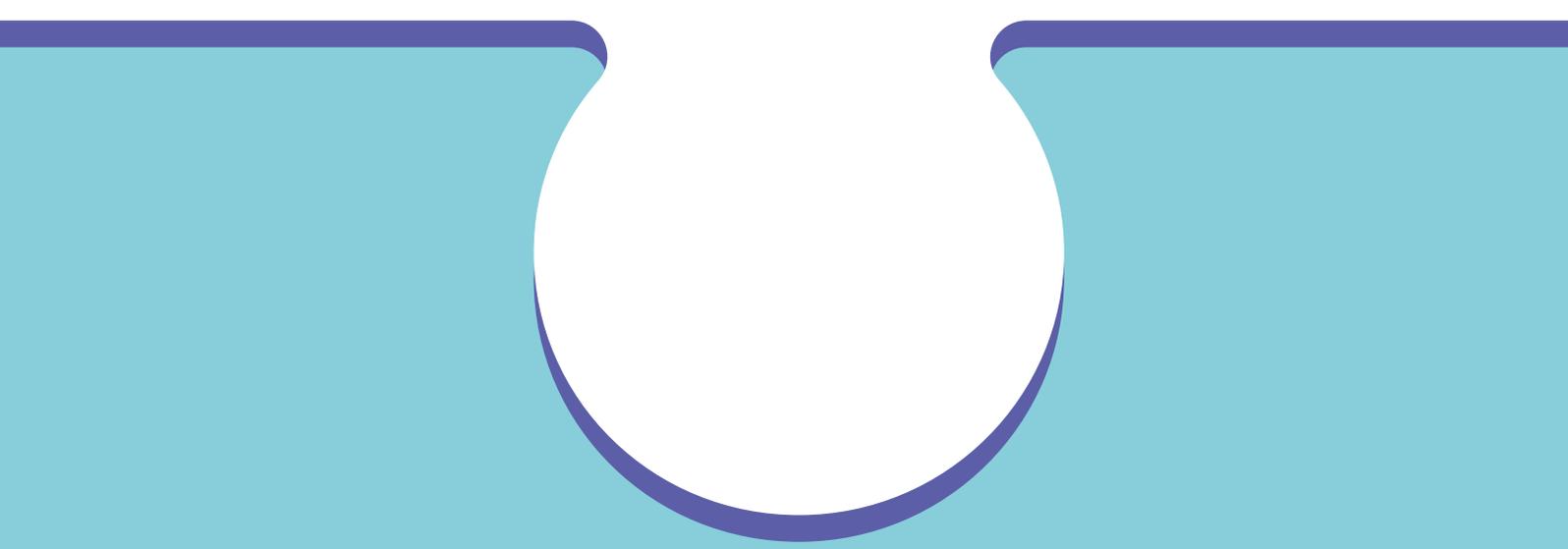


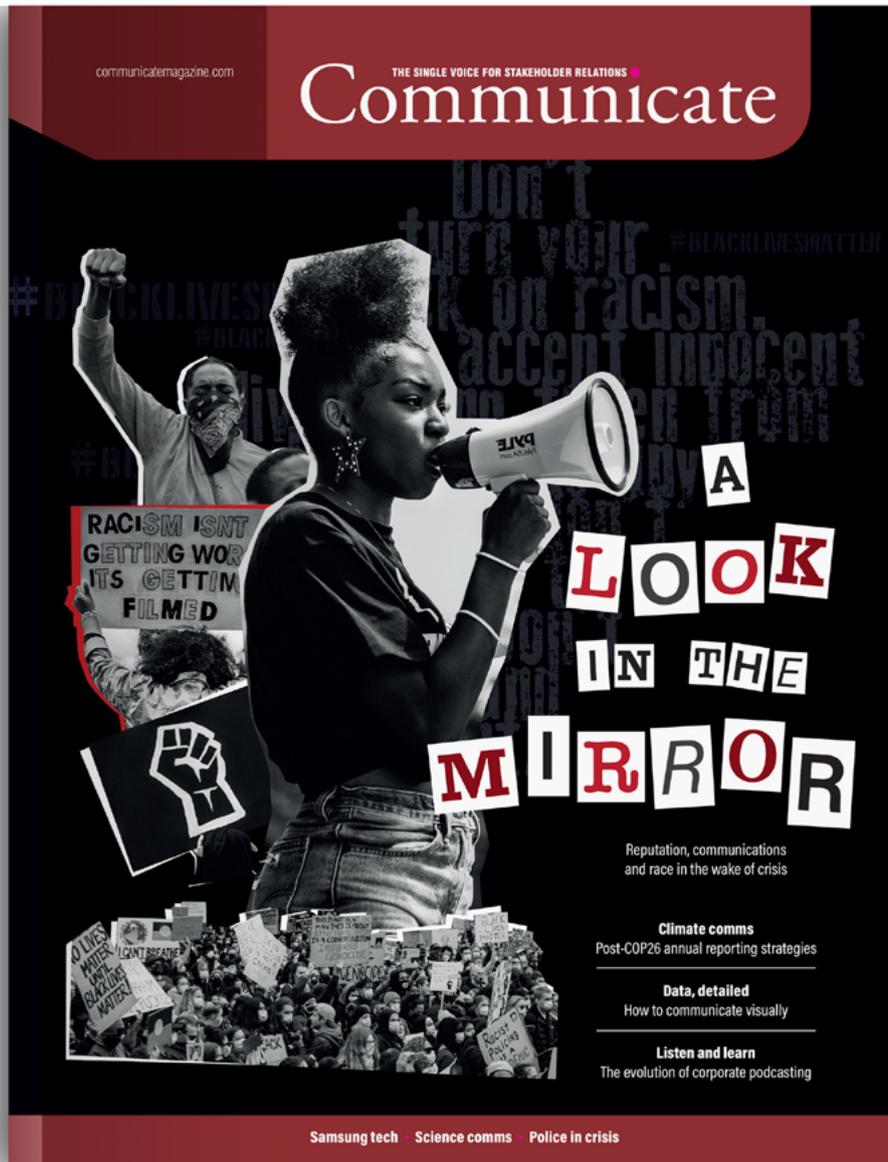
The logo for the Employer Brand Management Awards (EBMMA) 2022. The letters 'E', 'B', 'M', and 'A' are stylized and interconnected, resembling puzzle pieces. The 'E' is green, 'B' is light blue, 'M' is orange, and 'A' is yellow. A dark blue circle containing the year '2022' is positioned to the right of the 'A'.

EBMMA 2022
Employer Brand Management Awards

A large, stylized graphic element consisting of a white circle with a dark blue outline, set against a light blue background. The circle is partially obscured by a dark blue horizontal bar at the top.

