INNOVATION AWARD NOMINATION FORM

The Page Up Innovation Award recognizes Page Up members who develop and implement groundbreaking approaches that are used by their organizations to chart new pathways in the profession. The Innovation Award will be presented annually to one or more individual Page Up members at the Annual Meeting to celebrate and reward new ideas and approaches to evolving the profession. The Innovation Award is similar to the Page Society’s [Hall of Fame](https://page.org/speeches/hall_of_fame) and [Distinguished Service](https://page.org/speeches/remarks) awards presented at the Page Annual Conference. But while these awards showcase a lifetime of achievement and service to the profession, the Page Up Innovation Award looks forward by highlighting individuals who exemplify the Page Up mission by charting a new course for their organizations and for the communications field.

**Award Criteria - 2020   
THEME: COVID-19 Crisis and Social Issues**

* The award should recognize groundbreaking, forward thinking ideas and approaches in response to challenges around COVID-19 and/or social issues.
* The innovation cited should align with the spirit and intent of the Page Principles.
* Ideally, these ideas and approaches should be replicable by other companies/organizations.
* Examples of exemplary innovations can include the following:
  + Novel approaches to managing teams, such as unique professional development approaches, team-building strategies or unique ways to use outside agencies and other resources.
  + Formation of novel partnerships or alliances, such as a for-profit company engaging with an NGO to tackle a challenging issue.
  + Initiatives that have significant societal impact, such as environmental stewardship, focusing the power of Communications to positively impact inclusion and diversity.
  + New methods of CommTech, measurement and accountability for results.
  + Groundbreaking brand-building initiatives.
  + Effective crisis response strategies, such as use of social media to diffuse a stakeholder issue.
  + Effective engagement of previously unaddressed audiences or communities.

**Eligibility**

* The recipient must be a Page Up member in good standing.
* The award recognizes individual achievement, rather than a department, company or other organization.
* The recipient should have had a primary leadership role in conceiving, developing, and implementing the innovation recognized.
* Awards Committee members and others judging the awards in a given year are not eligible to receive the award that year.
* Nominations come from other Page Up or Page Society members. **Self-nominations are allowed.**
* The project or product offered as evidence must have launched or have been completely redesigned in calendar year 2020 (between January 1, 2020 and December 31, 2020.).

SUBMIT THE BELOW INFORMATION BY NOVEMBER 13

**Nominations for 2020 must be received by November 13**. For questions, or to submit a completed nomination, please email April Murphy, [amurphy@page.org](mailto:amurphy@page.org).

**A. Basic Information**

|  |  |  |
| --- | --- | --- |
| Nominee Name  Gina Judge |  | Nominator’s Name (If Different)  Chris Kuechenmeister |
| Nominee’s Current Affiliation  PepsiCo communications executive (Page Up member) |  | Nominator’s Affiliation  PepsiCo communications executive (Page Up member) |
| Nominee’s Email  gina.judge1@pepsico.com |  | Nominator’s Email  chris.kuechenmeister@pepsico.com |

**B. Please answer the following questions (be sure to include any attachments):**

|  |  |  |
| --- | --- | --- |
| What is your relationship with the nominee? Have you worked together directly?  I am her manager |  | To whom does (or did) the nominee report in her or his role for which s/he is being nominated?  Me |

