



**CIPR PRIDE AWARDS 2019 GOLD WINNER**

**Category:** Internal Communications Campaign

**Company:** Edinburgh Airport

**Entry title:** Big Day Today

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**Brief and objectives:**

Edinburgh Airport is Scotland's busiest airport. We employ 700 + people from finance to projects, engineering to commercial, security to maintenance and business planning to airside operations. These people play a role in delivering an airport where Scotland meets the world.

We wanted to re-energise our culture to:

- ensure our people felt proud to work for Edinburgh Airport
- help our people understand that we are part of a bigger team
- help our people to understand the role they play day-in day-out
- ensure our people understand who our passengers are.

We created a campaign incorporating a range of tactics and activities to help meet these objectives, with measurement based on engagement in events and feedback through our 2018 People Survey.

**The idea, research and planning:**

In January 2018, we began Project 360 to help the airport gain insights on our business, our competition and our future. It also looked at who our passengers are and what we could do to improve their experience as they passed through the airport.

The research gathered during this project highlighted that our people play a vital and important role in improving passenger experience.

From this research, the "Big Day Today" campaign was formed. We wanted help our people understand that every day is a big day at Edinburgh Airport. That day-in, day-out no matter who they are, or what they do, everyone plays their part in contributing to the adventures and journeys our passengers go on.

We run an annual People Survey which asks our people what they think of the airport as a place to work. In 2016, 85% of people said they were proud of the work they do at the airport.

Our people told us:

- “we want to find out where we all fit in”
- “we want to work more with other departments to share experiences and successes”

We used these survey results and the research from Project 360 to develop the campaign.

### **Strategy, tactics, creativity and innovation:**

The Big Day Today strategy focuses on the important role that everyone plays across campus. It's all about working together to understand our passengers and what we can do to help improve their journey through the airport.

We created an action plan based on the research from Project 360 and we were given six months to launch the campaign.

We developed:

- a manifesto which summed up what a big day was to our passengers and how we all contribute
- key messages which were used in our communications
- a new style guide which included logos, colours, typography and tone of voice

We launched the campaign as a rolling programme instead of a big bang approach as we understood with such a varied workforce what works for one team may not work for another.

Our tactics included:

Big Day Today film – Our people were the stars of the film which showed that it's all thanks to them that our passengers get to experience amazing, life changing, brilliant experiences.

Identifying cheerleaders - ‘Cheerleaders’ were chosen for their enthusiasm and pride they take in working for the airport. They would help us launch the campaign in their teams.

Launch event - A ‘premiere’ of the film was shown to those staff who appeared in it as well as the cheerleaders. The aim was to get people to come out of the ‘premiere’ feeling engaged with what we are doing and excited about others getting involved.

Team launches – Our cheerleaders had free reign over their launches. This meant each launch was personalised to get teams to understand how they all contributed to passengers’ journeys and to get them to really understand who our passengers are.

Yammer – Our internal social media platform was used to share photos and updates.

Poster and banner library – These were created for teams to use at their team launches and put up in office areas.

Town Halls – We took Big Day Today to townhalls where we could meet people from lots of teams to talk more about it and talk more about how teams all work together.

Inductions – We introduced Big Day Today at inductions for new starts. The aim is to get them excited and proud to come and work at the airport.

### **Delivery:**

The campaign was delivered under six months with the following activities delivered:

- Launch to Executive team (July 2018)
- Cheerleaders on board (July 2018)
- Launch event (held September 2018)
- Team launches (held October 2018 to January 2019)
- Yammer posts (ongoing from September 2018)
- Posters in office areas (ongoing from October 2018)
- Village and Townhalls held (December 2018 and January 2019)
- Big Day Today within corporate induction (January 2019)

### **Measurement and evaluation:**

The objectives of the campaign were about inspiring people, getting them to understand how day in day out they make amazing things happen. That our people feel proud to work at the airport and to remind them that the whole operation only works as well as the team works.

In terms of our objectives, we believe we met these in terms of measurement based on engagement in events, feedback from team launches and feedback through our 2018 People Survey.

Launch event – 63 people attended, including all our Executive team

Number of cheerleaders – 80

Number of team launches - 21

Posters across campus - 55

“it was a great video – really impactful”

“We had some really good discussions on how IT plays its role in offering a great passenger experience – despite us being a ‘back office’ team.”

In our 2018 People Survey, carried out after the launch of the campaign, 93% of people said that they were proud to work for Edinburgh Airport.

**Budget and campaign impact:**

We are now working on rolling Big Day Today to our partners who work with us across campus – as they all also contribute to the amazing adventures and journeys our passengers go on.