WINNERS BOOK

The UK's leading magazine for corporate communications and stakeholder relations



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WELCOME



Andrew Thomas
Publisher
Communicate magazine

We are indeed living in extraordinary times. Unemployment continues to remain historically low, and yet anyone managing a business will tell you that talent attraction and retention has never been more challenging. Companies across Europe are recognising the growing importance of a strong employer brand that can drive a corporate culture, that can attract and retain talent and that engages current employees.

For the past seven years, the Employer Brand Management Awards has recognised and celebrated those companies' successes. This book highlights the stories behind those successful campaigns, showcasing the workplaces that are welcoming and engaging and, ultimately, celebrating those that understand the importance of the employer brand. Retail to technology, shipping to aerospace; regardless of the sector, their stories make fascinating reading.

It was a record year for the Employer Brand Management Awards. Winners include seasoned veterans together with a number of companies and agencies for whom this is their first year to enter or to win. To both, congratulations. It is exciting to see such a diverse range of programmes that address corporate culture, recruitment efforts and employee experience.

5 Judges

12 Winners

COMMUNICATION

14 Best alignment of the employer value proposition with corporate brand values

16 Best communication of the employer brand to the external audience

17 Best communication of the employer brand to the internal audience

20 Best short-term or one-off employer brand campaign

23 Best use of digital

24 Best social media strategy

25 Best integration of the employer brand in communication strategy

26 Best employer brand innovation

28 Best use of data

EMPLOYER BRAND POSITIONING

29 Best diversity and inclusion strategy

30 Best employer brand management programme following a change of mission, positioning or management

31 Best localisation programme

EMPLOYEE JOURNEY

32 Best employee experience

33 Best employer brand management event

35 Best brand ambassador programme

36 Best onboarding and/or reboarding programme

37 Best employee wellbeing initiative

BY SECTOR

39 Best employer brand management from the energy and utilities sector

40 Best employer brand management from the engineering and manufacturing sector

41 Best employer brand management from the financial services sector

42 Best employer brand management from the healthcare and pharmaceutical sector

43 Best employer brand management from the professional services sector

43 Best employer brand management from the property, construction and facilities management sector

44 Best employer brand management from the technology, media and telecommunications sector

45 Best employer brand management from the travel, tourism and leisure sector

SPECIAL RECOGNITION

46 Best employer brand strategy during Covid-19

GRAND ACCOLADE

48 Best creative execution of the employer brand

50 Grand prix



welovechatter.com

**Let's share a tippie tonight, and talk
employer branding another time.**

Congratulations, nominees and winners
at the 2022 EBMA's.



JUDGES



Catherine Adenle
Director, employer brand
Elsevier

Catherine is the director of employer brand at Elsevier, a global leader in information and analytics, helping researchers and healthcare professionals advance science and improve health outcomes. At Elsevier, she built an award-winning advocacy programme. With an impressive following on Twitter and LinkedIn, Catherine is cited as one of the top 20 AI Influencers, Top 50 Influencers for WIT and Top 100 Global Thought Leaders and Influencers to follow.



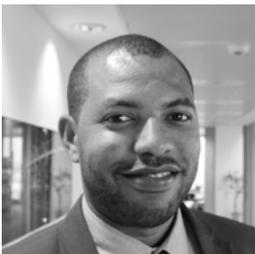
Reinold Aryee
Employer branding and
recruitment marketing
Serco

Reinold is part of the employer branding and recruitment marketing team at Serco. Prior to this, he was the employer brand, social content lead at Holland & Barrett, building and leading the employer brand and social strategy to raise the company's profile as an employer of choice. Reinold loves creating value-led content to form a connection with candidates, bringing the employer brand to life.



Paul Bhangoo
Global employer brand and
attraction manager
BT

Paul is global employer brand and talent attraction manager at BT and has worked in the employer branding industry for over 20 years, in a mix of roles across media, agency and client-side. Previous positions at BP, Work Comms and Penna have equipped him with the experience needed to create a team of experts at BT, tasked with marketing various roles for the organisation globally while developing an employer brand.



Kenty Brumant
Senior manager, global talent
attraction and employer brand
Thermo Fisher Scientific

As senior manager of global employer brand and recruitment marketing, Kenty is responsible for identifying and developing global and localized strategies, campaigns and tactics to enable business growth globally. He acts as a strategic partner for Thermo Fisher Scientific's business groups, playing a critical role in enabling their growth by providing innovative talent attraction solutions to help support growth, expansions and acquisitions.



Sarah Chambers
Head of recruitment marketing
The Good Care Group

Sarah has worked in the health and social care industry for the past 10 years. Most recently, she has overseen the recruitment marketing for The Good Care Group, a leading provider of live-in care. During her time at The Good Care Group, Sarah has been involved in embedding an exciting new employer brand, creating an attraction strategy for the UK and overseas, while also sharing stories about her colleagues' fantastic work in helping people stay in the homes they love.



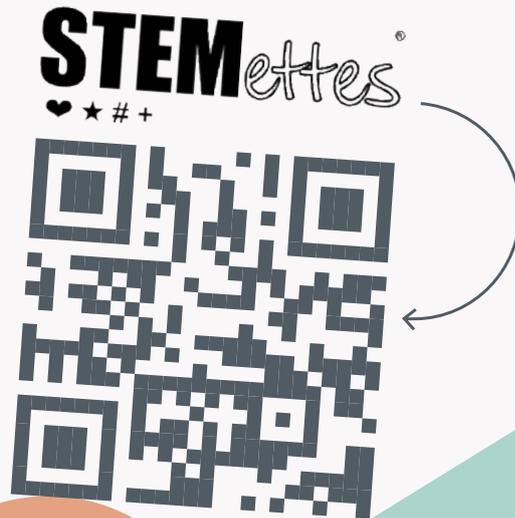
Jona Gjini
Head of employer brand
Ledger

Jona is an expert in branding and communications. She is currently the head of employer brand at Ledger after over seven years with Vodafone, as well as having some consulting and entrepreneurial experience. As an avid traveller with a soft spot for Asia, she is curious about different cultures and speaks five languages.

Congrats to everyone!

We've kept the headline short so we have room to tell you about a brilliant organisation that we work with.

Stemettes engage, inform and connect the next generation of women and non-binary people into Science, Technology, Engineering, Arts and Maths (STEAM) by showcasing a diversity of people working in STEAM.



JUDGES



Richard Gordon
Employer brand, associate director
King

Richard has spent most of the last 13 years working in the employer brand and recruitment marketing sector in a variety of media, agency, and client-side roles. He now works at King, one of the world's largest sports betting and gaming entertainment groups. His responsibilities include activating the company's employer brand globally - externally and internally - across all owned and third-party channels and platforms. Richard is passionate about attraction, good social content, and the use of tech to improve candidate and employee engagement.



