



WORLD EMPLOYER BRANDING DAY

25-27 April 2018 | Prague

Voices of INDUSTRY

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leading employer
branding vendors from
around the world on their
best employer branding
initiatives

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Employer Branding doesn't just start with attracting and retaining talent, we must also educate and inspire the younger generation - the workforce of the future.

The Future Workforce - Inspiring the Next Generation

Employer Branding doesn't just start with attracting and retaining talent, we must also educate and inspire the younger generation - the [workforce of the future](#). Providing an opportunity for students to engage with and understand STEM (Science, Technology, Engineering and Maths) at key times; when making subject choices at school and career choices at college; helps them to realise their potential and also helps us address the skills gap.

[Research from Accenture](#) revealed that young people are most likely to associate a career in science and technology with 'doing research' (52%), 'working in a laboratory' (47%) and 'wearing a white coat' (33%).

At Accenture, we are challenging the norms around STEM careers through our [#GirlsInSTEM](#) initiative which showcases innovative and interesting technology to inspire the next generation of STEM girls.

Throughout 2018 we will be hosting interactive workshops, talks and demos to engage with 6000+ girls at events and through virtual experiences across Australia, France, New Zealand and the UK.

Many companies are focused on inspiring the 'Generation Beyond' and Lockheed Martin - a global security and aerospace company - are one of those getting it right. Creating an out of this world VR experience for school aged children. Getting on a bus to school is the norm for many but in this case the school bus which was taking them to a Science and Engineering Festival, was actually a virtual tour of Mars - as the windows turned into screens, and passengers experienced travelling around the red planet - 200 square miles of Mars was replicated by Framestore who also created the special effects for the Martian movie.

The tour was part of a larger STEM educational program that aims to bring the science of space to homes and schools across America and get children to take up STEM careers. Find out more by [clicking here](#).



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*It became the
ultimate recruiting
instrument:
attracting and very
self-selecting.*

To us, the ultimate employer branding case was a project we did for the Amsterdam firebrigade. Their challenge was to recruit an extra 80 people, with a focus on more cultural and male/female diversity. The challenge was to reach this 'hard to target' diverse group of sportive people and ask them to change their lives and consider a career as a professional firefighter.

Everyone has images of working as a fireman/woman, but how can you communicate the challenges in reality? Not only reach people in their heads, but also in their hearts and even hands? It was the core behind the idea we developed: 'Will you stay cool, when it gets hot?'

We created the ultimate firefighter experience. An interactive event, in the streets of Amsterdam, in markets, at festivals, were we met our potential audiences. We developed the 'Coolbox'. In this 'branded' and rebuilt 24 foot container, we build a complete simulation of a house on fire. Interested passers-by were invited to go in and save a person from this 'house on fire'.

It became the ultimate recruiting instrument: attracting and very self-selecting. One group of people already decided it is 'not for me,' once seeing and hearing the Coolbox. Other groups thought, 'let us try,' and came out coughing and disoriented after 30 seconds, having pushed on the emergency button they had around their necks. The third category was really challenged, and came out with the rescued 'person', full with pride and adrenaline.

It has been 10 years since the Coolbox was launched. Today, we see firebrigades all over the Netherlands using the same slogan, and the Coolbox is still used sometimes at firebrigade festivals to offer people the essential experience.

The campaign generated hundreds of 'pre-selected' candidates and delivered the 80 extra hires within 3 months, 9 months earlier than within the targeted year.



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Who is the employee?

When people come to work at St. George, they immediately discover a difference - our people. That's because we like our people to be as satisfied as our customers.

By going to work with your colleague and customer, they know that they can have a positive experience with a forward-thinking team environment.

For the overall customer experience, please visit [www.stgeorge.com.au](#)



At the end of the day, great customer experiences are delivered by great people.

In 2006 I came across an employer branding campaign by Australian bank, St George, which I still consider today to be one of the best campaigns I have seen.

The campaign had an impact on my thinking at a time when my research for my first book, 'Your employer brand, attract-engage-retain,' showed that the majority of employer branding campaigns were focused on talent acquisition. Whilst writing the book, it became obvious to me that if companies are investing to attract the best talent to drive innovation and growth at their company if they were not investing on ensuring the experience of the employee was consistent and memorable throughout their full tenure, then they were only seeing half of the picture. The copy in one of the campaign's recruitment ads reads: "Who is the employee?"

When people come to work at St. George, they immediately discover a difference - our people. That's because we like our people to be as satisfied as our customers."

