

Achievements Success Stories

strategic planning
customer segmentation & insights
integrated marketing plans
big budget planning & management
stakeholder management
team leadership & mentoring
messaging architecture
brand identity & activation
propositions & portfolio launch
creative planning & management
through-the-line 360 activation
digital-first & social media focus
thought leadership content & engagement
lead generation & sales enablement
events, sponsorships & partnerships
viral stunt, PR & blogger outreach
project management & delivery
innovation & transformation
change optimisation & improvement
creative pro bono initiatives
people engagement
diversity & inclusion champion
Testimonials & Accolades
Awards & Recognitions



Christina Chan

diversity & inclusion

"Christina has this energy that you know every company needs and you will be most fortunate if she is working at yours. When I first met her, I was excited about her view, energy and perspective in seeing things which we do not always get to see in such a seasoned professional. She is committed in her work and dedicated to ensuring she delivers for impact. If you ever have the honour to work with her you won't be disappointed."

Sade Oladugbewo
Co-Chair of MIN Network
Vodafone UK

"Christina is a powerhouse of energy. She is very dedicated and hard working. She is inspirational with her Marketing initiatives leaving an impact on recipients of the content. She is a true team player; a leader putting her team in forefront for all the accolades deserved after over-achieving team and personal goals.

Christina's passion for Diversity and Inclusion (D&I) initiatives is second to none. She has helped immensely in building the brand for the people's network for Multicultural Inclusion at workplace and continues to drive the network to new heights of success through engagement initiatives and her brainchild campaigns.

She is bold and a true inspiration for all her colleagues. Thank you Christina!"

Kunal Kakar
Head of Service Delivery/ MIN Steerc
Vodafone UK

"I'm very proud of what you're doing and the bravery shown in telling your story and supporting others to share their own stories."

Jason Almond
Head of Defence & Security
Vodafone UK

Project: MIN relaunch (2020-2021)



Situation/ Context:

Time/ Constraints:

Actions taken/led by me:

At Vodafone, we invest in supporting diversity and inclusion agenda. We have multiple people networks, and one of them is "Multicultural Inclusion Network" (MIN).

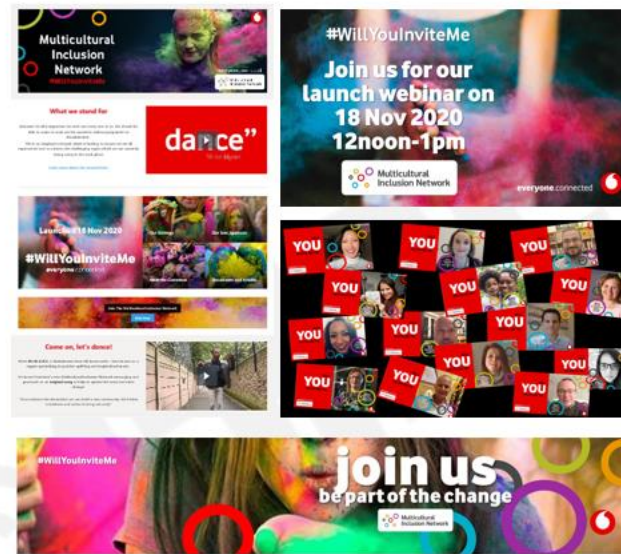
MIN was first set up in November 2018, with discussions focused around the black community agenda. It was clear we needed to tackle the other MIN audiences. But at the time we only had about 400 members. **We knew we couldn't tackle the bigger issues if people didn't even know who we were.**

There are lots of different networks within Vodafone doing great things to champion diversity but they often overlap in efforts and messaging. We wanted to articulate the message that **MIN would not just be for specific groups within Vodafone, but for everyone.**

Deliver a new communications strategy for MIN. We wanted to redefine the meaning of 'multicultural' for people at Vodafone and reignite the buzz around it. **Our goal was for MIN to help everyone feel they belonged and could reach their true potential,** regardless of their ethnicity, race, background, gender, sexual orientation or disability.