Melony Gouna
Employer brand manager
Wagamama

As employer brand and attraction manager at Wagamama, Melony plays a key role in establishing and reigniting Wagamama's voice as an employer of choice in the hospitality industry. Melony's RPO and employer brand agency background has brought breadth to her expertise, delivering consumer-grade solutions and campaigns underpinned by a clear and differentiated message for a range of global clients. Her experience spans from data-driven employee value proposition development to multi-channel brand activation across online and offline touchpoints.



Andrew Farmer
Senior manager, global employer
brand communications
White and Case LLP

Andrew is a senior brand and communications leader with experience of working with global organisations to transform and communicate their employee value proposition (EVP) and employer brand to attract, retain and engage with talent. His experience includes working on several strategic talent programmes and initiatives, including employer brand management and EVP strategy at a global and local level, recruitment marketing, diversity and inclusion and social media management.



Stuart Hazell
Global director, TA brand and
marketing
Workday

Stuart is a globally award-winning employer brand and recruitment marketing leader with over 11 years' experience across a broad range of digital and traditional marketing facets. He is passionate about attracting top talent through marketing and brand. Stuart has launched successful recruitment marketing communications programmes and strategies across the world.



Catherine Hearn
Director talent acquisition, consumer
EMEA
Amazon

Catherine recently joined Amazon to lead the talent acquisition team for consumer in EMEA, which includes an award-winning regional employer brand team. Catherine joined Amazon from the BBC where she was director of resourcing and talent, a role in which she led recruitment across all hires and was responsible for creating the employer brand and social strategy. Prior to the BBC, Catherine was at Disney in EMEA and her early career was in executive search.



Caroline Hill
Director
Creed Comms

With over 30 years' experience in employer brand and talent marketing, Caroline's career started in media and then progressed onto recruitment communications and internal comms. She has delivered results-focused, award-winning digital innovation, multi-media and creative strategy for major brands across many industries. Caroline co-founded Creed Comms in 2007 to enable organisations to harness the talent they need to achieve their goals.

The background features several abstract geometric shapes in a vibrant green color. These include solid triangles of various sizes and orientations, as well as thin white outlines of triangles and polygons. The shapes are scattered across the black background, creating a dynamic and modern aesthetic.

DIGITAL IMPACT AWARDS EUROPE

The Digital Impact Awards sets the industry-wide benchmark in digital stakeholder engagement. The event honours the best corporate digital communications work in Europe.

digitalimpactawards.com/europe/

JUDGES



Rob Lewis
Employer branding assistant manager
Kyndryl

Rob is an experienced employer brand professional with a passion for digital marketing, social media, and creative storytelling. From a background in FMCG, with regional and global roles at Kellogg's and Mondelez International, Rob moved to L'Oréal to lead their employer brand strategy into local market. He now works for Kyndryl as their EMEA talent marketing lead, refining the candidate message, devising campaign strategy, GTM activations and trying to create cool content.



Lan Lieu
Recruitment marketing lead
Metropolitan Police Service

Lan joined the Met in 2007 and worked in a variety of communication roles, before joining the campaigns and marketing team seven years ago. She has led a campaign to attract thousands of new police officers, while increasing diverse representation amongst applicants since 2019.



Ted Meulenkamp
Lead global employer brand
Mondelez International

Ted brings extensive experience in talent acquisition with a specialisation in employer branding. He developed and implemented several employer brands and managed global activation at Roche, Banco Santander and since 2020, at Mondelez International as global head of talent attraction. He is knowledgeable on internal and external research, EVP development, visualisation of the brand, localisation, implementation, and the activation through HR touchpoints and social media.



Kat Ogunsanwo
Internal communications and employer brand manager
Camelot

Kat is the senior internal communications and employer brand manager for Camelot and has been in this role since 2019. Her 15 year career spans across several organisations, specialising in recruitment, people experience, employer brand, engagement and internal communications. She developed the Camelot EVP, built an authentic employer brand to support it and has since embedded it internally in her current role.



Nathalie Plavonil
Global employer brand manager
TUI

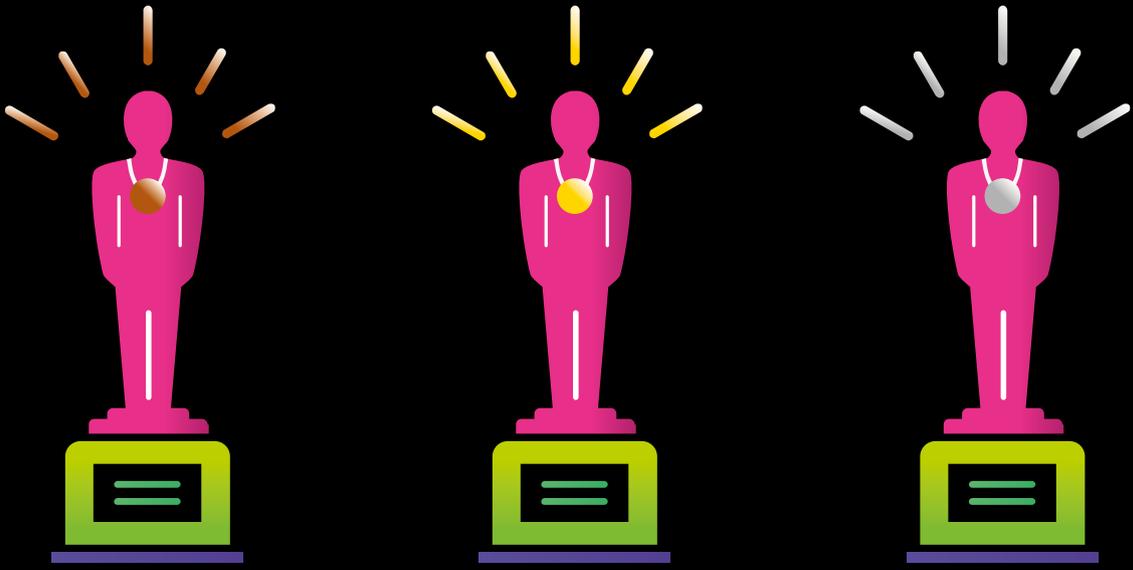
With over 10 years of employer branding and recruitment marketing experience, Nathalie has recently joined TUI as global employer branding manager. She is responsible for creating TUI's global EVP and employer branding strategy, as well as for implementing global projects and platforms aiming to raise awareness of TUI as an employer of choice. Nathalie's achievements include setting up BMW Group UK's HR marketing function, leading successful recruitment marketing campaigns and projects across multiple legal entities and implementing Airbus' EVP across different four continents.