I knew the employer brand leader behind the strategy and she said a major focus of the campaign was to leverage their employer brand to provide a greater focus on engagement and retention initiatives

Over the years this image has continued to inspire my thoughts to develop models and strategies to assist organisations to better align their people and customer experiences. At the end of the day, great customer experiences are delivered by great people. Even if technology is a major part of the experience, a person was still involved in some way in creating this technology enabled experience.



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In this new world of work, companies should adapt quickly and create new approaches to work and how they engage employees through this process.

In my opinion, a top initiative in employer branding is when companies leverage the talent in the gig economy to fill skill gaps in their workforce.

Research is showing people are not interested as much in working for a big corporation anymore and these companies need to decide how they are going to adapt their organisational structure and workflows to meet the demands of candidates, employees and the emergence of freelancers.

New work places, new formats of work, new principles to organizing work and hiring people are key trends organisations around the world are facing.

I like this trend because it values people's own value of personality and freedom. In this new world of work, companies will need to adapt quickly to create new approaches to work and how they engage employees through this process.

As an example, a leading telecom corporation, Beeline, implemented remote work technology for sales, support, product and other teams. The project was accepted with a 'Wow effect' by employees and even new candidates. Employees can work from home or in café performing their regular work tasks and are more effective and efficient (and more engaged!)

Freedom and work life balance or happiness at work are included in many company EVP's now and it's especially valuable for Gen Y or Z. The 'Uber' business model is starting to be applied by many different industries and achieving great results so it shouldn't be more significant for the labor market than we could imagine.



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Businesses are constantly looking for meaningful and innovative ways to communicate their value propositions to core talent segments. Companies often need to combat misperceptions, challenge conventional wisdom, and reposition themselves in the minds of their desired candidates.

As an example, Accenture wanted their target audience to see them for the digital experts they are, but market perceptions of the company meant they were not viewed in that light by the digital candidates they wanted to attract.

Accenture responded by launching '[Unexpected Accenture](#)' in partnership with their agency, AIA Worldwide. The concept was to provide 'tales of the unexpected' - something people would not expect from Accenture; something that told the growing generation of new digital experts that Accenture was involved in innovative, industry-leading projects and to encourage them to join Accenture. Three eye-catching installations were created - each representing a case study - and put on display in public places around London and at careers fairs across the United Kingdom.

The installations included:

- An arcade style grabber machine, controlled through your smartphone, for the Accenture 'Six Nations' case study.
- A sleek, digital obelisk that asked passers-by to make future predictions, for the Accenture 'Financial Services' case study.
- A tower of televisions through the ages, that changed channel when tweeted, for the Accenture 'YouView' case study.

Each installation directed people to a case study website featuring journalistic style webpages, incorporating interview footage with employees from the project. The audience could see what Accenture did and experience the way they did it, encouraging them to apply for Accenture's digital roles.

The results included a reduction of 32% in cost per hire year-on-year. Of the hires made, it was determined that 52% had been influenced by the online case study web pages. Alongside this, the case studies have been viewed 86,468 times and influenced more than 6,256 applications so far.



Companies often need to combat misperceptions, challenge conventional wisdom, and reposition themselves in the minds of their desired candidates.



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51% of the 800 human capital leaders we surveyed say they plan to increase budgets to enhance the workplace experience this year.

I remember seeing the BMW UK 'what moves you' program presented at a conference several years back, and being impressed with how accurately it seemed to convey a sense of engagement, culture and involvement.

The goal was to integrate three core businesses into a single, new location through the design of an innovative, inclusive, united and energetic workplace, whilst at the same time to create a culture of openness, collaboration and unity that would become a catalyst for new ideas and teamwork. Interestingly, we see this as a trend in most workplaces with 51% of the 800 human capital leaders we surveyed say they plan to increase budgets to enhance the workplace experience this year.

From making workplace suggestions on a large chalkboard wall and seeing them implemented, to changing the dress code and getting rid of corporate photos in favour of

BMW's internal employer brand initiative was aimed exclusively at the existing workforce. 'What moves you' took BMW employees on a personal journey of self-expression and relationship building.

The success of BMW's internal campaign counters one of the most common misperceptions we encounter when we talk to clients about employer brand - it's not just about attracting the best new candidates. Employer branding is just as much about retaining and engaging the great people you already have. And in return, they will become much stronger brand advocates for you.



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where talent knows no boundaries.

We work in real partnership with our clients — inside and outside of their business, crossing borders and boundaries — to attract, engage and manage the best external and internal talent.

To find the right resource at the right time
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To find out more, contact:
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Our services:

- integrated talent solutions
- recruitment process outsourcing (RPO)
- managed service programs (MSP)
- freelancer management systems (FMS)

Our areas of expertise:

- recruiting strategies
- employer branding
- talent analytics
- HR technology





The best employer brand initiatives I've seen are the small things that start from within!

