

Renewing excitement for...

an awards scheme

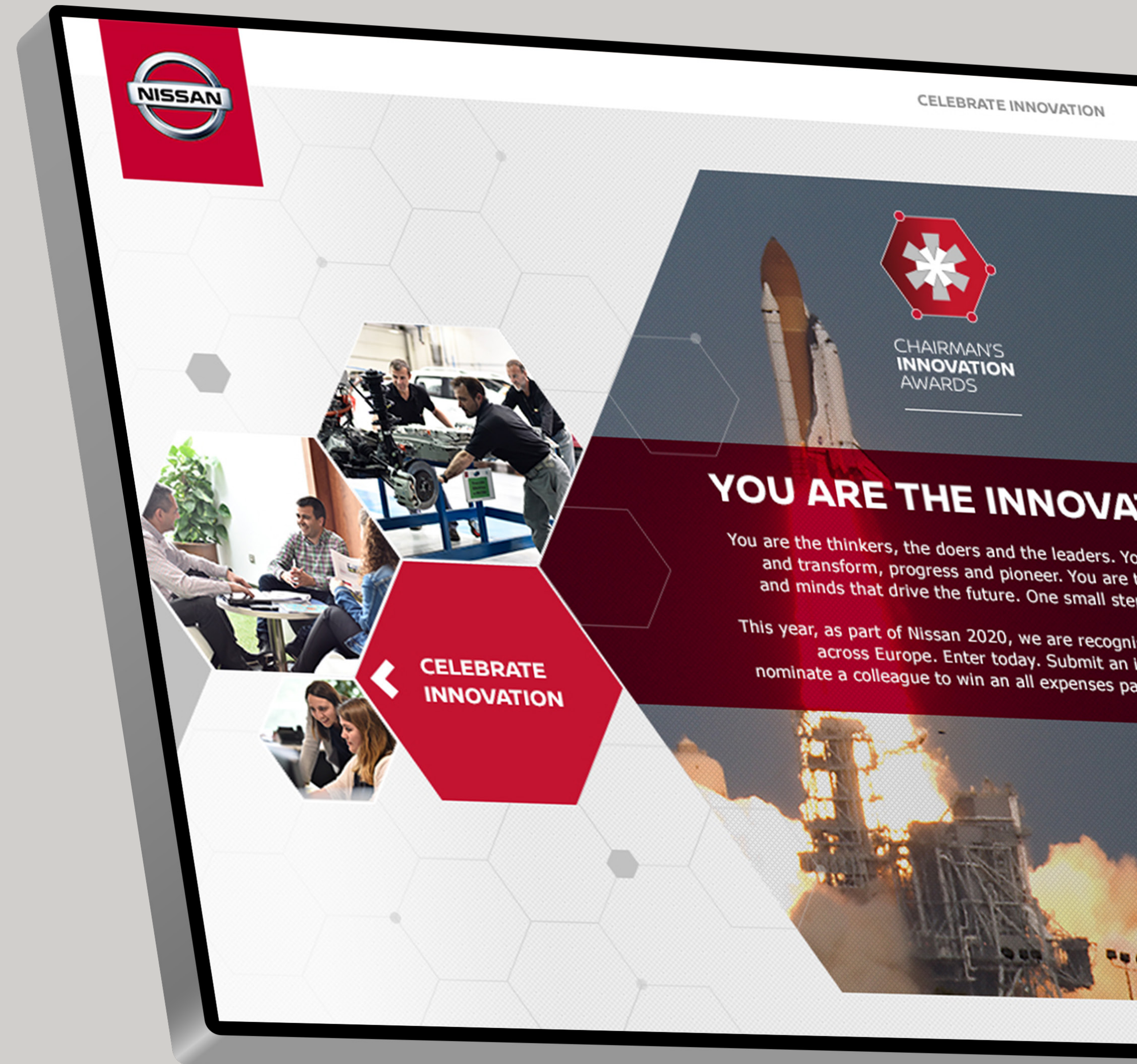
Nissan enlisted our help with an awards scheme suffering low engagement – we brought in 10x the entries and delivered an unforgettable experience for 20 finalists.

