

**Company:** Philip Morris International, Stamford, CT

**Nomination Submitted by:** Havas Red

**Company Description:** Philip Morris International (PMI) is a global consumer products company committed to delivering a smoke-free future and expanding into wellness and healthcare. With science, innovation, and sustainability at its core, PMI is transforming to meet the evolving needs of adult consumers beyond nicotine.

**Nomination Category:** Corporate Communications, Investor Relations, & Public Relations Categories

**Nomination Sub Category:** Communications or PR Campaign of the Year - Corporate Communications

**Nomination Title:** Celebrating a Decade of Innovation: The IQOS 10-Year Anniversary Campaign

1. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

January 1, 2024

2. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

**Total 249 words used.**

Philip Morris International and its subsidiaries (PMI) is leading one of the most ambitious organizational transformations in history, working towards a smoke-free future. Since its launch in 2014, IQOS has become the world's No. 1 tobacco heating system, helping PMI redefine its industry and transition away from cigarettes.

Marking a decade of innovation, the IQOS 10-year anniversary campaign was a strategic, yearlong activation that brought PMI's transformation story to life, demonstrating how IQOS has disrupted the industry while continuing to drive meaningful change. Its challenge was twofold: first, ensuring that IQOS's impact was recognized both externally and internally, and second, creating a campaign that resonated with more than 80,000 employees across 180 markets.

To address these challenges, PMI's global communications teams delivered a fully integrated, 360-degree campaign for the first time—spanning external, internal, and consumer media channels—with a single, overarching narrative that united all activations under a global message house. This required seamless cross-functional collaboration across corporate, category & internal communications, digital engagement, brand building, and regional teams. This cross-functional effort enabled a "mixternal" approach that integrated internal and external lines to create one powerful, consistent voice.

By harnessing the power of collaboration, the IQOS 10-year anniversary campaign became a milestone in integrated storytelling, demonstrating what is possible when global teams work together to build pride, strengthen trust, and drive business forward. Externally, it reinforced IQOS's role as a game-changer in tobacco harm reduction, effectively connecting with stakeholders. Internally, it rallied employees, fostering a sense of shared achievement.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

**Total 243 words used.**

PMI's IQOS 10-year anniversary campaign was designed to engage multiple stakeholders through a compelling narrative that blended reflection, celebration, and future ambition. We aimed to create a global movement around IQOS's impact and reaffirm our commitment to a smoke-free future by delivering a multi-channel, interactive experience that strengthened corporate reputation, awareness of better alternatives, employee engagement, and innovation leadership.

Our key objectives included:

1. Reinforce PMI's transformation narrative by showcasing IQOS as a symbol of innovation and progress.
2. Elevate our company's reputation by demonstrating IQOS's impact on the industry and public health.
3. Build employee pride and engagement by celebrating collective achievements and strengthening a sense of belonging.

To achieve these, we planned a multi-phase engagement strategy that combined internal and external storytelling, leveraging insights from pulse surveys, industry research, and past campaign performance.

Our creative and media development focused on two interconnected narratives:

- o "A Story of Innovation" hero docuseries featuring PMI's executives, highlighting the vision, challenges, and breakthroughs around IQOS.
- o "My 10 Years of..." storytelling initiative inviting employees to reflect on their own growth over the past decade.

We structured implementation into three phases:

1. Pre-launch: Teasers and leadership advocacy to build anticipation.
2. Launch: A global rollout across our intranet, newsletters, and LinkedIn, with localized activations in key markets.
3. Sustained engagement: Follow-up content, employee discussions, and regional storytelling extended the campaign's impact.

By building around a single global message house, the campaign achieved consistency without sacrificing relevance—demonstrating the strength of aligned planning and localized delivery.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

**Total 250 words used.**

PMI executed a multi-phase, multi-channel campaign to mark a decade of innovation and engage employees. Activities were organized in three phases:

1. Pre-launch (Q1–Q2 2024): Internal surveys and market research informed our messaging, ensuring relevance across our global workforce and customer base. Leadership teasers and internal communications built anticipation.
1. Launch (Q3 2024): A multi-channel rollout featuring "A Story of Innovation" docuseries and "My 10 Years" employee storytelling engaged internal and external audiences, supported by localized activations and amplification across PMI's intranet, newsletters, social media, and corporate website.

1. Sustained engagement (Q4 2023): Our post-event content, discussion forums, and regional storytelling extended momentum beyond the anniversary celebrations.

(CONFIDENTIAL) Highlights included:

- o 129 employee stories from 24 markets, averaging 7,000+ views per post.

- o 11,200+ visits to the landing page, nearly double the engagement of past campaigns.

- o 3,000+ internal views per docuseries episode, exceeding corporate video benchmarks by 56%.

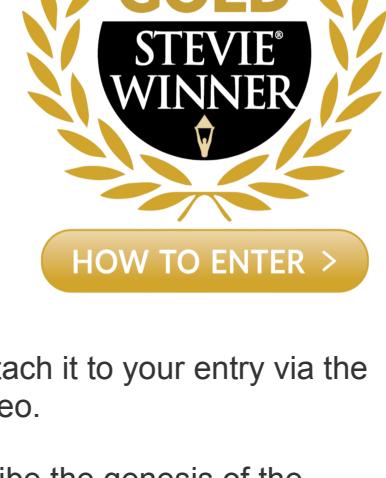
- o 89% of employees expressed pride, up 2 points year-over-year and 14 points above external benchmarks in our Q4 Pulse Survey.

- o 665,000+ views on pmi.com and 96% video play-through.

- o 17,747 earned articles, 1.1 billion reach, 66.98% positive sentiment.

Our campaign was both a celebration and a strategic initiative that turned PMI's owned channels into platforms for reflection and connection. By uniting internal and external audiences around a shared narrative of innovation, it successfully reinforced PMI's transformation and innovation leadership, setting the foundation for the next decade of innovation, and proving that cross-functional teamwork is key to driving impact at scale.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):



**Attachments/Videos/Links:**

[Celebrating a Decade of Innovation: The IQOS 10-Year Anniversary Campaign](#)

[REDACTED FOR PUBLICATION]