

2024 IN REVIEW:

SHOWCASING KEY PROJECTS AND 2025 PREDICTIONS





James Norrington

As we reflect on 2024, it has been a year full of remarkable achievements and game-changing projects.

In this article, we've highlighted a small handful of standout projects that defined our year, showcasing the creativity and dedication of our teams and clients as they navigated the dynamic world of work we're in.

Looking ahead to 2025, we anticipate more work will be needed to maintain **cohesive company cultures**, especially with increasingly disparate and multigenerational teams. Organisations will continue to evolve their communication and engagement strategies to boost motivation – with special attention on enabling **leadership endorsement** and **role modelling, people manager enablement** and concentrating on **key moments that matter** to mitigate communications fatigue.

Plus, we're intrigued to see how **AI** will continue to help us better understand employees, predict their sentiment and make communications more efficient, targeted, personalised and measurable.

We're excited to embark on this journey with our clients in 2025, using the lessons we've learned and the solutions we've developed to create even better employee experiences that shape the future of work.

On that note, let's hand over to the team who will take you through some of their most successful projects of the year and their predictions for 2025!

James and Craig
Avvio Reply Partners



Craig Swanwick





MEGAN MILEHAM ACCOUNT DIRECTOR

Which 2024 project are you most proud of and think other clients would benefit from?

MSC Cruises 5-Year Values Celebration

The MSC Cruises campaign was a global initiative celebrating five years of company values. Over six months, we reinforced the importance of these values, celebrated achievements, recognised outstanding contributions, and increased brand pride and appreciation. Beyond just celebrating the past, this campaign laid a foundation for the next five years by realigning employees with future ambitions, sparking moments of pride, and creating a sense of belonging.

Other clients could benefit from this project because it showcases the impact of a sustained, values-based campaign on company culture, making it highly relevant for any client seeking to strengthen employee connection to brand values and drive long-term engagement.



Working with the team at Avvio was an absolute delight! Their creativity and dedication brought our five-year values celebration to life through engaging videos, a memorable in-person event, and seamless internal communications. Their support turned our vision into an unforgettable experience for everyone involved!



Lexi Barringer
Employee Engagement
Manager

What do you predict will be the biggest trend in employee experience/internal communications in 2025?

With how quickly AI is progressing, we may start to see **more opportunities for personalisation in comms** for IC and employee engagement teams.

With the **integration of AI tools** becoming more accessible, teams will be able to create highly tailored messages, segment audiences with precision, and **deliver content that feels relevant and meaningful to each individual.**

Blanket comms will be a thing of the past and we'll see **more engagement from audiences as they start to feel more seen, valued, and understood.** It will be able to do more **real-time analysis**, removing the need for lengthy manual reviews of comms reporting, helping **refine strategies in real-time and adapting messages based on employee feedback and behaviours** with the content/activations.

For us as an agency, having access to these direct reports will be key to understanding the needs of our clients' audiences and support the creative process as we test and understand preferences and impact.



ANDIE O'LEARY

CREATIVE DIRECTOR

Which 2024 project are you most proud of and think other clients would benefit from?

Reply Leadership In-Person Team Building

At Reply's annual leadership conference, we leveraged the power of AI to create an engaging team-building experience set in the wacky world of Bubbleopolis. Teams competed for the key to the city by solving puzzles, hunting for creatures, and participating in shuffle shoot-out battles.

While the experience couldn't have been produced without the creativity of our human team, AI tools made the process faster and more cost-effective.

AI tools we used:

- **Midjourney** for image creation
- **Runway** to animate images
- **ChatGPT** for puzzle creation and copywriting
- **Topaz** to enhance image resolution
- **ElevenLabs** for voice-over generation
- **Suno** for themed soundtracks