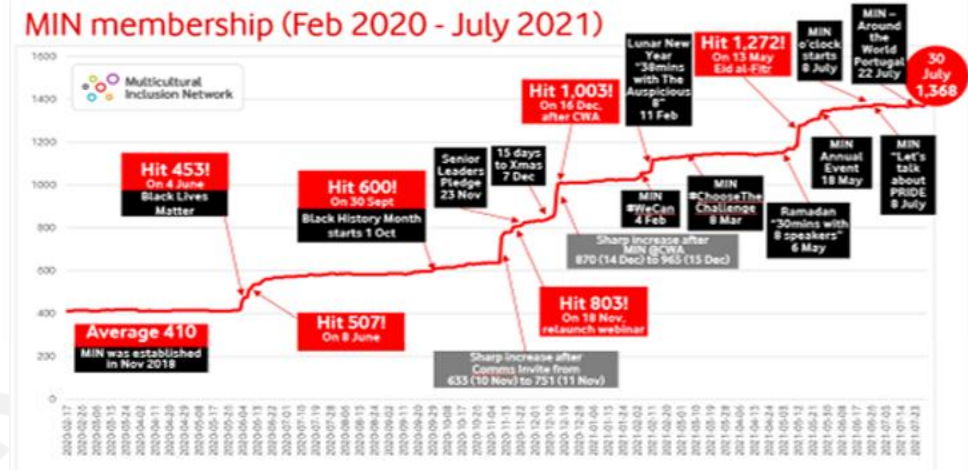
Our campaign leaping point : "Diversity is being invited to the party, inclusivity is being asked to dance." Verna Myers

Our campaign tagline : #WillYouInviteMe



Results achieved:

- [Final MIN Teaser Rap Video](#)
- [MIN Manifesto Video](#)
- [#MIN FY21 Highlights](#)



diversity & inclusion

Project: MIN 15days (2020)

"If your objective was to have people get to know you better, and to understand you better, you couldn't have achieved it any better. Well done Christina, you're an inspiration."

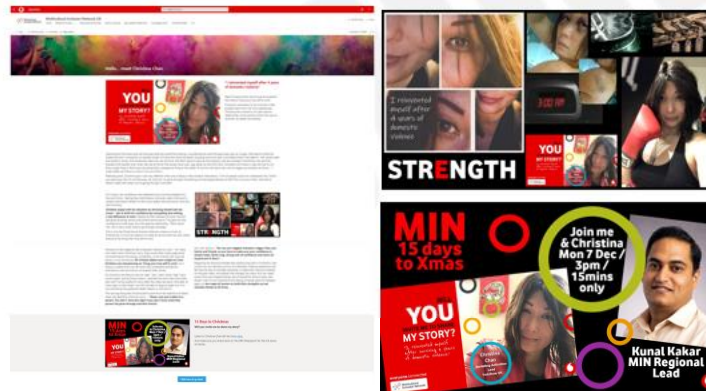
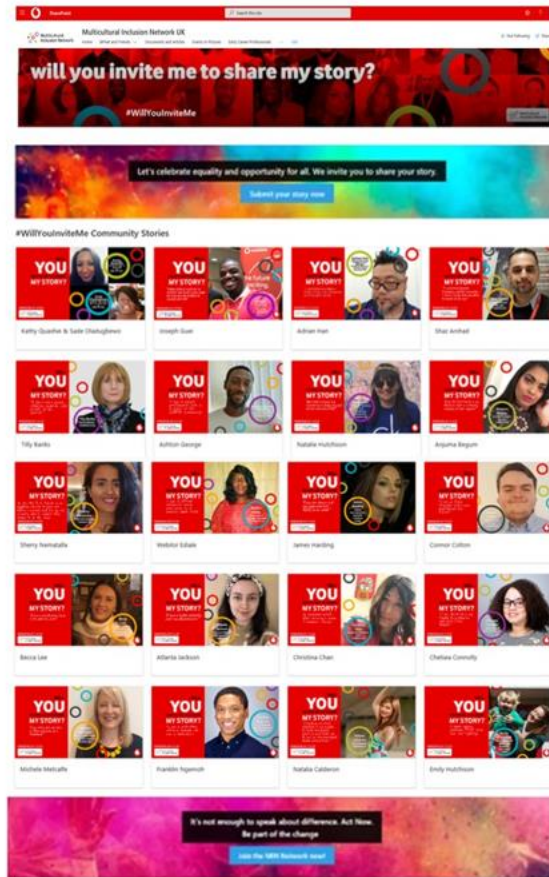
Athena Ainsworth
Head of Regional Business
Vodafone UK

"I am so impressed with Christina Chan; her work ethic, passion and determination for delivering at the highest standard is outstanding. I had the pleasure of working with Christina over the past few months as part of the Multicultural Inclusion Network and she embodies the true Spirit of Vodafone, not afraid to push the boundaries and experiment; and all on top of her very demanding day job. She worked many long hours taking the time to gain feedback, adapting and reworking the campaign to ensure we were ready and well prepared for the launch of the Network. Christina shows up when she is called upon and that dedication is infectious, encouraging others around her to do the same.

