Communications Skills Framework

Rapidly changing communications technologies and fast-evolving business priorities can quickly create gaps in communicators’ skill sets. The Communications Skills Framework helps corporate communications leaders and their teams stay on the cutting edge of skills development.

### Use this framework to:
- Help you think about the skills most important in your organization
- Identify where your team may have gaps
- Guide your training resource investments
- Develop new roles to help tackle your range of communications challenges

### Assess current skill levels:
This thorough assessment will give you a clear understanding of where the whole team, individual teams and individual team members have the most opportunity to improve.

### Use your assessment results to:
- Build a 360-degree development plan for your function
- Help managers build individual development plans for their direct reports
- Guide your training resource investments

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For communicators who are **individual contributors** in supporting roles

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Actionable, objective insight

Position your marketing and communications organization for success. Explore these additional complimentary resources and tools:

- **Webinar**
  - The 2022 Gartner Communications Awards: Winning Projects and Cutting-Edge Tips
  - Find out who’s world-class in marketing and communications.
  - Watch Now

- **Webinar**
  - How CMOs and CCOs Can Build Trust Through Communication
  - Learn how to drive organizational trust.
  - Watch Now

- **Research**
  - Executive Checklist for Messaging That Motivates
  - Discover proven practices for more effective executive messaging.
  - Download Research

- **Conference**
  - Gartner Marketing Symposium/Xpo™
  - The World’s Most Important Gathering of CMOs and Marketing Executives™
  - View Take-Aways

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