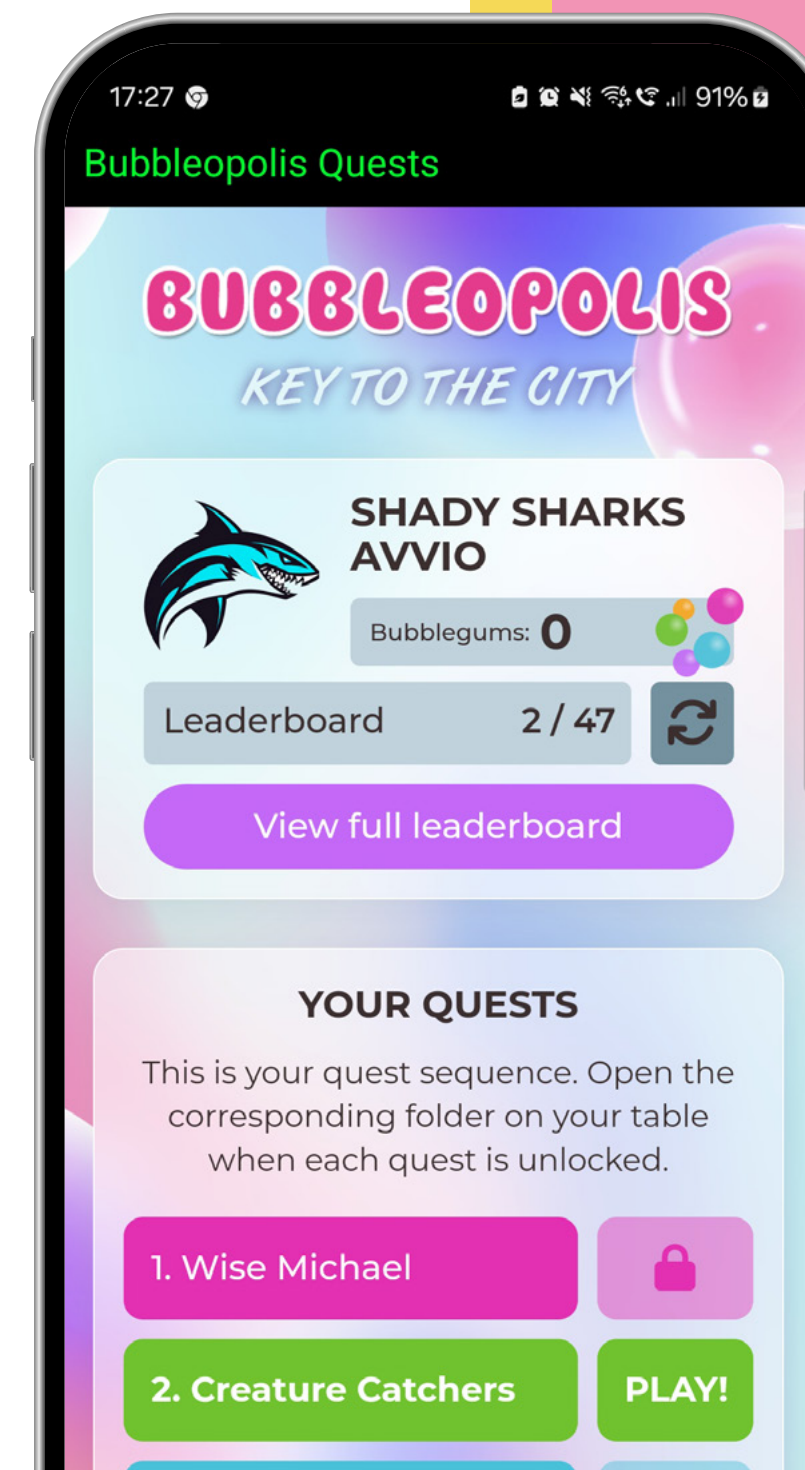
What do you predict will be the biggest trend in employee experience/internal communications in 2025?

AI will continue to **permeate the creative world and revolutionise how employees work**, with tools like ChatGPT and Microsoft CoPilot poised to become indispensable business staples.

Over the past two years **we've kept a close eye on emerging AI tools** to understand their impact on our team, processes, and creative output. Initially, we feared AI might threaten our roles, but we've found ways to integrate it into our work to achieve greater results.

Recognising AI's potential, **we've invested in training to understand its role in internal communications.** By maintaining our creative integrity, we use AI to enhance ideas and streamline tasks, while adhering to guidelines and respecting no-AI policies. This approach has helped us **deliver more efficiently while retaining the originality and creativity** our clients value.

AI is here to stay, so in 2025, much of our focus will be on helping teams understand and harness AI's potential to stay ahead.



Just wanted to say thanks for all your support and creativity. So many smiling faces in the game pics!



Lucia Randone
Social Network Director



MATT HILL HEAD OF DIGITAL

Which 2024 project are you most proud of and think other clients would benefit from?

Sky Business Digital Game

For Sky Business we created an interactive digital game to mark their first anniversary post-rebrand.

Designed to reach employees across the business, the game used a familiar high street scene to introduce Sky Business customers and services, fostering employee advocacy by connecting staff more deeply with the brand.