In order to really make any significant shift to the D&I agenda to make Vodafone a more inclusive place to work we need people like Christina who live by our Spirit behaviours and go over and beyond to ensure we are on form at all times.

You have a true gem on your hands."

Adanna Welch
Head of Operational Governance /
MIN Exco Sponsor
Vodafone Group



Situation/ Context:

Our MIN thought leadership point of view:

- We think there's a **bigger meaning** behind diversity and inclusion.
- It's not just about **how you think**, it's also about **what you can offer**.
- It's about feeling like you can **speak up** and more importantly, **you are inspired and empowered to step up AND step in**.

Time/ Constraints:

To make seismic, long-term change – not just ripples that would fade – we wanted to build a bold, creative campaign based on a real point of view.

We needed the right creative outputs to unite everyone. This wasn't a HR exercise. This was a rallying cry. This was about opening our MIN doors to everyone, encouraging people to **bring their true selves to work**, and asking people to be **diversity agents** by sharing their story.

Actions taken/led by me:

- **Phase 1 : Awareness "Will you invite me"**. Here we started to break down the barriers and stigma around conversations of gender, race, LGBT+, disability and mental health through shaping the MIN manifesto. We turned this powerful speech into a **punchy animated video** that directly addressed the audience to: **"Open your heart to the real person rather than the person you're expecting."**
- **Phase 2 : Engagement "Come closer, I am..."** We ran a series of virtual speakers every day at 15:00pm, for 15 minutes, for 15 days. Each speaker shared their inspiring story that said: **"This is me. These are my life experiences. These are my vulnerabilities. These made me stronger and brought me here."**
- **Phase 3 : Advocacy "Let me introduce you to..."** This called on MIN members to take pride in their new connections and to put the lessons they'd learnt from people's stories into practice.

Results achieved:

Through the power of storytelling, we created a space where people weren't worried about reaching out to colleagues and friends. Together, we fostered a diverse and inclusive culture of openness without judgement.

- [#MIN FY21 Highlights](#)
- [What does MIN means to me?](#)

diversity & inclusion

Project: #MINoclock 3pm (2020-2021)

"What you have create is way beyond amazing!!! To put in so much time and care... on top of your day jobs. Thank you, we are so lucky to have you on our team!"

Vishal Dixit
Head of Wholesale/ MIN Exco Sponsor
Vodafone UK

"I have been watching the work you do – truly inspirational. You gave a webinar once where you were so open about your experiences – it made me feel proud to be part of this community. Rather than refuse to speak because it may make you vulnerable, you owned that space and time, you showed strength and had an outpouring of support from your colleagues. By continuing the journey with campaigns like this, you are ensuring future generations will have a more inclusive and diverse work environment. I have a lot to learn from you! 😊"

Bernie Gooding
Legal Counsel
Vodafone UK

"Thank you for all you have done to drive inclusion through MIN – you have really made your mark and done a lot to drive conversations on diversity across our business. I loved the #WillYouInviteMe series, as did many and I think you leave a strong legacy behind."

Kaammini Chanrai
D&I Manager
Vodafone UK



"Today is different because of what you did yesterday. Bravo."
Frances McLean
Account Manager
Vodafone UK

- [MIN Eid Al-Fitr](#)
- [MIN Lunar New Year](#)
- [MIN & World Cancer Day #WeCan](#)
- [MIN & Women's International Day #ChooseToChallenge](#)

Situation/ Context:

People are nervous to start conversations around diversity and inclusion through fear of offending people. **Our relaunch of MIN opened doors to support people to tell their story and listen to others without judgement.**

Time/ Constraints:

We started to break down those divides and brought more people together under the new MIN umbrella through **safe online spaces and open conversations.**

The **creative executions** we made at every stage of the campaign were critical at carving out a way for people at Vodafone to go **from thinking about diversity and inclusion, to taking action.**

Actions taken/led by me:

To overcome the limits of people's time and ability to commit to the cause, **we wanted to create something where people would want to give up their time not because they had to, but because it made them feel accepted and proud of where they came from and where they worked.** Also, we made it easy and achievable for a busy worker. Thus, we launched **#MINoclock, every Thursday at 3pm**, we invite people to come and share their stories. That's so little in time investment, in the bigger scheme of things.

