



Winner// THE WEBER SHANDWICK COLLECTIVE, ASIA PACIFIC

This award recognises workplaces that have implemented an exceptional strategy to strengthen mental wellbeing in the workplace.

Across Asia, cultural stigma and relentless professional competition have long kept mental health struggles in silence – a reality felt acutely within fast-paced agency life. For The Weber Shandwick Collective Asia Pacific, these pressures reached new intensity in 2024 amid geopolitical tensions, economic instability, and uncertainty surrounding an impending company merger. Recognising that mental wellbeing was not just a matter of care but of strategy, Weber Shandwick APAC set out to transform its workplace into a sanctuary of authenticity, safety, and collective strength for its 700 employees across six markets.

A Culturally Grounded Strategy for Empowerment

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local teams, the organisation built programmes that resonated within each market, grounded in the message: "We're here to help." Mental Health Literacy became the foundation, anchored by its Mental Wellbeing Hub – a digital space offering practical guides for managing challenges such as imposter syndrome. Collaboration with Project Healthy Minds trained leaders to foster empathy and inclusion, while a partnership with This Can Happen Global brought region-wide talks on often-stigmatised topics including menopause, men's mental health, and



Susie Bates, Chief People Officer, The Weber Shandwick Collective, Asia Pacific

neurodivergence, featuring senior leaders' personal stories.

To provide individualised care, The Weber Shandwick Collective partnered with Intellect, giving employees access to personalised wellbeing plans and on-demand emotional support. As merger plans developed, listening sessions with the global president promoted openness and reassurance, while the Champions of Change network – volunteers from across all offices – led local wellbeing and inclusion activities, from Pride events to wellness retreats.

Resilience in Action

The impact was both cultural and commercial. Despite a challenging year, the company retained 83% of

its Top 40 clients, secured 50 new accounts, and collected 53 industry awards, including Best Company for Women (Bronze) and Greater China Best Place to Work.

Employee engagement and feedback underscored the programme's value, with many describing a sense of validation and belonging rarely experienced in corporate settings. The partnership with Intellect achieved a 29.8% uptake across six markets – well above industry averages – while wellbeing metrics reflected healthy growth in purpose (76/100) and self-efficacy (73/100). ■

Judges' comments

- + Really positive to see a strategy catering to a market where there is still a lot of stigma in discussing mental health.
- + It's great to see the positive feedback from employees and the link to business success.

SHORTLISTED

- Centrica
- Chevron Corporation
- GSK Belgium
- Hitachi Rail