The best employer brand initiatives I've seen are the small things that start from within! These initiatives are driven by the top of an organization where the c-suite sets the tone. When executives foster a culture of transparency and constantly discuss the importance of their brand and sharing it with everyone they meet, the energy for all to live and share, the culture will ignite like wild fire.

For example, at LinkedIn our CEO discusses our culture at every single all hands meeting. Our values are listed everywhere (in the office, newsletters, external communications like blog posts, playbooks, etc.). Our leadership team also LIVES our values.

It's one thing to list them - but they also pick one value a year and have everything (from kick off meetings, to awards given) align with it to keep it an area of focus.

Then, they encourage all management and employees to do the same - here's where the wild fire starts. They encourage pictures to constantly be taken as employees live the values and share both internally and externally, with a hashtag of course! The hiring process and performance reviews are evaluated on these core tenets. Managers refer back to them during one-on-one meetings. And the list of the small things continue.

A solid foundation is key to ensure everyone is talking the same talk but also walking the walk. The best employer brand initiatives are rarely the flashiest or most expensive!



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It is up to leaders to walk the talk, and we are infinitely inspired by leaders and organizations that do so.

An ode to responsible businesses

In 2018, many trends we found interesting in employer branding in the not-so-distant past, are quickly becoming the new norm. This development is true for, e.g. transparency and corporate advocacy. This goes to show, as we keep preaching, that the employer brand is at the core of the corporate brand that positions the company not only against the competitors, but in society at large.

Positive organizational climates, powered by a sense of purpose – often voiced through corporate advocacy – and enabled by fluent collaboration and communication, will drive both employee experiences, strategy execution and financial results. Furthermore, while lower hierarchies and self-organizing are becoming more common, leaders still have a crucial role. Their everyday actions will have more impact on the employer brand than any communicated messages.

It is up to leaders to walk the talk, and we are infinitely inspired by leaders and organizations that do so.

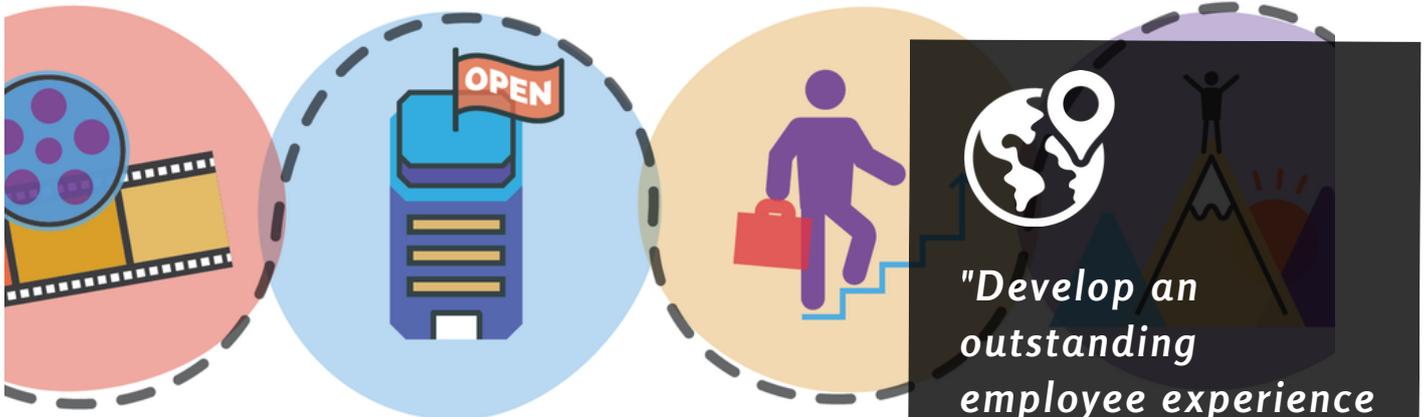
An inspiring case in point is Finlayson, a Finnish textile manufacturer with almost 200 years of history. It was the first company in Finland to offer women an opportunity to an independent life: an apartment and livelihood. The same legacy carries over to the 21st century – Finlayson's recent campaign aimed at highlighting Finland's gender wage gap. In September 2017, the company charged women 83 percent of the full retail price on all its products, to reflect the fact that women in Finland earn 83 cents on average for every euro a man is paid. When asked whether it was legal, the CEO stated: "Of course we are breaking the law. This was a conscious and deliberate risk. We don't want to let the law stop us from speaking up about injustice". Purpose and leadership, a powerful combination.