Results achieved:

- [#MIN FY21 Highlights](#)



people engagement, D&I

Project: Change Bandits (2017-2019)

"What an impact you have had during your time with us. From the brilliant campaigns, not to mention the Change Bandits, to your fantastic work on diversity and Inclusion. But most of all it is your energy, passion and commitment that mean you will be sorely missed. You will have a big impact wherever life takes you."

Colm O'Neill,
Managing Director,
Major Corporate and Public Sector,
BT, London

"Christina is an incredible person, making the impossible possible. She has a strong background in marketing and communications across a broad spectrum of industries. What I find amazing is her ability to extend her marketing skills to support a whole breadth of transformation projects and engagement activities from mental health awareness to starting up music bands! Christina is a highly valued person within our organisation."

Faisal Mahomed,
Commercial Director,
Major Corporate and Public Sector,
BT, London



[The Making of Change Bandits Video](#)
[Change Bandits Music Video 2018 "Mustang Sally"](#)
[Change Bandits & Friends "Lean on Me" 2018](#)
[Change Bandits Music Video 2019 "Hand to Hold"](#)
[Change Bandits – Our Journey One Year On 2019](#)
[Change Bandits 1st Anniversary Gig 2019](#)
[Change Bandits mydonate page](#)

Situation/ Context:

"I have always been an advocate for change, and for the past year in BT, I have rebelled against 'business-as-usual' to break the 'all work, and no play' stereotype. I wanted to create something that would bring the senior leadership team and other employees together to show them as real people; having fun with no barriers. I was genuinely surprised by the enthusiasm, talent and commitment - forming the Change Bandits band has done wonders for me, and been great for stakeholders networking. Through Change Bandits and the music we've been able to inject colour, passion, energy, and a real winning attitude into MPS!"
Christina Chan, founder of Change Bandits & band manager

Time/ Constraints:

Senior leadership team does not really engage downwards
There is a culture of putting up a work front when we come to work
No one really knows the person sitting next to them
The office is really a place for work, fun is not factored in
No one would volunteer to do out of scope projects e.g. D&I projects

Actions taken/led by me:

Broke the culture by walking up to the leadership seating area and asking the question "who wants to join my band to win Battle of the Band?"
Formed the band – based on 1st top 5 recommendations, and surprisingly all of them were senior leadership team (director level).
Sorted all marketing initiatives to create the brand / logo identity of the band, promote the band, to drive awareness of the donation drive.
Concept creator of both music videos for Battle of the Band 2018 & 2019
As band manager, organise all rehearsals and gigs for the band. Within 18 months, we have done 5 gigs at external venues.
Secured pro bono support from advertising agencies to help with the marketing collaterals creation e.g. video shoot.
Involve the organisation to engage and participate in the initiative with additional activities such as guest singers, guest and new musicians.

Results achieved:

We were the first within the UK office to bring music into our culture. Change Bandits is the initiative that has launched and spearheaded our people campaign "Bring your true self to work".
Won "Best UK Band" in the BT Battle of the Band for 2018 and 2019. 1st runner up for "Best Global Band" for 2019.
To date, we have raised £17,292.87 for Cancer Research UK.
Huge support from BT senior leadership team (CEO Graham Sutherland and MD Colm O'Neill) – each donated £1000.
You Say (people well being score) increased by 10%.

people engagement, D&I

Project: Bring your true self to work (2017-2019)

"You have shown a great attitude to move the dial on the marketing front for MPS, moving from something that has not been important to something is front of mind. You have provided the right challenge and support to the business where needed, and have really helped with your creative thinking to push the dial. The mindset you have applied, has both allowed for the creativity and also the right lens on return on investment which is actually quite a weak area across Enterprise.

You have been a real inspiration on the D&I front; this is extra-curricular but you have really led the way in this space, applying your experience and creativity which has helped create some fantastic outputs/ campaigns. With this and the lean in circle that you have been running has really helped open peoples eyes to some really important subjects. Your character and approach has helped create a very safe environment for people to really open up.

Other things that spring to mind is you taking ownership of certain campaigns which have really helped elevate these campaigns to be a success.

Outside of this, the focus on financial return has really stepped up and in the public sector space this has not been evident before."