A history of <2% uptake

Nissan Europe had been running their Chairman's Innovation Awards (CIA) before our involvement... but out of 18,000 employees, they only received 200 entries.

We observed two big insights.

First, 75% of the workforce (manufacturing) didn't have a company email or phone. We had to change the approach to communication for greater inclusivity. Second, we listened to employees' concerns. A perceived lack of transparency in judging; a low-tech nomination system; and disjointed, confusing communication.





A new identity

We designed an all-new visual identity based on innovation, which is core to the Nissan brand. Innovation at Nissan is about more than cars and we needed employees to understand that.

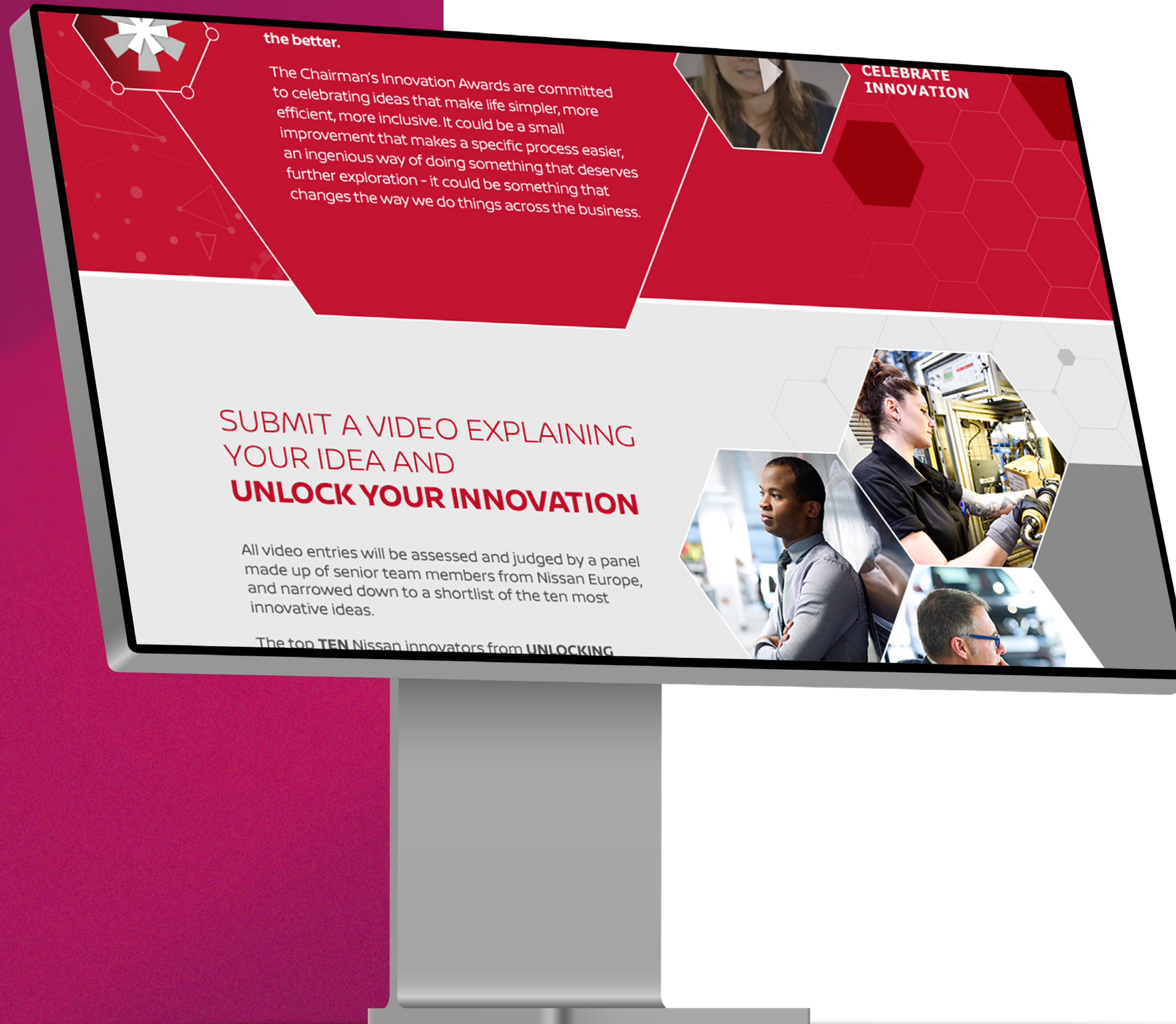
We opened up the awards to a wider range of ideas about where innovation can come from. This also meant we split the awards into two categories.