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"What is the best content for social employer branding?" - sounds like the million dollar question.

"Develop an outstanding employee experience and involving employees in capturing their best moments, then share them online." - Is the Brandfizz' answer.

It sounds so simple. And our best employer branding initiative went just like that. To support the significant growth of a multinational company our most memorable employer branding action focused not only on increasing the recruitment efficiency with extensive social media and online presence, but also on raising the awareness of internal career opportunities to retain existing key talents.

The concept started by launching a gamification event among a thousand employees. Teams, from various projects, got invited to become the directors of their own employer moWE and to write a script and shoot a video capturing their

experience working at the company.

The 34 moWE videos created by eight hundred employees were extremely expressive, credible and immediately went viral. The videos could be used to also promote internal open days and career opportunities resulting in more than one hundred internal movements in one year.

Employees taking an active part in the gamification were awarded by senior leadership with an employer value proposition Oscar. These videos have been also used as content for social employer branding initiatives and have generated over 10,000 career page visitors through the huge impact of colleagues acting as employer brand ambassadors.

This is when we add sparkle to employer brands: not only by developing candidate and employee experience, but also by achieving measurable business results through building an integrated employer branding strategy.



"Develop an outstanding employee experience and involve employees to capture their best moments, then share them online."



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This story illustrates how magnetic real authenticity is and how organisations benefit from encouraging individuals to be their true selves at work and express their passions and interests.

Share what you love
You know how everyone is always banging on about authenticity in branding (N'o? Where have you been?!), well when asked to provide a best example of employer branding, the one that sprang to mind was unconventional, almost accidental and totally authentic.

The company concerned was a law firm in the City of London. For those of you who haven't worked with professional services firms, they're not usually associated with creative communication and are usually quite conservative about how they go to market, whether for clients or candidates.

In this case, the law firm had a wealth of hidden musical talent. These individuals had discovered their mutual interest and formed a blues band. It turned out they were pretty good!

Being a caring group, they decided to record a CD to raise money for charity. When the firm's marketers got hold of it, they upped the ante and sent a copy to prospects and clients for Xmas.

It turned out to be the most successful lead and revenue-generating "campaign" ever, so on the back of that, the firm made a feature of it on their website and, yes, you guessed it, it became a differentiating factor for candidates.

This story illustrates how magnetic, real authenticity is and how organisations benefit from encouraging individuals to be their true selves at work and express their passions and interests. How much more could our colleagues and employees be contributing if we encouraged them to share what they love?



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With extra time and budget, came an employer brand that was more cohesive from consumer to candidate to employee.

Tech-Tock!

British American Tobacco's (BAT) journey with Papirfly stands out as a great illustration of how technology frees up organisations to act more strategically, to further build their employer brand excellence.

BAT is one of the world's leading multinational companies. With 55,000+ staff in nearly 70 countries and their products are sold in over 200 markets.

Their key challenges included, how to: 1) Achieve global consistency and professionalism, 2) Make their brand locally engaging and 3) Best utilise their global marketing agency, plus manage local agencies' output.

BAT began to explore initiatives which could really drive change and employer brand excellence. That's where our tech partnership began.

Starting with Graduate Hires, BAT educated and empowered their teams to create posters, press ads, roller banners,

animated digital banners, branded emails, social media posts and more, in any language, without agency support.

By doing so, they freed up time and budgets, enabling them to focus more on strategic initiatives with their agency, rather than the hum-drum of production.

With extra time and budget, came an employer brand that was more cohesive from consumer to candidate to employee. One that better responded to demands for transparency and authenticity, on a G-local basis.

The results are such that BAT are extending this approach to;

- NPG hires
- Experienced Hires
- Internal talent engagement & development

By challenging the status quo, by leveraging tech, by elevating their agency relationship, BAT reinvigorated their employer branding on a global scale.

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**Louise is a TA Director.
She no longer uses
an agency to activate
their employer brand.**

**She empowers her
team to do so.**

Using Papirfly's unique Employer Brand Portal, our customers **store and share** their employer brand assets, easily **communicate and educate** on their EVP/brand guidelines. Most importantly, they **produce their own high quality marketing collateral**.

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One of the best employer branding initiatives we have seen has been the development of an Employer Brand Ambassador Program in the Non-Profit Organization, OCU (Organisation of Consumers and Users) in 2017. In a very short time, OCU turned its professionals into spokespeople for their employer value proposition (EVP).

Ambassadors were trained in employer branding and social media prior to taking an active role in creating or sharing relevant employer brand content to convey their workplace story and every-day accomplishments. With a limited budget, they were able to put in place a program based on high-impact, differential and simple initiatives to help ambassadors spread their passion internally and externally.

