

CATEGORY	:	Strategic Communication Recognition Award
ORGANISATION	:	Government Service Insurance System
CONTACT PERSON	:	Margie A. Jorillo / Mercedita Irene D. Tayag
NAME OF PROJECT	:	GSIS CARES: Communicates assurance, relief, ease, and safety amid the pandemic
OBJECTIVE AND NATURE OF PROJECT	:	COVID-19, a health crisis of epic proportions, has taken the Government Service Insurance System (GSIS) and the rest of the world into an uncharted territory. Dramatically altering the landscape of delivering public service, GSIS swiftly adapted to the changing times and devised strategies to provide uninterrupted service to its stakeholders while keeping them safe and informed in the face of government restrictions and quarantine measures in 2020. At the onset of the crisis, GSIS identified the thrusts in serving its clients: migration to digital technology; contactless and flexible transactions; and sensitivity to the needs of members and pensioners. Based on these thrusts, GSIS developed and launched contactless filing of loans and claims; emergency loan programs for members and pensioners with a higher credit limit and more flexible terms; a half-million peso insurance benefit for public frontliners; loan moratorium; and a host of other benefits and services. As these programs were launched one after the other, the GSIS Corporate Communications team activated its crisis communication plan and ensured that strong key messages on assurance, relief or <i>ginhawa</i>, ease, and safety resonate in all of its communication efforts. GSIS harnessed technology and media to ensure that these benefits and services reach its intended audiences in a consistent, accurate, and timely manner. The GSIS Corporate Communications team developed and implemented an integrated communication program that sought to keep its clients and employees informed by: • Achieving a balanced exposure of at least 80% for all media types (TV, radio, print, and online); • Achieving a return on investment (ROI) efficiency of above 10%; • Optimizing the use of text blast and Facebook page; and

		• Strengthening its internal communications.
WHY IT SHOULD BE RECOGNISED	:	GSIS's integrated communication program achieved its objectives based on 2020 reports. GSIS achieved a balanced media exposure of 89% for all media types. GSIS's media monitoring service provider reported that GSIS press releases from March to December 2020 generated 1,359 pick-ups by TV, radio, print, and online channels valued at Php636 million. It further reported that GSIS had a balanced exposure (where GSIS press releases were posted or aired) on TV, radio, print, and online channels with a total average exposure of 89%. GSIS's monthly average media exposure was 82.28% and 90% in March and December 2020, respectively. Various media interviews were also arranged, and the interviews were posted on GSIS's website and Facebook page. A total of 87 media interviews with GSIS executives were conducted from March to December 2020. GSIS achieved a return on investment (ROI) efficiency above the 10% target. Total ROI efficiency, which measures how effective the GSIS articles or clips in terms of visibility, ranged from 15.35% to 20.94, which was above the recommended ROI efficiency of 10%. GSIS has kept customers informed by optimizing the use of text blast and GSIS Facebook page. GSIS utilized its text blast facility to inform members and pensioners of the benefits and services that they may avail of during the crisis. From March to December 2020, a total of 25,073,533 messages were sent to its stakeholders. GSIS maximized the use of its official Facebook page to reach its members and pensioners. The 74,276 likes in March 2020 grew to 213,382 in December of the same year. GSIS banked on Facebook page posts to update its increasing number of followers. The team released a total of 218 posts, which generated a total audience reach of 29,768,886 and engagement of 755,485 in the same period. GSIS has kept employees informed through strengthened internal communications. For its internal audience, GSIS maximized the use of the text blast service,

		electronic mail blast, and Facebook groups to reach its employees. From March to December 2020, the team sent a total of 96,621 text messages to employees and released 54 issues of its internal newsletter (<i>G-News in the New Normal</i>) via email blast. The team also created <i>Kawani Chronicles</i>, an exclusive Facebook group for GSIS employees that now serves as a popular and interactive source of official information on GSIS programs and policies. All corporate events are also being live streamed through the FB group. GSIS gained national and global recognition for COVID-19 efforts. GSIS was cited by the 2020 Stevie International Business Awards for having the "Most Valuable Government Response to the COVID-19 Pandemic" in the world. It was the sole government agency to win the Gold Stevie award in this category, besting entries from the United States and Australia. The GSIS Corporate Communications team likewise garnered a Silver Anvil and three Quill awards in February and March 2021 for its COVID-19 related communication initiatives. The Anvil Awards is deemed as the "Oscars" of the Philippine public relations (PR) industry. It recognizes outstanding PR programs, tools, and practitioners after a thorough screening of select PR professionals and judging by a distinguished multi-sectoral jury. The Philippine Quill honors the dedication, innovation, and passion of communicators using a global standard.
SUMMARY OF THE PROJECT	:	The project covers the integrated communication program of GSIS in the face of the COVID-19 crisis. The GSIS Corporate Communications team planned ahead, cultivated media relationships and utilized the quad media, and ensured consistent, timely, and accurate release of information that communicated assurance, relief, ease, and safety to its over two million members, pensioners, and stakeholders. As a result of its implementation, GSIS achieved a balanced exposure for all media types; ROI efficiency of above 10%; strengthened external and internal communications; and gained various national and international recognitions.