



# P&O | ANNUAL APPRECIATION AWARDS





**P&O Ferries was in the throws of re-defining its employer brand in the face of shifting expectations. The key theme of the brand is 'Recognise & Respond' – a call out to its employees to recognise where they fit in customers' lives and respond by always looking for ways to become more helpful and relevant.**

**They gave us a brilliantly challenging brief: bring the new brand to life; and make its employees feel good about it.**

**We realised that Recognise & Respond was a simple, powerful idea – and a big ambition for P&O employees. It sprung directly out of P&O's culture and values, and that kind of human truth was a powerful weapon. Its apparent vagueness was an opportunity we could fill with real meaning. So we set about explaining it.**

**Simplicity is often a false god. So rather than simply creating a few posters and desk drops we threaded the new brand through everything from a values framework to re-engineered and redesigned appraisals to job chats to a first-of-a-kind for P&O, an Annual Appreciation Awards programme to Recognise the great job P&O people do every day and Respond by celebrating their successes.**

**The Awards seemed like a great way to root the new brand in P&O's values, to focus it on P&O people and to create an appropriately wide range of communications that explained what the new brand was all about.**



# THE CATEGORIES

We created nine award categories that aligned to the P&O values and a range of comms campaigns that ran at all levels and in all areas of the company.



ABOVE & BEYOND

9 awards. One big night.

**1 TEAM OF THE YEAR**  
This can be a team of two or 100. It recognises the spirit of working together with other departments to achieve company objectives.

**2 EMPLOYEE OF THE YEAR**  
Someone who has consistently gone above and beyond and embodies the very best of the company.

**3 SAFETY CHAMPION OF THE YEAR**  
A special individual whose behaviours, attitudes and actions demonstrate a culture of safety.

**4 CUSTOMER CHAMPION OF THE YEAR**  
Someone who regularly does exceptional things for our customers, before, during or after their travel with us.

**5 SUPPORT CHAMPION OF THE YEAR**  
An employee with a Can Do attitude who smooths processes, removes obstacles and makes things happen.

**6 LEADER OF THE YEAR**  
Someone of any level who takes the initiative to handle a situation, makes a major contribution to project delivery and solves problems.

**7 COMMUNITY AWARD**  
An individual or team who has made a distinctive and enduring contribution to one of our local communities, to establish a trusted partnership.

**8 INSPIRATION AWARD**  
This person will have inspired others to think and act differently, and in doing so will bring the values of our company to life.

**9 INNOVATION AWARD**  
Someone who has made positive changes through new methods of working, ideas or products that have enhanced our values.

**Tell us who you think deserves recognition.  
Get a form from your manager and email your nominations  
to [awards@POferries.com](mailto:awards@POferries.com)**

**NOMINATION DEADLINE, 30 SEPTEMBER**



# LEADERSHIP ENGAGEMENT

It was important to get the P&O Leadership team onboard to act as advocates for the Appreciation Awards and to drive engagement amongst their teams. To do that we developed a larger-than-life launch film that was intended to be memorable. This was played at the scheduled Leadership Days that took place in the run up to the event and supported by a leadership pack that explained in depth what the awards were about, why we were doing them and how the leaders could help.





# LEADERSHIP TRAILER





# COMPANY WIDE POSTER CAMPAIGN

This initiative needed to be inclusive, with nominations open to all levels across all locations of the business. Given the structure and nature of P&O there were some communications challenges that we needed to overcome. Staff onboard and in the docks didn't necessarily have access to the Internet. So e-mails and digital communications weren't inclusive enough.

We needed to go back to basics. We began a series of poster campaigns that would generate awareness and understanding of the event, tell people what the awards were all about and

encourage those who had a story to tell to share it. Posters were translated into French and Dutch and placed in common rooms and communal areas both on and off shore. They created a sense of urgency with a countdown towards the nominations deadline. Over the course of the campaign, we tailored our communications towards categories that had received lower numbers of nominations. Posters highlighted these categories and told stories around the values that would help people understand what qualities to look for in those around them.





# DOUBLE PAGE SPREAD

We also made use of Intercom, the P&O internal monthly publication. Working with the Communications team, we were able to secure space in the run up to the event to promote the awards initiative and link our stories and category spotlight posters with the stories released via Intercom.



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NOMINATION DEADLINE, 30 SEPTEMBER



Having captured stories from those who had made nominations, from all across Europe, we set out with a film crew on a tour to create two launch films that would get people on the edge of their seats.