Sandip Thakrar,
Finance Director,
Major Corporate and Public Sector,
BT, London

BRING YOUR TRUE SELF TO WORK



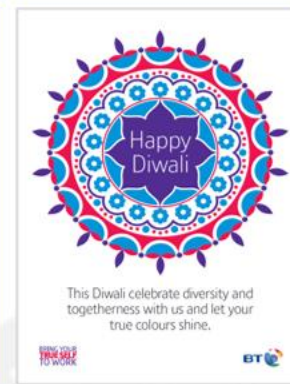
- Father's Day**
- Mental Health Awareness Day**
- Diwali**
- BT London Choir**
- Mother's Day**



The insight for "Heroes in Us"

It is very human to only see the success that one projects to the world (and in the office) and it is easier to share success stories than to share the real stories, behind-the-scenes stories.

This circle will focus on celebrating individuals who have demonstrate heroic strengths in their personal lives, and yet still able to achieve their huge career ambitions in their work lives.



"Anyone can be a superhero in themselves, as long as you are willing to open up about your experiences and have the confidence to drive yourself forward. Also, if we are truly embracing diversity and inclusion, we simply cannot expect everyone to be exactly the same."
Christina Chan, Head of Marketing, Major Corporate & Public Sector, BT London

pro-bono government rally

Project: NCADA Anti Drugs Singapore (2007)

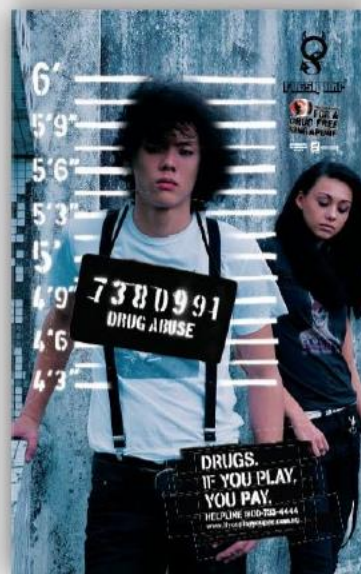
"First impressions mean a lot to me, and Christina managed to impress me from the very start. Don't let the veil of her cool presence mislead you. As they say, still waters run deep. One of the traits I love about her most is that she manages to always listen first.

Having the opportunity to create and manage global work out of a market like Singapore is very rare opportunity. And having someone with the fortitude to handle the intensity of a project like this is even more rare.

While watching her lead that first global project, I found Christina to be one of the most resourceful, creative and solution-oriented people I have ever worked with. Three global projects later, I promise you that this statement is no exaggeration. From her creative briefing sessions, management of projects, and her creative contribution, she has tenaciously proven herself time and time again.

She is an intuitive leader and a good communicator. Her team respects her and is never without her full support. Since the time I joined till now, I must say that Christina has been my closest partner in the agency."

Robert Gaxiola,
Executive Creative Director,
Bates Singapore



Situation/ Context:

With the increasing usage of recreational/party drugs among youth, there is a need for NCADA (National Council Against Drugs Abuse, Singapore) to raise the awareness on the matter, and remind young people of the consequences.

Time/ Constraints:

As this is a government project, and on a pro-bono basis (minimal budgets), we had to literally put on our best salesman suit and go out to sell our ideas to partners and media for free advertising space and exposure. We had to speak to the youth on their terms. In their language. And with a visual style that will appeal to them.

Actions taken/ led by me:

Through the talents of contemporary street artists, we overlay aspirational lifestyle images with the very real message of prison.

To do this in an authentic way, we approached and collaborated with partners who are well-known and popular brands among our target audience, providing our campaign with added credibility.

We shortlisted 8 cool, edgy brands that appeal to the youth – leveraging on their existing brand appeal and relationship with them. Example: apparel/ fashion brands, hang-out places e.g. clubs etc...

Brands that are recognisable home grown Singaporean brands, bringing the campaign even closer to the target's life.

Results achieved:

The response was very encouraging and we ended up with a full 360 campaign, with a tease phase and reveal phase. Press/ magazines, outdoor, ambient guerilla, PR conference, microsite and online banners.

The idea and approach was definitely very untraditional to be undertaken by a typical Singapore government body. We were very proud that NCADA took the bold move and trusted our strategic recommendation based on real consumer insights

Campaign went live Oct 2007 – Feb 2008.

Awards won:

- 'The Best Campaign in APAC 2007', Media Magazine
- Silver, Singapore Effies 2007