

CiB Strategy Awards 2007

Judging Form

Class: 8 Single Subject
Entrant: HarknessKennett & South West Trains
Entry title: Right Time Railway
Entry no: ST07/012

Total mark for this entry between 1-5 where 1 is Poor and 5 is Excellent.

5

Judge's appraisal of entry:

Communications Objectives:

This entry clearly articulates its business objectives, behind which the communications objectives are clearly aligned.

Thorough planning demonstrates a good understanding of how to engage individuals.

Audience:

Thanks to excellent research there is a clear appreciation of the need to match the messages to the audience, demonstrated through the tone and style of the briefing packs. The entrants really involved their audience in both planning the key messages and executing them, which is a highly engaging approach to take.

Measurement/Deliverables:

Clearly defined deliverables with a variety of robust measures focused on overall outcomes for the campaign.

Channels:

A good channel mix which is appropriate for the audience, using face-to-face, online and posters to good effect. Excellent use of real people in the campaign really emphasises and supports the objectives.

Summary:

This is a truly excellent campaign, with a clear appreciation for the organisation and its target audience and brings incredible warmth to the organisation.

CiB Strategy Awards 2007

Judging Form

Class: 3 Employee Engagement
Entrant: HarknessKennett & South West Trains
Entry title: Right Time Railway
Entry no: ST07/011

Total mark for this entry between 1-5 where 1 is Poor and 5 is Excellent.

5

Judge's appraisal of entry:

Impressive!

From the outset this campaign makes connections. It connects South West Trains (SWT) and Network Rail (NR); it connects employees in different roles and helps them understand how what they do affects others; and it connects individuals with the overall goal of the business – *more trains running Right Time across the whole service.*

What I particularly liked about this campaign is that it's absolutely solid:

- it has active, top-level support in both organisations
- the core messages were developed consultatively
- managers were fully briefed and engaged, then supported in delivering the messages to frontline staff
- the media used are appropriate to the audience and all feature real people doing real jobs
- there has been follow-up activity through the local RTR groups and bi-annual conferences
- There is both quantitative and qualitative data to support the results.

It also highlights that in a world where there's an increasing focus on electronic media, it's still possible to achieve transformation by the simple act of bringing people together and talking to each other.

The evidence clearly shows that SWT and NR employees have moved beyond a rational understanding of the Company's goals to a personal involvement in delivering them. Two statements stand out for me:

- 82% of those surveyed now say "there is a lot I can do to help run our railway right time" (65% in 2006)
- "The video made you quite proud to be honest, when you see the journey and all the people involved, it makes you think."

Congratulations on a job very well done!