Results are starting to show and OCU has been nominated as a finalist in the LinkedIn IN Awards (category: Best Employer Brand <250 employees) and their growing presence in social media is clearly making an impact. And, the best part, all ambassadors are really enjoying their role and turning it into an attitude.



With a limited budget, they were able to put in place a program based on high-impact, differential and simple initiatives to help ambassadors spread their passion internally and externally.

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Failing to secure sufficient budget allocation, either from the HR or Marketing purse can mean an overarching employer brand project falls short across the desired outcomes for attraction, engagement and retention.

One of the challenges for many organisations who are well aware they need to invest in employer brand development and strategy is securing an appropriate budget.

Failing to secure sufficient budget allocation, either from the HR or Marketing purse can mean an overarching employer brand project falls short across the desired outcomes for attraction, engagement and retention.

In our market, where the scale of businesses can be smaller, and the global trend for appointing internal employer brand leaders (with their own budget controls) has yet to be fully embraced, we have developed a lighter way to approach employer branding work.

We've termed the tagline 'Agile Employer Branding' and have modelled the approach on the sprints seen in agile technology project management.

Without giving away our business secrets, for a client having to develop their employer brand in this way, we prioritise the problem areas and break down the outputs. The sprints could be fixing an internal communication issue across one business unit, activating candidate selection training in another, or auditing content and channels used for recruiting hard-to-fill roles etc.

To mitigate the risks of a piecemeal approach, step one is always to agree the outcomes of the project and the overall objectives the business leaders have for their employer brand strategy. The desired outcome allows us to build a project roadmap – so no single deliverable is ineffective or over budget – and every move is a step towards the organisation demonstrating a great employee experience journey.

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It communicated authentically and unmasked how the everyday life is in service and what it is like to live on a military compound.

One of the most daring and yet innovative approaches in employer branding we have seen in Germany in the past few years, is, in my opinion, the youtube reality show "Die Rekruten" (translated in english: The recruits) financed by the Ministry of Defence in order to attract young people to join the service.

The documentary became a hit and helped to undo scepticism about the military services in general and educates (young) people what the role of the military is about nowadays. It communicated authentically and unmasked how the everyday life is in service and what it is like to live on a military compound.

The campaign was a huge success and deservedly won almost every national award in HR and employer branding in 2017. Even critical press and oppositional politicians applauded the modern approach.

After finishing the reality show, the Ministry of Defence consequently launched a mini series about the peace mission in Mali and implemented a chat bot which answers frequently asked questions (FAQ's) about what it is like to be on a mission with the German Armed Forces.

For more information about the campaign, check out the [YouTube channel](#) "Bundeswehr Exclusive" oder the career page of the Bundeswehr at <https://www.bundeswehrkarriere.de/bundeswehr-exclusive-mali/facebook-messenger-bot>



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Being relevant to a candidates' and employees' professional or national context is an important trait if you want to become a top employer brand.

Irresistible employer brands cannot afford to stand still, they are relevant at any time. They evolve in ways that keep employees and candidates interested and engaged, they respond to the world around them and show they can anticipate and lead change.

When there is a clear authentic story of the company, there is a need to adjust the functional offer (salary, additional benefits, etc.) and part of the social offer (job assignments, development possibilities) to the needs of the local target groups.

Providing work-life balance for employees is extremely important in many countries in Europe but it will not be understood in China. Sales representative are expecting performance based bonuses and uniforms can be important for the postal workers.

Being authentic but not speaking in the employees' professional or national language can result in low attractiveness and high turnover.

It is rather common when global organisations with a strong corporate brand have difficulties in attracting local talent due to 'blind spots' in understanding of the local career market. A Swedish company operating in South Europe had difficulties in attracting employees just because they were not communicating that the company was standing for respect and performance recognition –two extremely important attraction factors. The company had perceived these attributes as 'hygiene' factors.

Your EVP should be emotionally aligned with your employer brand promise and be relevant to your local employees social and functionally trends whilst adapting to the key societal development trends.



Your EVP should be aligned with your employer brand promise emotionally and be relevant to the local employees socially, functionally and follow the key societal development trends.

KANTAR TNS.

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Our work for The British Army saw Tonic take home the 2017 RAD awards for Print Advertisement, Innovation, and Outdoor, Events and Experiential, with the latter also scooping the evening's big prize, Work of the Year.

With heart. With mind. Communicated The British Army's employer value proposition and its key messages, dispelling the myths of a male dominated, combat centric environment. The offer is wide and as diverse as the people they want to recruit. People who want to be the best.