Dan James Smith
Head of employee communications and engagement
Govia ThamesLink Railway

Dan leads the employee communications and engagement team at GTR. He has worked in PR, branding and employee communications for over 15 years, working with well-known names such as Virgin Atlantic, British Airways and the NHS. Since 2017, Dan has been leading internal communications, engagement, and branding for train companies including Virgin Trains East Coast, where he led the development of the company's new people-purpose and values as it was taken under public ownership.

Congratulations to all the
Employer Brand evangelists
at the 2022 EBMA's



Award winning Employer Brand Creative Services
and Recruitment Marketing Technology from...

... SYMPHONY **T**ALENT

JUDGES



Sharmini Stickney
Senior manager, talent brand and recruitment marketing EMEA, APAC Stryker

Sharmini leads the strategic development, management, and execution of Stryker's talent brand identity, including the corporate and talent narrative, messaging and visual aspects across Europe, Middle East, Africa and Asia Pacific. Sharmini has over 13 years of experience in content creation, brand building, advertising, talent attraction and recruitment marketing for brands like the Boston Consulting Group and clients like Heineken and MINI. She is always looking for new innovations in the employer branding space.



Josh Stevenson
Employer brand content manager Legal & General

Josh leads the employer brand marketing function at Legal & General. From a 10-year career in digital content, he has brought this wealth of knowledge and experience from consumer and corporate brands to transform the Legal & General talent brand. In his time with Legal & General, he has completely changed the candidate experience, focused on a strong social media and content strategy and helped to massively reduce the reliance on agency spend through optimisation of direct sourcing channels.



Puja Tailor-Aujla
Global employer brand manager Sportradar

Puja leads employer brand at Sportradar, the world's leading sports technology company, at the intersection between sports, media, and betting. Puja has extensive experience in recruitment, HR and employer branding. She is currently responsible for leading employer brand globally and is passionate about storytelling and creating innovative ways to showcase Sportradar's brand and employee advocacy.



Amy Turner
Global employer brand manager Paddle

Amy is the global employer brand manager at Paddle. Previously, she was the employer brand manager at Bumble Inc, the parent company that operates Badoo and Bumble, two of the world's largest dating and connection apps with millions of users worldwide. She has also managed employer brand at Camelot. With a background in social media, content marketing and employee engagement, Amy loves using content and creative storytelling to bring an EVP to life. She is passionate about DEI and sits on the leadership council of Bumble's Diversity Resource Group, Diversibeets.

WINNERS

COMMUNICATION

Best alignment of the employer value proposition with corporate brand values

Gold – Grant Thornton and Tonic

Silver – Thames Water and Creed Comms

Silver – Tipico and Ph.Creative

Bronze – SAP

Highly commended – ING and Wunderman Thompson

Best communication of the employer brand to the external audience

Gold – Elysium Healthcare and WSA - The Communications Agency

Silver – New York Pizza and C2B

Silver – PwC CEE

Bronze – Sky and Symphony Talent

Bronze – Turkish Aerospace

Highly commended – Amazon and

Blackbridge Communications

Highly commended – Boston Consulting Group

Best communication of the employer brand to the internal audience

Gold – EQRx and Ph.Creative

Silver – Bearing Point and Tonic

Bronze – Currys and Tonic

Bronze – Elysium Healthcare and WSA -

The Communications Agency

Highly commended – Mayborn and Creed Comms

Highly commended – Mowi Poland

Best short-term or one-off employer brand campaign

Gold – Sky and Symphony Talent

Silver – Maersk and Havas People

Silver – Secret Intelligence Service (MI6) and

Stafford Long & Partners

Bronze – EQRx and Ph.Creative

Bronze – Fiverr

Highly commended – Accenture and ThirtyThree

Highly commended – EY

Highly commended – NatWest and Ph.Creative

Best use of digital

Gold – Screwfix and ThirtyThree

Silver – EQRx and Ph.Creative

Bronze – Entain and Ph.Creative

Bronze – Sky and Symphony Talent

Highly commended – Leyland SDM and WeLove9am

Highly commended – Rolls-Royce and AMS

Best social media strategy

Gold – Maersk and Havas People

Silver – CGI UK and LEAP create

Silver – The British Army and Tonic

Bronze – Aviva and Blackbridge Communications

Highly commended – Asda and Chatter Communications

Highly commended – Sinch and Tonic

Best integration of the employer brand in communication strategy

Gold – ING and Wunderman Thompson

Best employer brand innovation

Gold – Sky and Symphony Talent

Silver – EY

Silver – Screwfix and ThirtyThree

Bronze – BT

Bronze – EQRx and Ph.Creative

Highly commended – Hillarys and WeLove9am

Highly commended – Mars and Havas People

Best use of data

Silver – ING and Wunderman Thompson

EMPLOYER BRAND POSITIONING

Best diversity and inclusion strategy

Gold – EQRx and Ph.Creative

Silver – EY

Bronze – Accenture and ThirtyThree

Highly commended – GSK and Tonic

Highly commended – NatWest and Ph.Creative

Highly commended – Rolls-Royce and AMS

Best management of the employer brand following a change of mission, positioning, or management

Gold – Currys and Tonic

Best localisation programme

Gold – Boston Consulting Group

Bronze – Lonza and Tonic

EMPLOYEE JOURNEY

Best employee experience

Gold – EQRx and Ph.Creative

Bronze – Software AG

Highly commended – Alexander Thamm GmbH

Best employer brand management event

Gold – Keyloop

Silver – PwC CEE

Best brand ambassador programme

Gold – Thermo Fisher Scientific and Brandfizz

Bronze – Becton Dickinson and Cielo Talent Management

Best onboarding and/or reboarding programme

Gold – Boston Consulting Group

Bronze – Diligent Corporation

Best employee wellbeing initiative

Gold – Aon and McCann Synergy

Silver – Assurant

Bronze – Mayborn Group

BY SECTOR

Best employer brand management from the energy and utilities sector

Silver – South West Water and BrandPointZero

Bronze – Thames Water and Creed Comms

Best employer brand management from the engineering and manufacturing sector

Gold – Defence Equipment & Support and Stafford Long & Partners

Silver – Turkish Aerospace

Best employer brand management from the financial services sector

Gold – AXA and Havas People

Bronze – NatWest and Ph.Creative

Best employer brand management from the healthcare and pharmaceutical sector

Gold – Cygnet Health Care with Studio29, Content Marketing Pod and Podcastr

Gold – Elysium Healthcare and WSA - The Communications Agency

Silver – Achieve Together and Creed Comms

Best employer brand management from the professional services sector

Bronze – Grant Thornton and Tonic

Best employer brand management from the property, construction and facilities management sector