CELEBRATE Innovation

Recognition for everyday innovation. Employees nominate up to five colleagues who innovate in their job.

UNLOCK Innovation

Crowdsourcing innovative ideas that Nissan can 'unlock' with employees who can come up with new innovations.



the better.

The Chairman's Innovation Awards are committed to celebrating ideas that make life simpler, more efficient, more inclusive. It could be a small improvement that makes a specific process easier, an ingenious way of doing something that deserves further exploration - it could be something that changes the way we do things across the business.

CELEBRATE INNOVATION

SUBMIT A VIDEO EXPLAINING YOUR IDEA AND UNLOCK YOUR INNOVATION

All video entries will be assessed and judged by a panel made up of senior team members from Nissan Europe, and narrowed down to a shortlist of the ten most innovative ideas.

The top **TEN** Nissan innovators from **UNLOCKING**

A new digital home

We built a mobile-friendly microsite, accessible to employees with or without a Nissan email address. Our elegant site replaced the outmoded system and became a one-stop shop for uploading submissions, nominating peers, and checking the judging criteria.

Comms for everyone, everywhere

To direct employees to the microsite we made sure our message reached everyone in offices, factories and cafeterias. We designed a 'production pack' of ambient collateral for local comms team:

- Posters
- Pull up banners
- Coasters
- Paper cups
- Tray liners
- Watercooler graphics
- Floor, wall, ceiling, and lift graphics
- Email templates
- Screensavers
- Notebooks



Celebrating innovation

At Nissan's new Brand Centre in Barcelona, we gave 20 finalists star treatment – starting with transfers in CIA-branded Nissan cars and a handwritten note from the Chairman. They took to the stage to pitch their ideas to a panel of judges and once the judges had made their final decision, we announced the winners at a star-studded evening meal. We also ran a vote for employees across Europe to find the 'people's favourite'.