We designed a truly immersive candidate experience which gave a real flavour of army life through a wide range of initiatives including intelligent use of both VR and physical challenges which provided a great end-to-end experience for the potential employees.

We also aligned their core offer to a new messaging framework including:

- No two days are the same
- Travel
- Adventurous training
- Develop you for the Army and beyond
- This is a lifestyle
- Make something of yourself
- Achieve your potential
- Biggest team you will ever join
- More than the front line

The experiences also included a virtual bleep test, army officer selection board interactive exercise and an all-body Oculus rift experience.

The campaign achieved more than 5600 applications, a 3.5 million reach across social media, 5000+ student registrations at events and 200+ mentions in the media.

To view video reel with some insights from the British Army campaign [click here](#)>



We designed a truly immersive candidate experience which gave a real flavour of army life through a wide range of initiatives including intelligent use of both VR and physical challenges which provided a great end-to-end experience for the potential employees.



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It's an important reminder of how important it is to celebrate what makes your company unique.

If I had to choose one of the best employer brand initiatives from recent years I would have to say Heineken for “[The Candidate](#)” campaign. Not only did Heineken manage to create the type of buzz you would normally only associate with a big budget consumer brand campaign, it was centred around something that is often overlooked by a lot of companies – the job interview!

Heineken at the time were looking for their next intern, and in a bid to seek out the right person for the job they turned the interview on its head and put candidates through a series of unexpected situations, taking candidates out of their comfort zones to get a more authentic idea of their skills and capabilities. A refreshing change from the usual rehearsed responses that most hiring managers are used to!

These off the wall interviews were captured through a behind-the-scenes camera, which was later made into a fly-on-the wall video which went viral – by the end of the campaign over 5 million people had watched the video on YouTube! As well as managing to promote their employer brand to millions of people through the power of social media, Heineken also saw an increase in CV submissions by 317%, making the campaign a hit for their future recruitment plans as well.

It's an important reminder of how important it is to celebrate what makes your company unique, and to be as creative as you can when it comes to promoting your employer brand to stand out from your competition.



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WHENEVER WE

wonder...

we seek
out new
insight

we
think about
great

we
remove
all the
filters

we go
deep

we
put it all
on the
line

we break
the rules

we get
it done

...it works

We're a London-based innovation agency that brings brands and people together.

We combine deep insight with creative excellence to deliver for clients such as The British Army, RBS, Vodafone and Mars.

Our work informs, engages and excites the talent that they need. Because at the end of the day, it's all about people. What they see, hear and experience, will affect the decisions that they make.

That's why we always aim to create wonderful work that works.

If you have a new project you would like to discuss, we'd love to hear from you.

Email us at tom.chesterton@tonic-agency.com, or visit us at tonic-agency.com

tonic.
Wonder Works



Correctly defining the employer brand's DNA is just the first step. Putting it into reality was equally important.

Our journey to the heart of the Marks & Spencer employer brand began in times of declining unemployment and increasing competitors' recruitment activities.

Both Marks & Spencer (M&S) and LMC agreed on a holistic approach to building a new concept for the M&S employer brand from the scratch.

Together, we collected and analyzed data about the way the brand was perceived by employees, candidates and the other key external target groups.

An employer value proposition (EVP) was then created with input from the HR team based on survey findings.

Correctly defining the employer brand's DNA is just the first step. Putting it into reality was equally important. We asked employees again to participate in the content creation for the career website.

Now the M&S career website and job adverts showcase actual M&S employees and their are communicated stories through pictures and videos.

And the result? All HR metrics have significantly improved. The performance of job ads has increased by 75% (Y2Y) compared to competitors. The number of responses has increased by 115% (Y2Y) compared with competition.



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WE LOVE EMPLOYER BRANDING

Our mission is to have people love their jobs. We will help you to find excellent employees, connect you with freelancers, educate your team members and make the whole recruitment and management genuine.

www.lmc.eu/cs/hrmarketing/





Give people a meaning and the chance to be part of something bigger, and they will follow.

Give people a meaning and the chance to be part of something bigger, and they will follow. Long before the concept of employer branding was developed, there has always been companies, organizations and movements trying to attract talented and dedicated people.

Many people are volunteering - giving their time, talent and effort for free to organizations like Greenpeace. Why do they do that? For the money, a nice office building or employee benefits? No way. They do it because it makes sense to them. It gives better meaning to their life.