Gold – Hilti and Tonic

Bronze – Places for People

Best employer brand management from the technology, media and telecommunications sector

Gold – Sky and Symphony Talent

Silver – Jaguar Land Rover and Creed Comms

Bronze – SAP

Best employer brand management from the travel, tourism and leisure sector

Gold – Tipico and Ph.Creative

Silver – LNER and Creed Comms

Bronze – easyJet

SPECIAL RECOGNITION

Best employer brand strategy during Covid-19

Gold – NatWest and Ph.Creative

Gold – Sky and Symphony Talent

Silver – AXA and ThirtyThree

Bronze – Orkla and Symphony Talent

Highly commended – AstraZeneca and Ph.Creative

GRAND ACCOLADE

Best creative execution of the employer brand

Winner – EQRx and Ph.Creative

Grand prix

Winner – Maersk and Havas People

Best alignment of the employer value proposition with corporate brand values

Grant Thornton and Tonic

Gold

To express its commitment to never settle and to achieve more, Grant Thornton developed the EVP, 'How it should be.' Using strong calls to action and authentic photography, Tonic brought the Grant Thornton employer brand to life in vivid colour.

With five different EVP pillars evoking messaging like 'We show the way,' and 'We value your difference,' the EVP was crafted in line with the Grant Thornton brand, which values creative thinking and doing things differently. The results were particularly strong, with a big splash made across LinkedIn. Judges praised the "inclusive concept" and "agility in flexing the message to different audience groups." One judge added that the research into the brand brought important stakeholders to bear in the development of the EVP to great effect.



Thames Water and Creed Comms

Silver

With a purpose intrinsically tied to nature and to delivering one of the basic necessities of life, Thames Water worked with Creed Comms to bring this brand to bear for the employer brand audience. 'It's in our nature' became the EVP behind which caring service, connectivity and infrastructure development could comfortably sit. "A clear link between the EVP and values," said one judge.



Tipico and Ph.Creative

Silver

Sports betting company Tipico worked with Ph.Creative to unite its employer and external brand behind the concept of 'Spannug' or 'moments of electricity and tension.' Ph.Creative delivered research into the company and put the internal team first in the EVP. Judges loved the creative work, with one praising the "clever approach to extend the consumer tagline to the employer brand."



SAP

Bronze

SAP's EVP messaging, 'Shaping tomorrow together,' ties seamlessly to its corporate brand promise to "help the world run better and improve peoples' lives." It created a framework based on four key pillars that unites the business from within. Judges thought the linkage between the corporate brand and the EVP was excellent.



ING and Wunderman Thompson

Highly commended

Employee engagement formed the bedrock of ING's EVP development, a programme that judges praised for its "fresh, bold and honest approach."

Best communication of the employer brand to the external audience



Elysium Healthcare and WSA - The Communications Agency Gold

In the already tough healthcare sector, Elysium Healthcare also needed to engage mental health professionals and carers – a particular challenge. After rolling out a programme of benefits and wellbeing commitments, Elysium and WSA used a straight-talking tone of voice to communicate with the organisation's target audience. The campaign spoke to the investment Elysium makes into its people, its care and its community.

And the success was apparent. Not only was social media engagement up, but employee engagement increased and agency costs were reduced significantly. "The integrated, consistent nature of all the assets is good," said one judge. Another added, "A great campaign from A to Z with amazing, quantifiable results! Well thought-out, well executed and engaging. A perfect combination."



New York Pizza and C2B Silver

Dutch chain, New York Pizza, worked with C2B to become the coolest pizza place for delivery drivers to work. It used a hero video with a memorable mascot and authentic language to connect with its audience of young, male delivery drivers. "It really connected with the target audience," said one judge, which helped achieve excellent results.



PwC CEE Silver

To maximise engagement, PwC CEE created a tournament competition that was well-tailored for a young audience. Combining gamification, 3D graphics and well-crafted communications, the International Finals delivered results. "A unique approach to engage and involve this audience," said one judge. "Appealing and relevant; nice execution and planning."

Best communication of the employer brand to the external audience

Sky and Symphony Talent

Bronze

To ensure a continued pipeline of young talent during Covid-19, Sky worked with Symphony Talent on a digital campaign that would bring the world of Sky to life in an immersive way. The 'At Sky you can' campaign was "perfectly targeted to the audiences," according to one judge. Another added, "Simple, yet effective, with great results to boot!"



Turkish Aerospace

Bronze

To engage young people with the Turkish Aerospace mission, Manastir developed the 'Future Talents Program,' which combined age-appropriate activities and communications with stem workshops and brand awareness. "A fantastic long-term project," said one judge. Another praised this as, "an interesting way to build a future pipeline."



Amazon and Blackbridge Communications

Highly commended

To recruit for one of its historically challenging roles, Amazon worked with Blackbridge Communications on a motivating and action-filled EVP and comms campaign. "Clean, clear and purposeful," praised one judge of the on-brand messaging and audience relevant content.

Boston Consulting Group

Highly commended

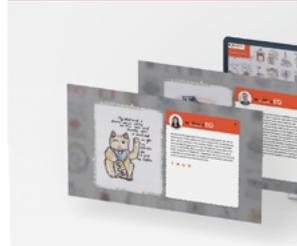
Boston Consulting Group needed to clarify its messaging and inspire young people to be part of the group. Judges thought the engagement of the internal audience with the employer brand paved the way for authentic content and a wide reach.

Best communication of the employer brand to the internal audience

EQRx



A city



EQRx and Ph.Creative

Gold

With pharmaceutical drug costs ballooning in countries around the world, EQRx set out to do things differently. Diversity would be a core part of its brand, both internally and externally. To celebrate the individuality found within the company, it worked with Ph.Creative on an employer brand rooted in diversity and unique creativity. To foster a community of inclusion, the employer brand was comprised of individual stories.

The stories were embroidered onto a patchwork quilt and illustrated beautifully for use across digital. The 'Tapestry' told the authentic story of EQRx, yielding a 90% engagement rate among the internal audience. "Great approach in a sector that generally keeps it pretty safe and standard," said one judge. Another added, "A great collection of stories. It was very focused on the internal audience and well communicated."



Bearing Point and Tonic

Silver

Derived of three main pillars – 'more for our planet,' 'more innovation' and 'more for our people' – Bearing Point's EVP was communicated out to a global audience through an event-based campaign in the midst of Covid-19. The Tonic-developed event saw an average watch time of 50 minutes. "I love the simplicity of this," said one judge. "Super clean and executed with a bang!"



Currys and Tonic

Bronze

Currys wanted every one of its 30,000 employees to engage with its employer brand. To achieve this Tonic put people at the heart of the technology, both in the employer brand and in its communications campaign. Judges thought the strategy was excellent and the execution of the campaign helped create a sense of pride and togetherness among Currys' employees.



