

Best Internal Wellbeing Communications

Winner //

MUFG

This award recognises how internal communications have been used to successfully drive engagement with a mental health initiative or strategy.

MUFG recognised a critical gap: despite having a strong range of wellbeing support available, complexity and fragmentation were limiting engagement. Employees needed to be able to find the right support quickly, easily and with confidence – particularly during sensitive or challenging moments.

In response, MUFG reimaged its wellbeing communications around a simple principle: wellbeing support is only effective when people can access it easily and when it matters most.

From Fragmented Support to a Single Experience

At the heart of the strategy was the Five Pillars of Wellbeing – Emotional, Financial, Physical, Social and Professional – creating a clear, consistent language across the organisation.



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This was brought to life through a central wellbeing intranet hub, providing a single destination for support, alongside dedicated Life Event pages focused on real employee experiences including bereavement, baby loss, cancer, domestic abuse, fertility, menopause, family wellbeing, heart health and retirement.

A firm-wide launch introduced the new framework, followed by year-round pillar-led campaigns to keep wellbeing visible and relevant. These combined targeted communications, provider events, external speakers and practical signposting.



Signs, Symptoms and Treatment (AXA Health Panel Event)

The “It’s OK to Feel” campaign, for example, encouraged open conversations around emotional wellbeing through an interactive question box where employees shared the small things that help them through difficult moments. Meanwhile, Life Event pages ensured tailored support remained available beyond individual campaigns, reducing the need to navigate multiple sources during times when employees may already feel overwhelmed.

Results & Impact

The wellbeing hub attracted more than 1,000 visits following launch, demonstrating demand for a centralised and user-friendly approach.

Beyond usage, the strategy has increased awareness and simplified access to support, helping employees navigate resources with greater confidence and enabling earlier engagement. The shift from one-off campaigns to a year-round wellbeing narrative has also helped normalise conversations around mental health and reduce stigma.

Life Event pages have been particularly impactful, aligning support with the situations employees actually experience. By making relevant resources easier to find at the point of need, MUFG has reduced complexity and created a more supportive experience during sensitive life moments. ■

Judges’ comments

- + Clear objectives, framework and strategy.
- + Good foundational strategy with clear execution.

Shortlisted

- Brewers Decorators Centre
- GSK