But back to business. Look at Apple, perhaps the biggest and most influential company in Silicon Valley. Back in the 80s and late 90s, in the most significant Steve Jobs era, Apple was far from what we call 'a great employer' (at least in terms of the criteria that we use today). Despite all that, Apple has always been one of the most admired employers and attracts the best talent. Why is this so? Apple gives talented people a chance to be part of something big and meaningful - the revolution in computer industry. And they did follow.

The company truly lived the mission, imprinted it to every product or advert and communicated it continuously. It just became the most important part of the package.

I believe that most organizations have been established and built on some noble idea like building safer cars, helping people to be more efficient in business or just bringing joy. Unfortunately, not many companies pay enough effort in clearly communicating their missions these days. They don't try hard enough to make their employees and candidates understand it. People can get used to nice office buildings, generous employee benefits or even nice leaders. However what really drives them is the sense they find in their work and the company they are connected with.

Simon Sinek says "Start with why." Where else is it more important than in the field of employer branding. So start with your why.

BrandBakers

Attracting people

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*The growth of the
freelance workforce
is three times faster
than the traditional
workforce! What
can we learn for
employer branding
from the
motivational drivers
behind being a
freelancer?*

If freelancing continues to grow at its current rate, the majority of U.S. workers will be freelancing by 2027, according to projections in the Freelancing in America Survey. The growth of the freelance workforce is three times faster than the traditional workforce! What can we learn for employer branding from the motivational drivers behind being a freelancer?

1) Working in a field you're passionate about

Selecting the project you want to be in, an opportunity to follow your passion while working, boosts the loyalty and engagement among employees

2) Being your own boss

Corporate entrepreneurship initiatives and assigned responsibility to employees provide organizational benefits of setting the stage for leadership continuity, innovation and risk taking.

3) Setting your own schedule and working from wherever you want.

Stanford University has even gone so far as to say that remote employees are 13% more efficient than employees in an office.

4) Ability to work with fewer distractions to be at your most productive

Less hierarchy, less e-mails, decrease in the number of inefficient meetings can make employees shine. Talented people want to do real work and achieve greater results.

5) Levering technology

To attract and retain talent, employers will now need to compete not only with other companies, but also with start-ups and freelancers. Remote working, flexible hours, corporate entrepreneurship, improved leadership skills, authenticity and technological enabling will be much more important than it was in the last decade.

How much more could our colleagues and employees be contributing if we encouraged them to do what they love?



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We managed to not only attract university students interested in a career in oil and gas, but also females with various backgrounds in economics, management, marketing and IT.

Imagine you are the only woman, working with hundreds of men, in the middle of nowhere in Siberia. How would you feel in this situation?

Over the past year, we have carried out a lot of inspiring initiatives here at Changellenge.

I would like to point out one of these projects. I thoroughly enjoy working on difficult tasks marketed to a specific audience. One such task was with Schlumberge whose objective was to increase their employer brand appeal and awareness among women who seeking a career in the oil and gas industry.

It was an incredibly difficult project because it's not easy to imagine a woman working with hundreds of men on an oil rig for over three months. We developed an educational course on leadership in oil and gas stemming from women successfully working for Schlumberger.

A beautiful concept was devised, including a visual supplement which was specifically targeted at a female audience. As a result, we received five times (2000) more applications than we expected for the program (500). We managed to not only attract university students interested in a career in oil and gas, but also females with various backgrounds in economics, management, marketing and IT.

I believe the success of the project has inspired other campaigns in Russia that are specifically targeted at hiring women in male dominated fields. This is unique in Russia where, the legal implementation of gender equality has recently begun, which is relatively late compared to other European countries.

Changellenge

Changellenge
<http://changellenge.com/for-best-employers-eng/>

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With the ultimate candidate experience, talent comes flying in.

In early October, our client D'leteren came to us with a simple question: "What can we do at a job fair that will stick around, that will be remembered for a long time?"

We had to do something good. So we decided to fly out a candidate at a job fair with a helicopter (that's right) and bring that magnificent set of brains right to his/her future office, where they would sign their contract on the spot. And that, dear Employer Branding Friends, is exactly what happened. While being broadcasted live at the job fair. In front of a crowd of young potentials. Yes, it was insane...

D'leteren went to the fair with a stage room, a.k.a. The Experience Box. Through the course of the day, a rapper would give 3 concerts, which was the perfect window for us to call upon our candidates.

And boy were they surprised when hearing their name. The surprise was even bigger when we told them a Chopper was waiting for them outside. They then had to race a 2 minute clock to make it to the helicopter, and if they'd make it, they would get the contract when landing.