Elysium Healthcare and WSA - The Communications Agency

Bronze

Elysium Healthcare renewed its commitment to its employees through a wellbeing-focused EVP. It worked with WSA to harness employee feedback, build it into the employer brand and then communicate the brand back to the internal audience. "Great engagement. Results showed that this internal message was delivered," said one judge.

Mayborn and Creed Comms

Highly commended

Mayborn worked with Creed Comms on a comprehensive employer brand rollout that capitalised on the playfulness and creativity of the masterbrand, a creative approach praised by judges.

Mowi Poland

Highly commended

Salmon purveyor Mowi engaged its massive Polish audience with an EVP campaign designed to build trust and togetherness. The programme successfully "brought the values to life," said one judge.

WE BUILD

TALENT

BRANDS

PEOPLE

WANT TO

WORK FOR.

Life and work move too fast for employer brands to stand still. There's a fight on for attention and if you don't get it, others will. We build talent brands people want to work for by creating advocacy and building loyalty. We connect people to your purpose, your culture and help define your point of view. Because what makes you, you. Is what makes you deserve the attention. Speak to Mark at mark.horley@tonic-agency.com or Tom at tom.chesterton@tonic-agency.com. We'd love to give you the attention you deserve.



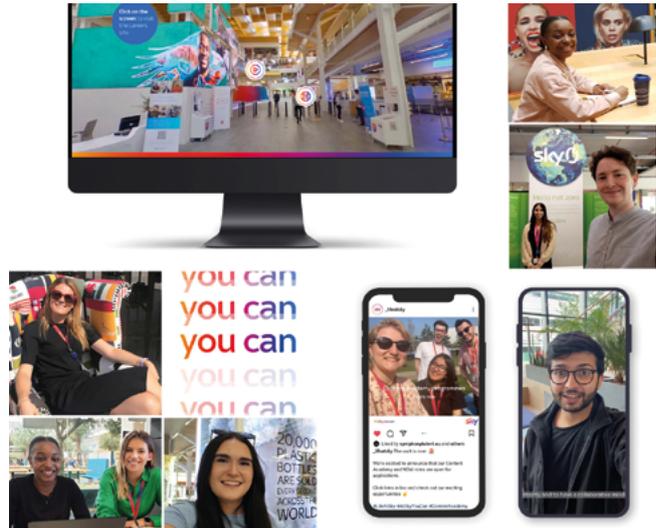
Best short-term or one-off employer brand campaign

Sky and Symphony Talent

Gold

Sky had traditionally relied on open days, internships and apprenticeships to encourage entry-level candidates into the business. When Covid-19 hit, it had to think differently. It worked with Symphony Talent to launch the 'At Sky you can,' campaign. Comprised of a comprehensive digital experience and virtual tour, the campaign saw a 64% increase in signups compared to the previous year's in-person events. The bespoke virtual tour was complemented by mini videos and a unique 'programme matcher' tool that uncovered the best careers for potential applicants.

In a competitive category, Sky's approach stood out for judges who were impressed with the level of engagement and hires directly resulting from the campaign. "The campaign displayed innovation that allows for longevity of the concept beyond the campaign," said one judge. Another added, "Sky did a great job of using its people to drive the campaign and get a great result."



Maersk and Havas People

Silver

To change perceptions of Maersk among a recruitment audience, the logistics company worked with Havas People on a punchy, social-first video campaign. Judges thought the challenge posed was a tough one that Maersk handled well with compelling creative work and a successful strategy that yielded great results.



Secret Intelligence Service (MI6) and Stafford Long & Partners

Silver

In order to attract a more diverse, tech-savvy audience into the intelligence services, MI6 partnered with Stafford Long to encourage the 'geeks of the world' to apply. It used language, graphics and imagery from a variety of fandoms and subcultures to speak to recruits in their own language. "Clever and creative," said one judge.

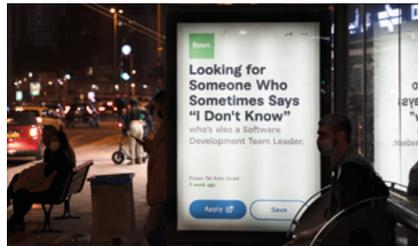


Best short-term or one-off employer brand campaign



EQRx and Ph.Creative **Bronze**

EQRx and Ph.Creative's 'Tapestry' was crafted from the personal stories of its diverse workforce. The beautifully rendered illustrations brought the company's commitment to doing things differently to life. "Fantastic concept," said one judge. "A true inside-out approach."



Fiverr **Bronze**

Fiverr's LinkedIn rebrand of its employees' job titles from the typical 'CMO' or 'project manager' to unique, personal statements like 'Someone who skips meetings to do actual work,' communicated the company's drive to hire based on people's real characteristics. Judges thought this helped change perception of the company as an employer. "Good fun with clear results!" said one judge.

Accenture and ThirtyThree **Highly commended**

Accenture's employee films, or '20-minute takeaways' helped position it as an employer of choice among a more diverse audience.

EY **Highly commended**

EY's commitment to anti-racism saw its employees take centre stage in a lyrical piece of film that judges called "beautifully done with lovely visuals."

NatWest and Ph.Creative **Highly commended**

NatWest Group worked with Ph.Creative to harness its internal audience and employee groups to build a compelling recruitment offer to a young, multicultural audience.



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at AMS. Insight-rich
creative for responsive
employer branding
and recruitment
marketing campaigns.

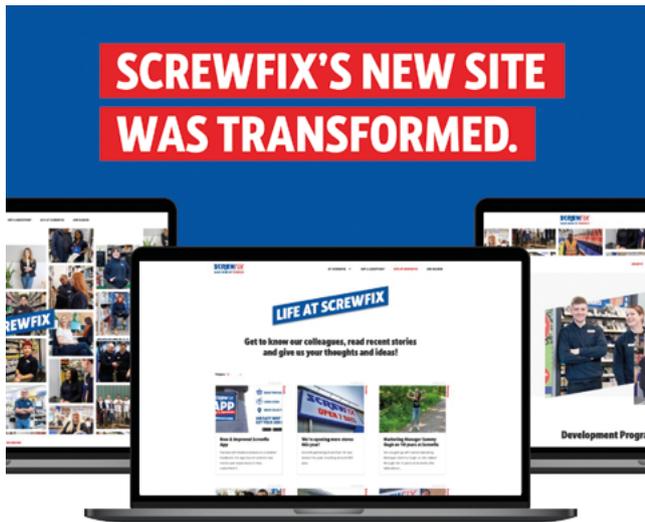
A|M|S

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keira.pintao@weareams.com
for any information and how
we can work with you.

