

Nomination: 19495

A LIFE: Ayala Group's First-Ever Human Stories Magazine

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| Page: General Information |
| Name of Organization / Company Ayala Corporation |
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| Entry Title A LIFE: Ayala Group's First-Ever Human Stories Magazine |
| Category F01 - F07 - Award for Innovation in Publications > F04. Award for Innovation in House Organizations and Publications |
| For this category please provide An essay of up to 625 words describing the publication and the innovative aspect of the publication since July 1 2021 that you are nominating, OR a video of up to five (5) minutes in length illustrating the same. In the essay or video, describe the genesis of the innovation, how it was developed and executed, and the results of the innovation to date. You must upload an electronic copy of your nominated publication, in the form of an attachment or a URL, which you must attach to your entry through our attachment/link uploading tool. Optionally, you may list creative and production credits for your work - a list of the people and organizations that contributed to its development. |
| Submission Format An Essay of up to 625 Words |

Essay

Challenge:

Throughout Ayala Corporation's 190-year history, it has evolved into a diversified conglomerate with large businesses in banking, property, telco and digital solutions, energy, healthcare, and more recently, electric mobility.

While each of the group's business units (BU) operate independently, fostering synergy and making the combined 60,000+ employees feel connected and that they belong have always been important to Ayala's overall success.

Fostering this spirit of synergy and sense of belongingness is challenging enough with more employees joining each year. While the magazine was launched during the pandemic, it has evolved to become a continuously effective tool in connecting and engaging Ayala group's employees until today.

Solution:

We took inspiration from a cultural insight: Filipinos love people stories. Whether it's celebrities, bosses, or our colleagues, we are fascinated to know them as people. We also feel more connected to them when we see them as people we can relate to.

This insight led us to create A LIFE, Ayala group's first-ever human stories lifestyle magazine.

An employee-friendly magazine, by design

We wanted people across the group to want to read A LIFE on their own. So, the A LIFE editorial team designed every aspect of the magazine to encourage that. The very essence of this magazine are the authentic, relatable, and real employee and key executive stories that are written by employees themselves.

Each issue features ten interesting lifestyle and human stories, which are presented visually as fun, leisurely reading best enjoyed even over the weekend, just like a magazine. We even included listicles, quizzes, and promotional offers exclusive to employees to spice up each issue.

Finally, we designed A LIFE to be digital friendly, so it could be read at people's convenience, on the device of their choice.

Our objectives for A LIFE were to:

1. Feature light, heartwarming stories about employee passions, hobbies, and interests to get to know each other better;
2. Get people across the group interested enough in A LIFE to read it regularly; and
3. In the process, make the 60,000+ people across the group feel more connected to one another (and more open to collaborating with other Ayala group employees).

Results:

Piloted in 2022, A LIFE now has eight issues and is a quarterly magazine that Ayala group employees look forward to reading and contributing to. [REDACTED]

[REDACTED FOR PUBLICATION] Interestingly, the readership of A LIFE spikes during weekends, suggesting that our readers see it as leisure reading, not work.

Likewise, the magazine also encourages more reader contributions through a section where they can submit their own original works called Creatives Unblock.

Readers have also been sharing positive feedback on the magazine's platform. From giving them new ideas for upcoming travels, must-visit places, and must-try cuisines, the stories have also made them feel proud to be part of Ayala and inspired them to work harder. Messages from Ayala's key leaders are also one of the highly engaging stories in the magazine since readers are given a rare glimpse of their more personal side.

Best of all, we've seen many meetings between people from different BUs starting with A LIFE as an icebreaker.

Credits

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