[\(click here\)](#)





Nominee's stories

[\(click here\)](#)

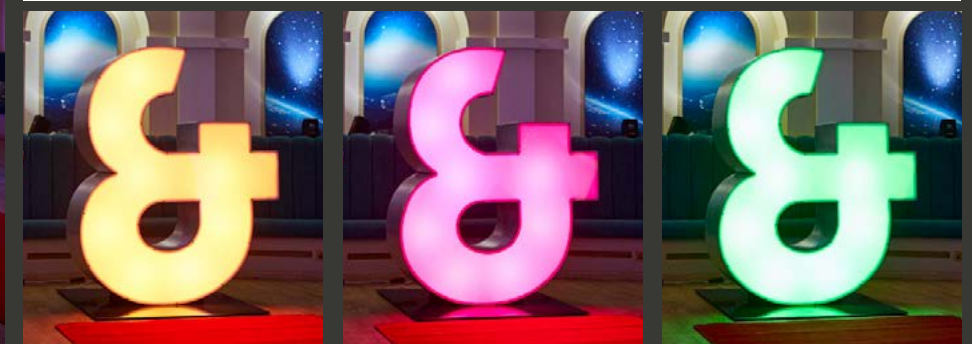
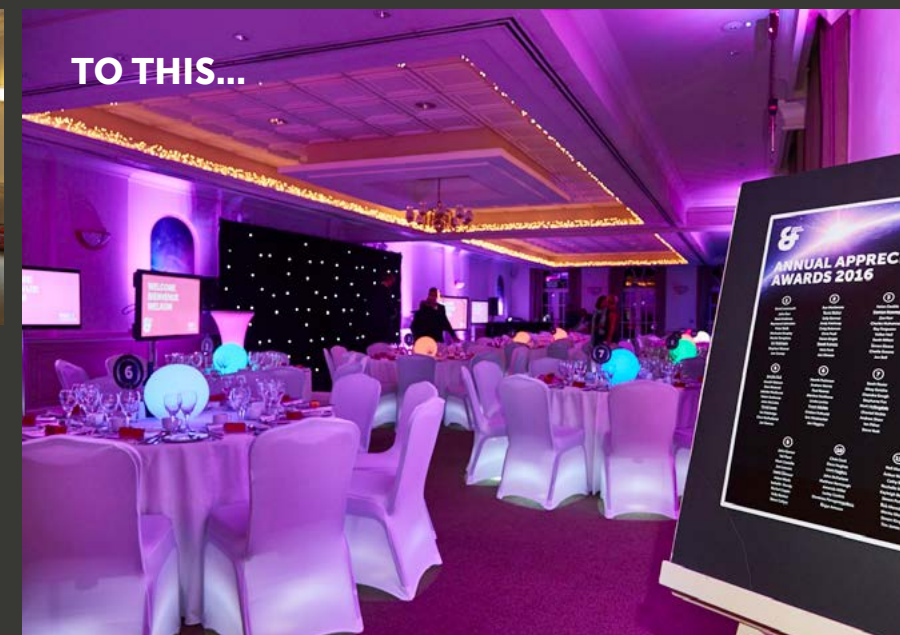




# THE TRANSFORMATION

Everything was leading to this, nine months of planning capped by a spectacular event. We wanted to make it an unforgettable experience for all involved, and the start of a wonderful way of recognising and praising those who had truly gone Above & Beyond for P&O, their colleagues and the customers.

And what a celebration it was. It was distinctively P&O in everything from the 1.8m tall ampersand with brushed aluminium sides and colour-changing bulbs inside it that provided a spectacular entrance to the event, to the bespoke glass and acrylic ampersand trophies awarded to the winners.

