

Nomination: 7072

## Getting the Message Across With Internal Comms at Product Madness

<b>Page: General Information</b>
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
<b>Name of Organization/Company</b> Product Madness
<b>Additional Contacts</b> I do not wish to list additional contacts
<b>Page: Entry Information</b>
<b>Entry Title</b> Getting the Message Across With Internal Comms at Product Madness
<b>Category</b> E01 - E10 Team > E06 - Internal Communications Team of the Year
<b>Team Submission Format</b> Written Answers
<b>a. Briefly describe the nominated team: its history and past performance (up to 200 words). Required</b> We are Product Madness, a multiple-award winning developer of social mobile games. We have grown quickly since our inception in 2007 to become one of the largest companies in the games sector, in 2022 becoming the highest-earning social gaming brand with revenues of over \$1Billion USD.  Our headquarters and original offices are based in London, but we now operate seven major studios around the world, in Israel, Ukraine, Spain, Poland and last year added hubs in Canada and the US.  It is our ultimate ambition to position ourselves at the best global mobile games publisher in the industry and to be seen as an employer of choice, and we're looking to increase our brand presence within the games industry, with a strong focus on mobile games.
<b>b. Outline the team's achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). Required</b> The purpose of Internal Communications is to provide clear and concise access to company information to all employees. Unfortunately, due to our exponential and rather relentless growth, the execution of our communications strategy was no longer fit for purpose, and compared to our competitors our company brand appeared lifeless and a little dated.  It became imperative that the Marcomms team launch a new brand and internal communications strategy to create a common focal point for all employees across our seven global sites to rally behind, and to keep pace with the wider games industry. We launched our revamped brand and website in 2022, and moved swiftly to update our internal communications channels to create more engaging content for employees.  We chose two channels to refine, our corporate emails and our weekly Town Halls. All corporate communications were rebranded that spoke directly to employees with a powerful, yet playful tone. We invested significant time as part of our rebrand identifying our unique voice - ensuring consistency in tone across all channels regardless of the subject matter, and the visual aspect of our internal comms was changed to match our new brand creatives. The aim was to transform our new corporate communications into fast and punchy reads that employees looked forward to receiving. We surveyed all employees to gather feedback so we could deliver a genuinely engaging and unifying meeting experience for the whole company.
<b>c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's past performance (up to 250 words). Required</b> We have seen excellent results due to the implementation of our new strategies. Over the last 6 months we have seen the readership rate (open and click rate) of our internal communications increase from an average of 74% to 93%.  Social media reposts of company updates have grown by 27.7% since launching our new internal strategy, suggesting that employees feel proud to be a part of Product Madness and are not shy about showing their love of the brand to the world.  And finally, we have witnessed a 36% increase in Global Town Hall engagement, with more cameras switched on for the meeting, and for the first time ever we're seeing employees volunteering to present our new sections. We're absolutely thrilled with such clear and immediate results to the changes we have made.
<b>d. Reference 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). Optional</b> Please find our attached deck which illustrates our work on this initiative.
<b>Webpage Link</b> <a href="https://www.productmadness.com/">https://www.productmadness.com/</a> ( <a href="https://www.productmadness.com/">https://www.productmadness.com/</a> )

**Would you like to add an additional webpage link?**

**Supporting Document**

Download File (<https://stevies-sage.secure-platform.com/file/17279/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNzI3OSwiYWxsY3dOb3RtaWduZWVcmwiOiJGYWxzZSIsImInbm9y6kwUs9utLN1e7TQt8qOR9q1C0Rhpc?Stevie%20Awards%20-%20Internal%20Comms%20Team%20of%20the%20Year.pdf>)

**Would you like to add an additional supporting document?**

No

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