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Best use of digital



Screwfix and ThirtyThree

Gold

Screwfix needed to reimagine its careers site for both in-store and digital roles. It worked with ThirtyThree to create a site that uses technology to analyse each job role and position relevant content from the Screwfix CMS alongside that posting. The seamless user journey delivered a personalised, content-rich site that immersed applicants in the Screwfix world.

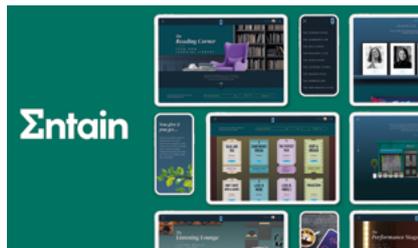
Not only is the new site easier to use, but it increased the average time spent on job description pages by 50%. "A strong strategy that was well thought-through," said one judge. "It improved the candidate journey and brought the employer brand to life via relevant touchpoints. This led to great results."



EQRx and Ph.Creative

Silver

Designed to make pharmaceuticals affordable, EQRx is an inclusive, remote-first company. It worked with Ph.Creative on a digital 'patchwork quilt' built from different stories across the business. The original approach was praised for its digital innovation and beautiful imagery. Judges thought the way it embedded into the company's long-term strategy was commendable.



Entain and Ph.Creative

Bronze

Gaming company Entain worked with Ph.Creative on a learning management system for its internal audience. 'The Learning Room' was designed to feel like a space away from everyday work where employees could dedicate their time to their development. "A very bold move, and one that paid off," said one judge. "This inventive approach to learning enabled more employee engagement."



Sky and Symphony Talent

Bronze

Transforming a programme of open days, apprenticeship and internships into a digital experience to adhere to the challenges posed by Covid-19, Sky worked with Symphony Talent on a fully immersive digital employer brand programme. Judges thought this approach rung true with the target audience, which connected with the virtual tours and digital experience.

Leyland SDM and WeLove9am

Highly commended

Putting a team of digital characters at the heart of the employer brand, Leyland captured the imaginations of its DIY audience. WeLove9am's programme was called "a nice concept based on good research and thought-through strategy."

Rolls-Royce and AMS

Highly commended

Rolls-Royce worked with AMS to deliver six virtual, live events to the early careers audience to improve the diversity of its applicant pool. Judges thought the considered, strategic approach led to strong results.

Best social media strategy

Maersk and Havas People

Gold

To support Maersk's transformation into a full-scale logistics company, it worked with Havas People to help change perceptions of the brand from within. The eight-month campaign was focused on using social content to empower global talent to change their perceptions of Maersk as an employer. The Marmite-esque campaign was designed specifically to catch people's attention.

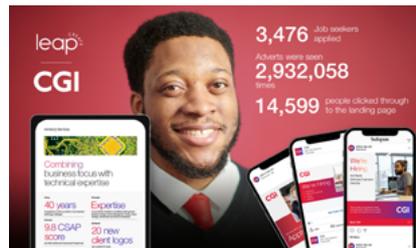
And stand out it did. "A superb strategy," said one judge of the approach. The massive impressions and strong conversion rate helped Maersk achieve its employer brand objectives. "The phased approach was a good, proper, well thought-through social campaign," said one judge. Another added, "I love this! A very creative campaign that really appealed to potential candidates."



CGI UK and LEAP create

Silver

CGI worked with LEAP on a recruitment campaign designed to beat the digital skills gap and promote the idea of a career with excellent progression at CGI. The consistent, easy to understand creative yielded excellent results. "It's refreshing to see a business reevaluate what it can offer a potential candidate, in this case skills-based training," praised one judge.



The British Army and Tonic

Silver

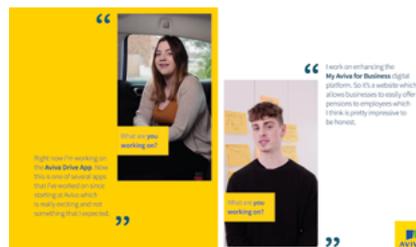
The British Army's University Officers Training Corps worked with Tonic on the #BemoreUOTC campaign to increase both reach and diversity. The social campaign tapped into the features of popular apps while still remaining true to the Army's visual brand. Judges thought the approach gave the Army a refreshed appeal for a diverse audience.



Aviva and Blackbridge Communications

Bronze

To yield greater applicants to its graduate and apprentice tech roles, Aviva worked with Blackbridge Communications on a social media campaign that communicated the exciting work carried out by Aviva's tech team. Judges thought the media strategy was strong and the creative accessible and engaging.



Asda and Chatter Communications

Highly commended

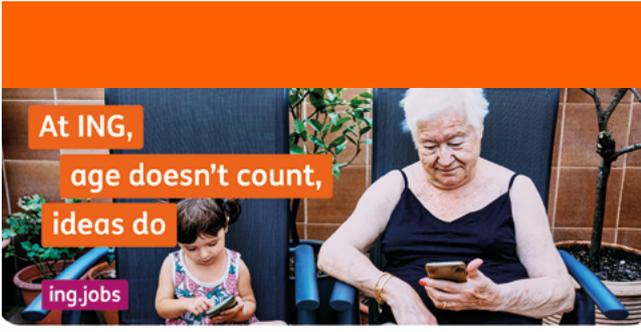
Asda and Chatter Communications set out to get potential employees to 'reimagine retail.' In doing so, it created an employer brand social strategy that is paving the way for future growth.

Sinch and Tonic

Highly commended

To put its brand on the map, Sinch worked with Tonic to inspire people. Judges thought the way they met the challenge was commendable.

Best integration of the employer brand in communication strategy



At ING,
age doesn't count,
ideas do

ing.jobs

91% of our starters agree

We put trust in our employees and encourage them to design their career in a way that works best for them. Enabling them to grow in their own way, without being held down. Because doing great things, starts by doing your thing.

We dare to say our culture is unique. Liberating even. But don't take our word for it. Ask our colleagues.



ING and Wunderman Thompson

Gold

ING set out to engage prospective employees with its unique culture and distinctive employer brand. The 'Agree/Disagree' campaign puts a characteristically ING spin on brand and employer brand communications. It juxtaposes a statement like 'At ING age doesn't count, ideas do' with an image of an older woman and young child, both on their mobiles. Not only does this integrate seamlessly into the company's broader communications, but its interactive element drew recruits into the brand world.

"I love this idea. It's bold, exciting and original!" said one judge. Others praised the way the campaign's strategy was comprehensive and how it aligned well with the consumer brand. And the results bore fruit. ING found that people were 79% more interested in ING as an employer after engaging with the content.