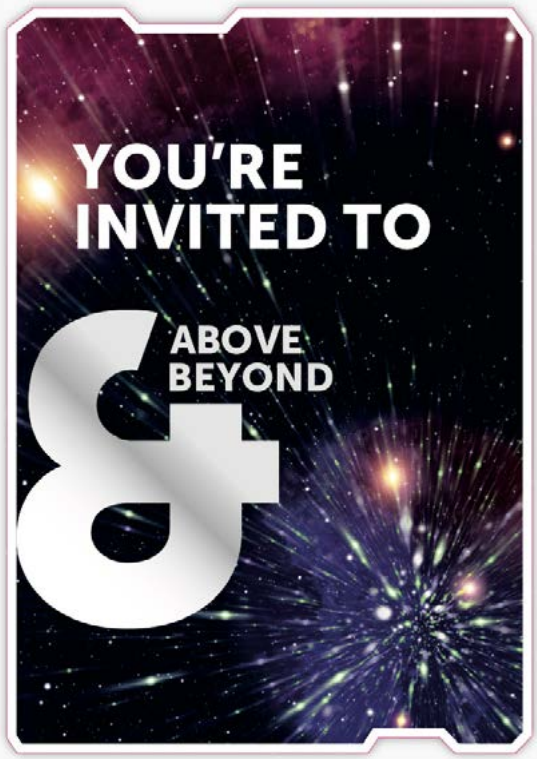




# ON THE NIGHT COLLATERAL



Welcome sign



A5 invite



Table plan



Table number





# OUR COMPERE

The futuristic theme we chose for the event was designed to show that P&O was looking to the future after challenging times. The theme ran through the entire night and informed the way we dressed the room, the tables and the event collateral.

We invited Andrew Castle, star of tennis and TV, to comper the evening. He was a natural choice because he has strong links with the local area and also with P&O from his youth.





# THE FAMOUS P&O CHOIR

And in a fantastic curtain raiser, we called in the winners of the hugely popular Gareth Malone TV show, the now legendary P&O choir, to get everyone into the swing of things.





**WELCOME  
BIENVENUE  
WELKOM**



**SINGING  
YOUR PRAISES**



**WELCOME  
ANDREW CASTLE**



**HELLO FROM  
HELEN**



**SAFETY  
CHAMPION  
AWARD**



**THE WINNER  
IS MARK COSTELLO**



**THE WINNER  
IS LIVERPOOL  
PORT TEAM**



**LET'S DANCE  
ALLONS DANCER  
LATEN WE DANCEN**



**CONGRATS  
EVERYONE**



**LET'S  
CELEBRATE**



A selection of on screen  
images that supported  
the action on stage





The night in full swing

[\(click here\)](#)