|  |
| --- |
| Describe the innovation for which you are nominating this individual.  The COVID-19 pandemic hit restaurants and their workers particularly hard. With 8 million workers unemployed, more than 3 percent of all restaurants (approximately 30,000) already closed, and countless others struggling to stay afloat, PepsiCo’s objective as a leader in the foodservice industry was three-fold:   1. Leverage our financial resources and marketing communications expertise to help restaurants and industry workers 2. Bring together employees, partners, customers and consumers to increase awareness of the hardships that restaurant workers are facing and enlist them to help provide immediate relief 3. Achieve all this in an empathetic way that fosters a genuine connection between PepsiCo, our customers and consumers   PepsiCo Foodservice’s customers include everywhere you’d sip and snack on our products away from home, such as restaurants, bars, sporting arenas, movie theaters, hospitals and more. As these partners struggled amid the pandemic, we wanted to use all available resources to help them in whatever ways we could.  We teamed up with celebrity chef Guy Fieri and the National Restaurant Association Educational Foundation (NRAEF) to become a founding member of the Restaurant Employee Relief Fund (RERF), committing $1 million to help kickstart the initiative. The fund provides $500 grants to industry employees who’ve been impacted by COVID-19, either by a significant decrease in wages or loss of employment.  We then built on this initial contribution with a series of creative virtual events and activations that rallied our partners and the public to donate. Knowing that many Americans were cooped up in their homes, we brainstormed creative ways to engage people and harness their desire to help during the pandemic to support restaurants and their workers.  To launch the campaign and mobilize Americans in support of the foodservice industry, PepsiCo executed a three-part approach to mobilize consumers and enlist partners to take action and create immediate impact:  **Establish Our Commitment**  We first demonstrated our commitment to communities giving $50 million from the PepsiCo Foundation to COVID-19 relief efforts. This included our $1 million founding pledge to the RERF.  **Mobilize Others to Engage and Give Back**  We mobilized consumers to engage and give back through a series of special events, spanning everything from an online dinner and a movie event to a virtual nacho-making competition. Each of PepsiCo’s events was launched with the greater purpose of raising awareness and encouraging donations to the RERF.  **Leverage Internal and External Partnerships**  PepsiCo leveraged internal partnerships with its brands and the PepsiCo Foundation, as well as a network of external partners to support and amplify our efforts to promote the RERF and help restaurants and restaurant workers in their time of need.  To support restaurants and restaurant workers nationwide, PepsiCo:   * Committed $1 million to help kickstart the RERF in partnership with Guy Fieri and the NRAEF. Internally, we promoted a video of Guy encouraging PepsiCo employees to donate and take advantage of the PepsiCo Foundation’s double match of their contributions. * Announced an additional $3 million commitment to the RERF on John Krasinski’s digital show *Some Good News*. One of the best parts of the surprise included a Pepsi logo drawn by Krasinski’s daughters. Pepsi then invited Americans to support the RERF by purchasing limited-edition gear featuring the logo. * Bolstered eateries through “The Great American Takeout”, which encouraged Americans to order at least one meal a week * Debuted a virtual “Dinner & A Movie” event, which included a film screening and live discussion with notable chefs on how they’re finding creative ways to help restaurant employees * Launched “Nacho Average Showdown,” a virtual nacho-making competition hosted by Guy Fieri and Bill Murray to raise awareness and donations to the RERF * Published a [resource web page](https://pepsicopartners.com/navigation/covid19response) on PepsiCoPartners.com, which helps foodservice operators do everything from reopen their doors to reimagine their businesses. * Promoted all initiatives across owned social channels, within PepsiCo and via external partners     PepsiCo’s efforts to support the RERF were a resounding success, bringing together our employees, partners and customers to raise widespread awareness and support the foodservice industry.   * Our initiatives collectively generated 3.7B impressions across media and social platforms. * PepsiCo’s additional $3 million commitment, announced through *Some Good News,* helped push the fund past the $20 million mark -- allowing NRAEF to provide grants to 40,000 workers. * Our earned media integration tied to *Some Good News* drove media conversation across lifestyle, business, entertainment and food verticals, garnering 607MM impressions (70 earned media stories; 1,000+ social mentions). To date, the episode has been viewed 3.9MM times, with the special edit receiving 208K views. * PepsiCo’s logo merchandise racked up $28K in May alone, the total proceeds of which benefited the RERF and earned 570MM impressions. * “Nacho Average Showdown” raised more than $3MM and made a splash across national television, kicking off with a segment on *The Tonight Show,* followed by mentions on *The Today Show, Jimmy Kimmel* and *Ellen.* Spurred on by widespread coverage in top-tier placements (such as Delish, Thrillist and Huffington Post), the virtual event received 331K+ views and 443MM impressions. * PepsiCo’s employee donations and double match program raised an additional $39K. |

|  |  |  |
| --- | --- | --- |
| Were there areas of work outside of communications impacted by the nominee’s innovation? | | |
| Human Resources | C-Suite | Business Development |
| Sales  X | CSR | Employee Recruitment |
| Events/Hospitality | Customer Service | N/A |