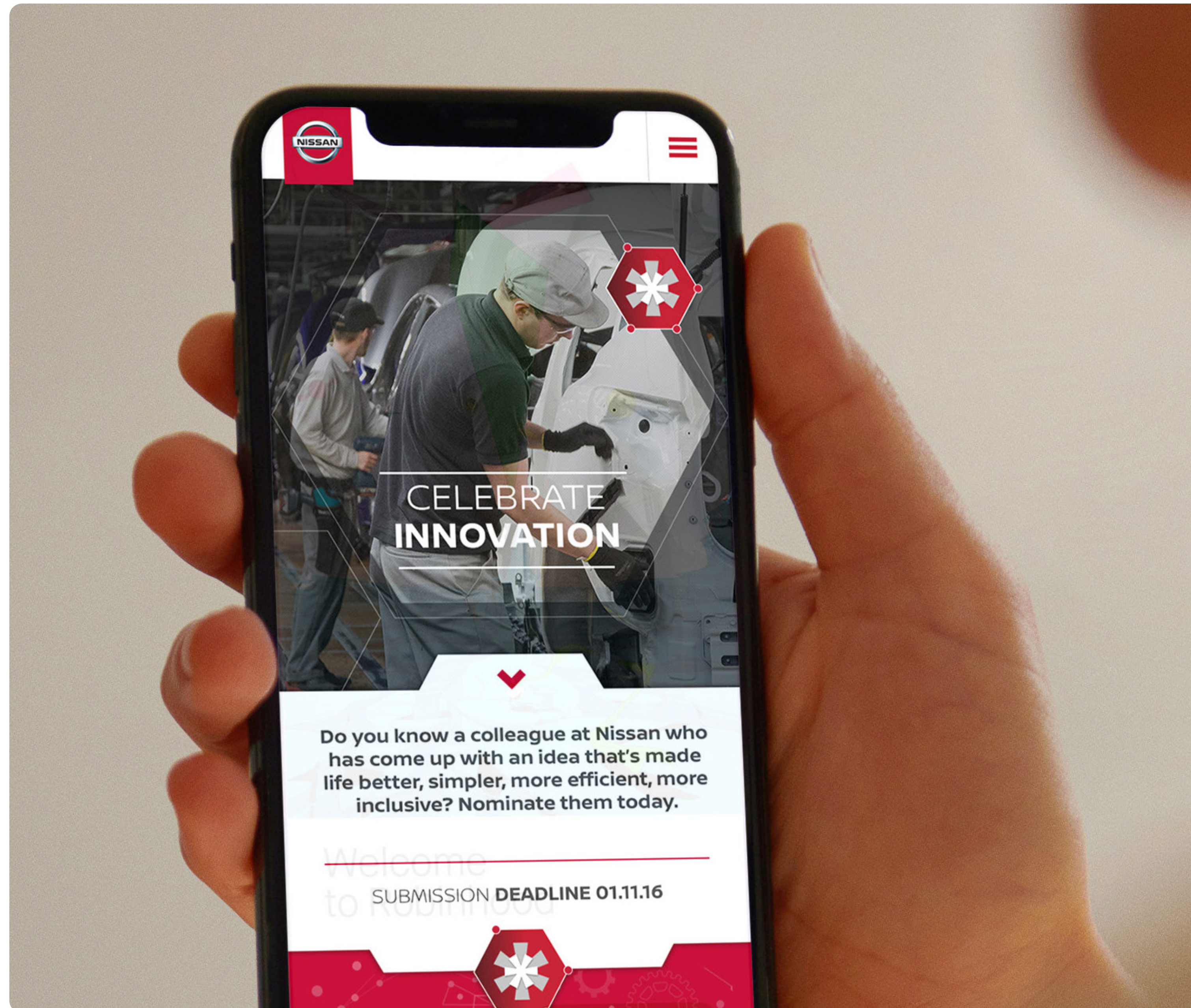
In line with the theme of innovation, we organised an unforgettable 5-day trip to NASA for the two winners, including a private tour of the Space Center with an astronaut and a visit to the world-famous Art Car Museum. Our Unlock winner also took a year off their regular job to develop and realise their idea, with funding.

Unprecedented results

Employee engagement soared to 1000 votes in the first 24 hours.

Entries increased 900% year on year, surpassing KPIs by 50%.

2,100 entries, 1,500+ colleague nominations, 500+ innovative ideas



Glowing feedback

Since our involvement, we've heard great feedback from the client and participants alike and went on to run the awards for a second year with an evolved theme and prize.

“Developing the Chairman’s Innovation Awards with The Creative Engagement Group has been a fantastic experience... What’s been created is a truly awesome piece of work that’s changing the culture here at Nissan and imbedding innovation at the core of everything we do.”

Employee Engagement Manager, Nissan Europe

“From start to finish it was fantastic. Thank you for making it an experience that will undoubtedly be highlight of my career at Nissan.”

UNLOCK Finalist, Nissan Europe

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