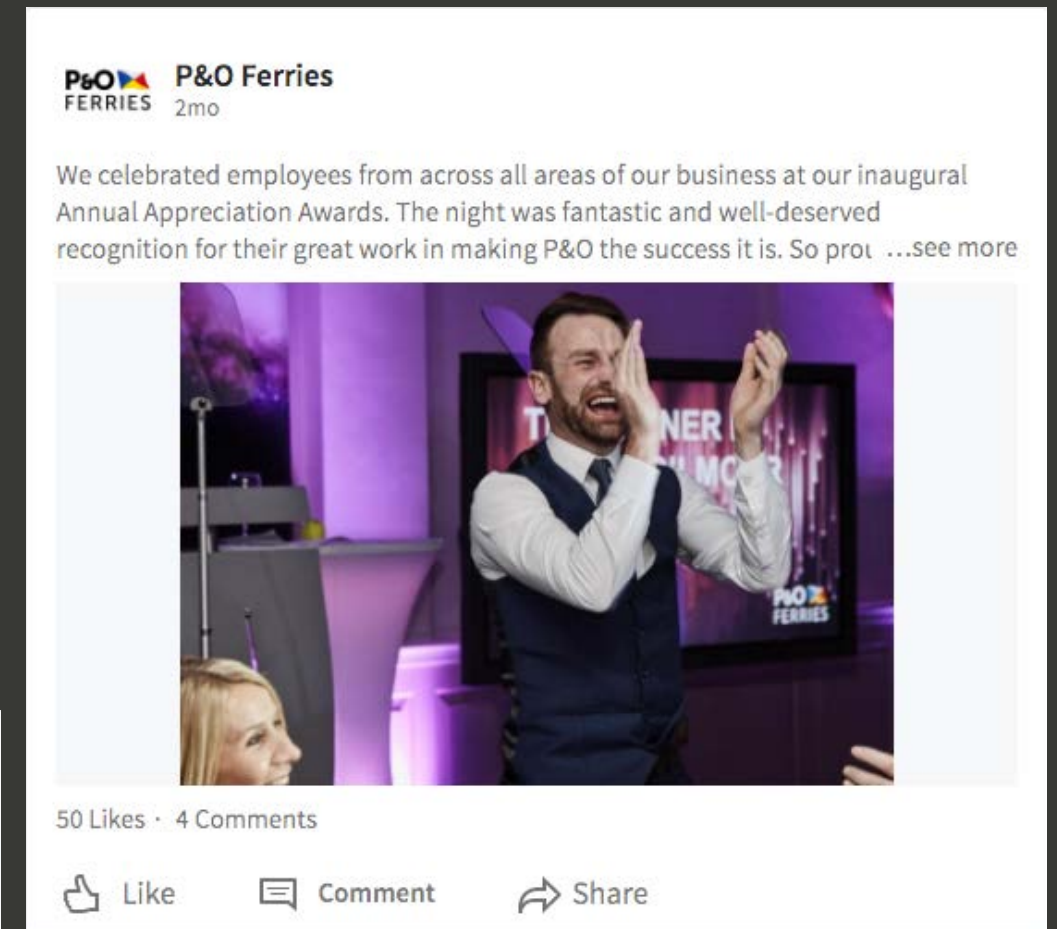
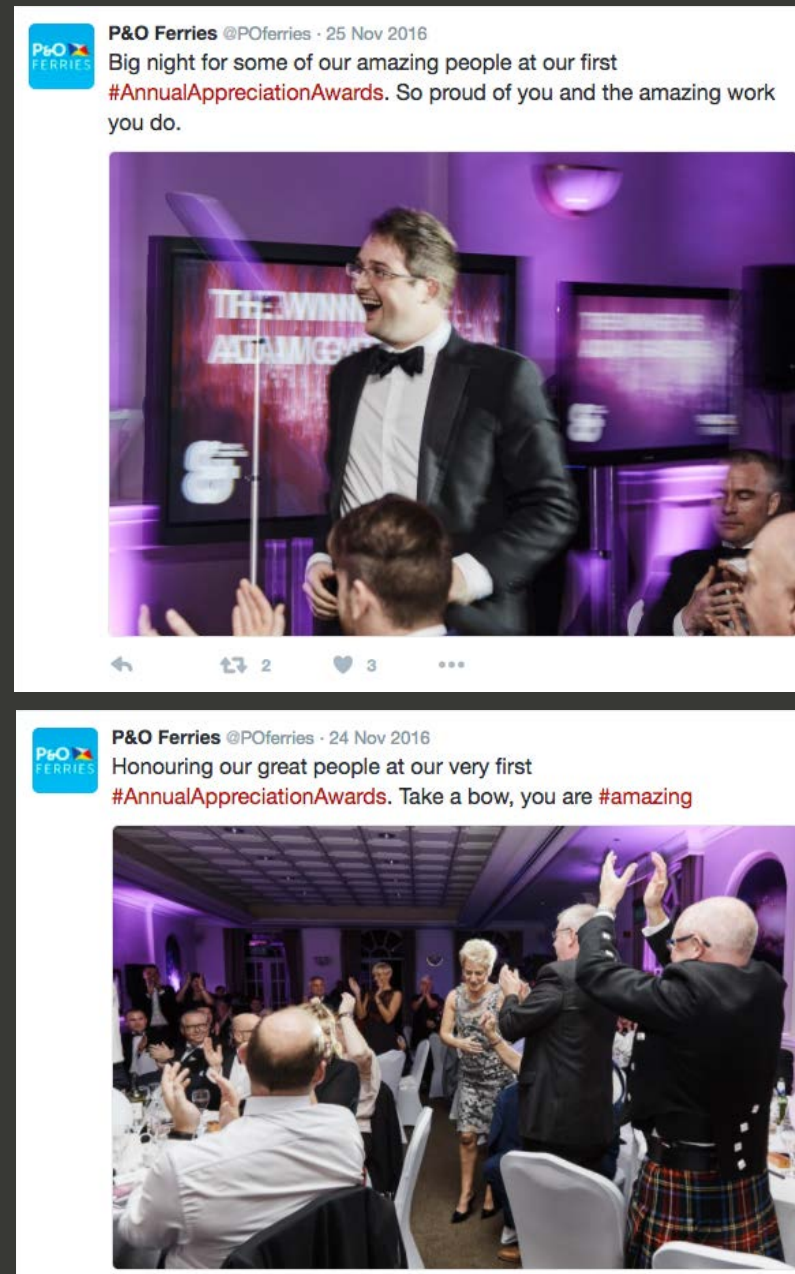




# POST EVENT

After all had had an amazing night, our job was still not finished. We wanted to use the event as a recruitment tool and something that could help P&O manage its external reputation to make it easier to recruit. So we set about creating social content to post on the P&O LinkedIn page, as well as sharing it on its customer-facing Twitter and Facebook channels. We were proud to demonstrate that P&O cares about its people and that it goes to great lengths to Recognise & Respond to outstanding contributions.

We're already busy planning the 2017 event.





## MEASUREMENT

Although the event only took place in November 2016, initial results and staff feedback is incredibly strong.

**INCREDIBLE STAFF FEEDBACK**  
**81% ENGAGEMENT**  
**400+ NOMINATIONS MADE**  
**3 COUNTRIES REPRESENTED**