|  |
| --- |
| How did the nominee’s innovative idea impact the selected business areas (if any)?  **Human Resources** – PepsiCo’s leadership with the RERF delivered great value internally at PepsiCo as it served as a powerful morale builder with employees. The company’s external involvement with communities and people in need has been a source of ongoing inspiration for employees through the pandemic, and seeing PepsiCo’s leadership, employee participation and the positive buzz and discussion about the company publicly served as fuel for the entire company as it worked hard to continue delivering for retail customers and consumers throughout the country.  **Sales** – the visibility around the RERF involvement created a halo effect for PepsiCo brands and served as a contributor to building brand equity during a time where much of traditional advertising and marketing had been paused.  **Business Development** – While the foodservice industry has been severely impacted by the pandemic, it remains a critical component of PepsiCo’s broader business strategy. The company’s involvement with the RERF helped continue to strengthen relationships with existing restaurant and foodservice partners – seeing PepsiCo’s leadership across the entire food/beverage industry to support foodservice businesses reinforced why they choose to partner with PepsiCo. In addition, PepsiCo’s leadership has also served as an attractive element in new or developing business relationships outside of the company’s current roster of restaurant partners. The impact of RERF reaches beyond the businesses currently partnered with PepsiCo, but our commitment to the entire industry has opened up near- and long-term business possibilities that were not previously on the horizon.  **Employee Recruitment** – in the war for talent, the ability to differentiate your organization or culture is key to drawing the top candidates and building a next-level team. Community involvement and social responsibility has become an increasingly important element in this, and PepsiCo’s high-visibility involvement with the RERF has helped draw new candidates and distinguish PepsiCo from other companies. The PepsiCo RERF work has drawn considerable attention through career-related social media engagement on LinkedIn, discussed during job interviews and serves as a great current example of PepsiCo’s “Winning with Purpose” vision. |

|  |
| --- |
| In one sentence, what is the most innovative dimension of this work?  PepsiCo acted as a catalyst that not only invested in communities, but also leveraged its communications and marketing power, and encouraged all of its stakeholders to give, ultimately multiplying the impact. |

|  |
| --- |
| In what way does it align to the [Page Principles](https://page.org/site/the-page-principles)?  The RERF Initiative aligned with several Page Principles, including:  **Prove it with action** – The entire initiative is action-oriented as it centers around driving relief efforts for restaurant workers. The clear call-to-action is distinct, and PepsiCo’s efforts around this revolved around driving awareness, raising funds, activating its own employees and making a significant financial donation by example.  **Listen to stakeholders** – The RERF initiative relied on stakeholder input and engagement at its core – important foodservice customers identifying and addressing a critical time and need in their industry. Engaging with senior PepsiCo leaders and its foodservice sales organization also were critical, as were important, credible third-party partners and advocates, like Guy Fieri and NRAEF.  **Manage for tomorrow** – The RERF initiative obviously had a focus on driving an immediate impact through relief for restaurant workers today, but also kept a strategic eye on the future as well. The impact of the pandemic on the foodservice industry is, and will continue to be, devastating. Financial support and steps taken today can help provide stability for tomorrow as society pivots into next phases of the crisis, and better position the industry for when we come out of it completely.  **Conduct public relations as if the whole enterprise depends on it** – This could not be more true for this effort. The livelihoods of many people and future stability of countless food/beverage establishments remains in question because of the unpredictability of the crisis we are facing. Relief to the foodservice industry was essential. In addition, the foodservice space plays a significant role in PepsiCo’s business as well, so the health of the industry has a cascading effect on PepsiCo’s own success and growth.  **Realize an enterprise's true character is expressed by its people** – This was demonstrated not only in the teams of people at PepsiCo that were essential in bringing the idea to life and executing it in the world, but also the countless employees that were inspired by the communications output and organically amplified our voice to drive greater awareness and public engagement. |

|  |
| --- |
| What impact did the innovation have on the organization and its stakeholders? What can Page Up members learn from this?  Beyond the money raised to support restaurant workers and the foodservice industry, this effort’s incredible earned and social media visibility, as well and positive influencer engagement, has reinforced a focus on creating purpose-driven engagement campaigns for our brands or the company. The volume of coverage and social discussion rivaled other efforts such as high-profile new product launches or even Super Bowl activations, which demonstrates interest among various publics in companies and stories that connect success with purpose.  Initial insights revealed that during these difficult times, consumers are looking to companies to demonstrate empathy and togetherness, and to do the right thing in regard to their response to the crisis and people in need. Research also uncovered that people were ready and willing to give back in this time of crisis - it was just up to us to give them the (virtual) means to do so.  By offering a holistic, empathetic response to the plight of restaurants and restaurant workers, PepsiCo was able to inspire and mobilize consumers and connect them with opportunities to make a difference. Campaign results ultimately backed these initial insights and underscored empathy and social purpose as important brand mandates. |