This campaign made an important impact, because it led to revolving D'leteren's Employer Brand promise around making your move. You have your careers in hands, all you must do is create and go for the opportunities you are given. And this whole set up was literally putting that in practice. Triggering the candidates to make their move, and showing the crowd that the sky is the limit (pun clearly intended).

Check out the campaign and see for yourself at <http://bit.ly/2E7Mxjf>



With the ultimate candidate experience, talent comes flying in.



Branded.Careers
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We play it hard and call it work. "Find a company you love and you never have to work again" is completely embedded in our corporate culture. We boost, teach and show you how it's done. Stop searching for candidates and start attracting the right talent. We create HR experiences, from prehire to retire.

Employer Branding - Employer Marketing - Job Happiness Partner - Video Production - Candidate Experience



Learn more at www.branded.careers



You can have the best change programme mapped out, but without the required behaviours and culture consistently delivered across the organisation, successful change is going to be tough.

Is employer brand the catalyst for organisational change? With organisational change becoming BAU, how do businesses stay competitive? Maybe employer brand is the answer...

Organisational change, business transformation, change planning; chances are one or more of these terms is being floated about in your business. Changes in regulation, new technology, industry disruptors and political uncertainty means that, for most businesses, change is the new BAU.

Whilst change often conjures up negative connotations first, in reality it often provides opportunities for employees and organisations to benefit. When we look at organisations that thrive during change, success factors include; collaboration, strong leadership, clear aspirations and engaged employees. At the same time, employees seek involvement, ownership, and empowerment. The thing that binds the two is culture. Culture matters more than ever, playing a vital role in delivering your strategy and objectives, in times of transformation.

What's the cost of not having culture nailed? Gallup's State Of The Workplace report estimates the cost to the UK of disengaged employees is up to £87 billion.

To succeed, you need to bring your people with you and for them to become the stakeholders of change. This forces the need for an employer brand which is strong enough to cope with change, yet flexible enough to adapt.

It's about defining who you are as an employer and delivering on that promise. It's the set of attributes that set you apart from others. It's the entire experience your employees have. It's your company DNA. This means creating an EVP for employees and potential recruits to believe in, with a vision and set of values that encapsulate the behaviours required by both the employee and the employer to enable success.

You can have the best change programme mapped out, but without the required behaviours and culture consistently delivered across the organisation, successful change is going to be tough. After all, as Peter Drucker once said, culture eats strategy for breakfast.

Synergy.

Synergy Creative
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Customers are seeking great brand experiences and so are candidates and employees.

Every couple of years, there is something new in employer branding. New methods, trends or solutions are often adapted from consumer marketing, an area increasingly becoming closer aligned to employer branding.

Customers are seeking great brand experiences and so are candidates and employees.

Previously the focus was on big budget advertisements which was followed by an explosion of companies using story-telling to engage candidates.

Nowadays we can see that story-doing is on the rise.

Companies convey their stories not only through words, but real actions that are far beyond traditional PR and business objectives. What is really important to consider here is that leadership on every level and across all departments along with employees are truly aligned around those actions.

Companies like GE (e.g. the "What my mom does at GE" campaign) or Arla are real examples how to do story-doing well and provide some great examples for other companies to follow.

brand&people

brand&people
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Brand characters (that illustrates or animates an image that identifies with a brand) are becoming more prevalent in the B2B landscape. A key factor in the success of an employer-branding process, brand characters contributes to optimising the brand experience for current employees and potential candidates.

A brand character personifies a brand. Creating a brand character, however, requires an in-depth understanding of a company, its culture, its people – its personality. These were at the foundation of Xtra Mile's brand character effort for Matrix Global, a large offshore/nearshore professional IT services company in Eastern European countries.

The Rix Globy brand character had an immediate impact on target potential employees, even though the company itself was less known in the target market and competed with both global giants and veteran local companies in the IT sector.

Once Rix Globy was created, it became the proud owner of a Facebook page, which at first was not even 'related' to Matrix Global.

It was simply a confused IT expert, unsatisfied with its job, asking social friends for tips on how to advance its career. When the brand character gained followers and readers and viewers became interested and curious enough, only then did Rix Globy announce a life changing event: the character started working for Matrix Global!

As a key element in the 360-degree employer-branding project, the image represents all the main attributes of the company's brand – smart, energetic, sensitive and respect-seeking – all depicted in the various viral videos created with the character. At the same time, the image was widely used in the redesign of the company's offices in the different countries, as well as in events and in the form of giveaways, further increasing the strong connection with the character.

Check out their YouTube channel by [clicking here](#)>



A brand character personifies a brand. Creating a brand character, however, requires an in-depth understanding of a company, its culture, its people – its personality.

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B2B Marketing Agency

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