Its success led to the tool being added to Sky's L&D site as a lasting onboarding resource. This type of immersive tool could help other clients engage employees on a larger scale and build brand advocacy.



The team were fantastic in understanding our objectives and what we wanted to achieve, weighing up the pros and cons of a physical experiential vs a digital activation. After choosing to take the digital approach, they created a concept that enabled us to land our core key messages, in a highly creative way, allowing us to engage with a large-scale audience.



Andrew Hogan
Senior Internal Comms
Manager

What do you predict will be the biggest trend in employee experience/internal communications in 2025?

The biggest trend will be **hyper-personalised gamification**. Leveraging AI and data analytics, we'll create **increasingly tailored gamified experiences that resonate with individual employees' strengths and preferences**, enhancing engagement, motivation, and productivity. Additionally, with many companies continuing hybrid working, there will be a **strong emphasis on collaboration and team dynamics, with gamified platforms incorporating team-based challenges** and leaderboards to foster a sense of community and collective achievement.





BARRY LOUGHLIN

HEAD OF EVENTS

Which 2024 project are you most proud of and think other clients would benefit from?

AA Next Chapter Live Event

This event for the AA was a proud, uplifting gathering for UK colleagues, focusing on the company's future and heritage. Held at the Telford International Centre, this large space was transformed into an AA Expo, allowing attendees to explore various services and a main plenary room that seated 1,000 people.

To engage remote participants, "watch parties" were streamed from head offices and thousands more joined remotely from home or work, making it a truly inclusive experience for all. The event successfully connected colleagues nationwide, celebrating AA's past and looking forward to its future.



The whole event was seamless in terms of planning and delivery, which is no mean feat given we had live stream as well as in person. The Avvio team worked tirelessly to make this happen which was very much recognised by all of the Exec team. Thanks again - we couldn't have done it without you.



Louise Benford
Chief People Officer

What do you predict will be the biggest trend in employee experience/internal communications in 2025?

In 2025, internal communications will further embrace immersive, hybrid events that **build community and connection**.

Networking activities and interactive games will be more prevalent, making content engaging and memorable. "Free time" will also be integrated to encourage organic reconnection.

Visual storytelling—especially through video—will continue to gain importance, offering a dynamic way to **simplify complex messages** and **capture employee interest**.

Creating live video content at events will be essential, as it generates **post-event excitement** and a sense of **FOMO**, encouraging future engagement.

These trends emphasise creativity and meaningful interaction in driving employee experience forward.





ELISE TARR

SENIOR EX STRATEGIST

Which 2024 project are you most proud of and think other clients would benefit from?

Charlotte Tilbury Beauty Internal Communications Audit

The Internal Communications team faced challenges in understanding how employees consumed and engaged with internal communications. To address this, we conducted a global audit using qualitative and quantitative research to assess the department's role and company's evolving communication needs.

The insights provided a clear picture of employees' communication preferences, behaviours and challenges. These findings helped streamline communications, strengthened their contribution to fostering a high-performing culture, and identified strategic opportunities and focus areas for the short, medium and long term.

For clients second-guessing employees' communication needs, or what to prioritise, an audit provides valuable insights and ensures resources are invested effectively.

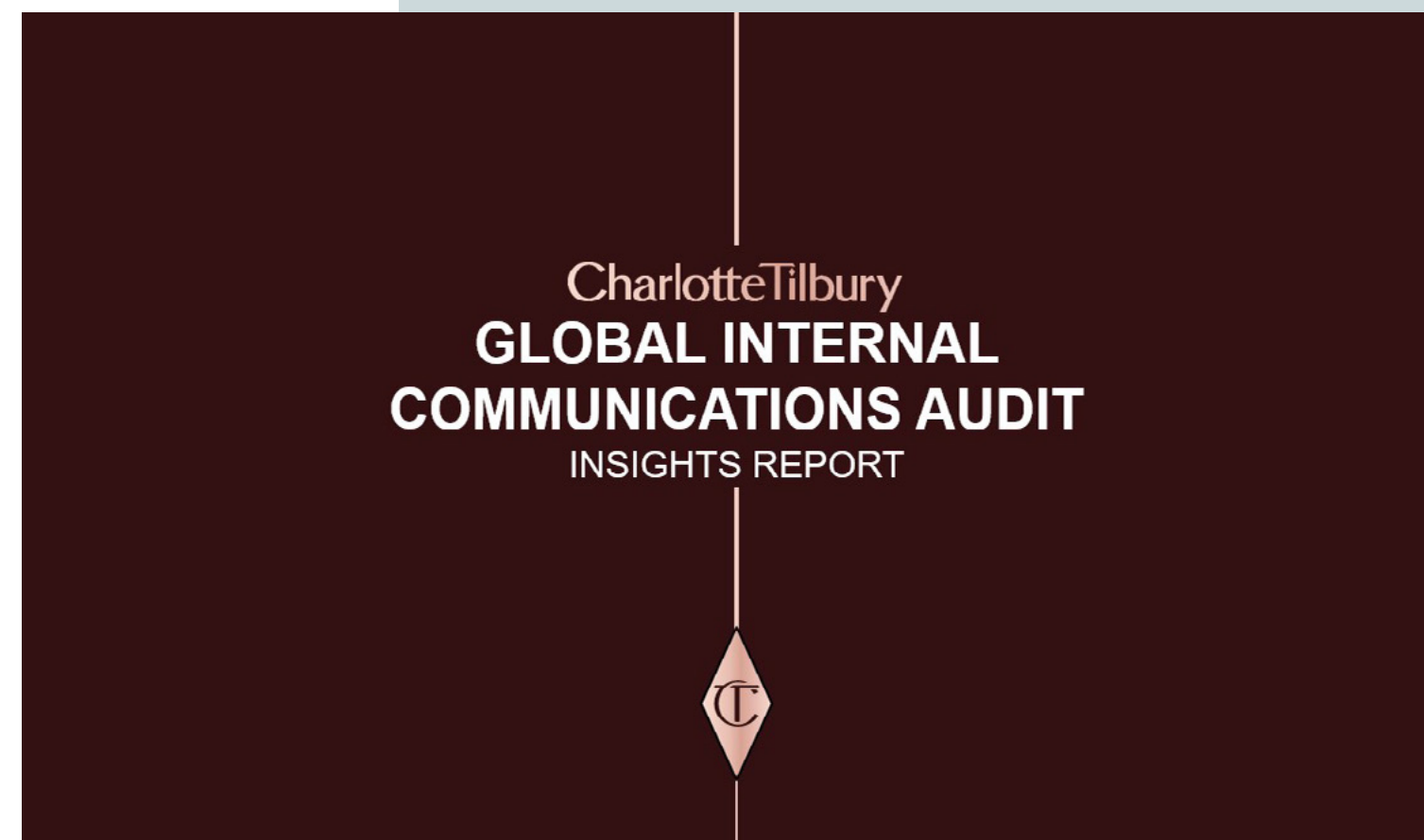
Charlotte Tilbury



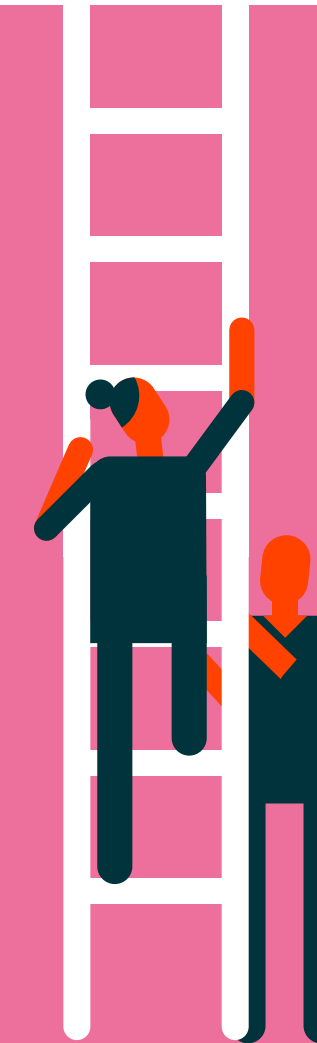
It's a brilliant piece of work that has really helped inform and shape our global Internal Comms Strategy and has given us a real purpose.



Oliver Dean
Global Director of Internal Communications



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What do you predict will be the biggest trend in employee experience/internal communications in 2025?

Managers will remain a crucial channel for communication as expectations of their roles and impact on employees and company culture continue to grow.

Often, managers are promoted based on job performance rather than readiness to manage people—80% according to CIPD—so **organisations will place greater emphasis on supporting and preparing managers** for their expanded roles.

There is a lot to be gained by **investing in manager communication skills and support**—enhanced employee engagement, increased productivity, stronger team cohesion, improved employee retention, better decision making, positive workplace culture... just to name a few!





Do any of these projects or trends sound like something you'd like to explore in 2025?

Get in touch for a chat, we'd love to hear from you!

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