Best employer brand innovation

Sky and Symphony Talent

Gold

To respond to the challenging situation of Covid-19, Sky had to rethink its approach to early careers recruitment. In order to recreate what was traditionally a physical experience, it turned to Symphony Talent for its creative support. The new strategy would rely on innovative digital, video and virtual experiences, much of which were crafted by Sky employees themselves.

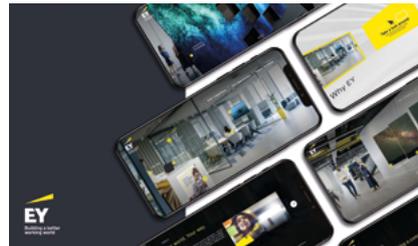
Judges praised the comprehensive, multichannel approach which showcased Sky's culture, its diversity and the opportunities available to entry-level candidates. "I love the use of UGC to generate buzz and engagement," said one judge.



EY

Silver

EY delivered 'Our World. Your Way,' an immersive, customisable digital experience that broadened perceptions of EY as an employer among a diverse audience. Judges praised the regional reach and the focus on women, people of diverse backgrounds and people with STEM backgrounds.



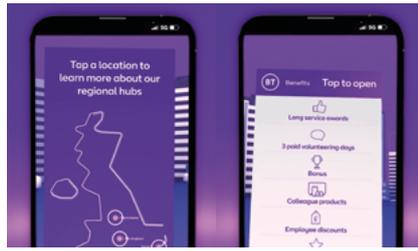
Screwfix and ThirtyThree

Silver

Screwfix's new jobs portal was crafted with technology from ThirtyThree. This saw each job post feature related content from across the Screwfix CMS alongside it. Not only did this lead to greater web stats, but it saw applications rise as well. One judge said, "They understood your career site is still your shop window, and are now putting the candidate first through their enriched site."



Best employer brand innovation



BT

Bronze

To recruit the best tech talent, BT turned to augmented reality tech to create AirCards, which encouraged a number of quality applicants to enter the BT family. One judge said, "I think BT succeeded in its mission to create something that was different from the careers website."



EQRx and Ph.Creative

Bronze

EQRx's mission is to do things differently. To achieve that in its employer brand, it worked with Ph.Creative on a patchwork tapestry of stories from its employees. Judges thought the innovative nature of the creative was excellent, with one adding, "This was a really engaging and emotive project that clearly engaged with employees."

Hillarys and WeLove9am

Highly commended

Hillarys Blinds worked with WeLove9am to highlight its flexible working commitment in a recruitment campaign that helped improve brand awareness.

Mars and Havas People

Highly commended

Mars and Havas People developed a Tiger King-themed cat food experience to onboard employees during the pandemic, an imaginative and fun-filled solution.

Best use of data

ING and Wunderman Thompson Silver

ING's 'Agree/disagree' campaign was a genius alignment of its employer and external brands. To achieve this it harnessed data from the internal audience and used interactive statements to showcase comparison data to prospective applicants. "I really like the creativity in the campaign. It's a great way to showcase employees and hear their voice," said one judge.



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Best diversity and inclusion strategy

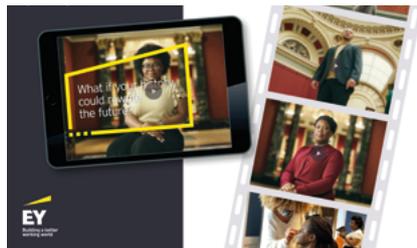


EQRx and Ph.Creative

Gold

EQRx took a unique approach to diversity and inclusion in its employer brand. It used the unique nature of its business model and its diverse workforce to create an employer brand rooted in diversity. It worked with Ph.Creative to bring employees' stories to life through illustration and a physical and digital patchwork quilt. The quilt allowed for internal engagement while also telling the company's diversity story to a recruitment audience.

The unique campaign was a favourite of judges who said, "A very nice, original campaign which goes beyond the typical D&I themes. It was a truly inclusive campaign," and "I loved the creativity, the execution and the authentic and varied content shared on relevant channels." The 'Tapestry' wasn't a one-off either, it is continually growing and is now part of the company's onboarding process, making it integral to the employee journey.



EY

Silver

EY's 'Better verses' campaign was designed to engage Black people within the organisation. Using videos and storytelling, EY directly sets out its anti-racism commitments. "The video was beautiful and thought-provoking," said one judge. Another praised the way the internal engagement had a direct impact on the employer brand by positioning EY as an inclusive employer.



Accenture and ThirtyThree

Bronze

To showcase its intersectional diversity, Accenture worked with ThirtyThree on ID, a programme that compiled employee stories in a well-visited online hub. "This was a beautiful and original campaign which had a really ambitious objective," said one judge, who praised the creative execution and strong strategic foundation.

GSK and Tonic

Highly commended

GSK worked with Tonic on a diversity and inclusion toolkit for use by employees, providing crucial insights, answers to tough questions and empowering people to stand up for change.

NatWest and Ph.Creative

Highly commended

NatWest and Ph.Creative delivered a colourful campaign that stood out in a crowded environment. The company tapped into its employee resource groups to provide insight into the diverse workforce within the bank.

Rolls-Royce and AMS

Highly commended

Rolls-Royce's Power Series used virtual events to demonstrate the brand's commitment to diversity and inclusion.

Best management of the employer brand following a change of mission, positioning, or management

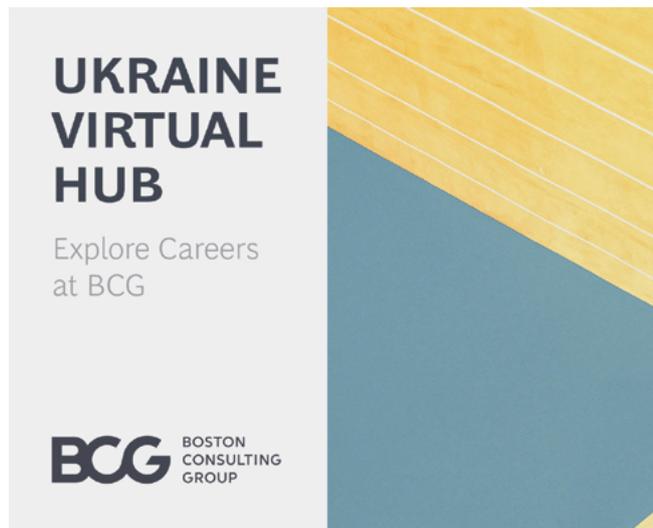
Currys and Tonic Gold

In 2021, Currys launched a masterbrand strategy that formalised the amalgamation of the Currys PC World, Carphone Warehouse, Team Knowhow, iD Mobile and Dixons Carphone brands. To support this shift, Tonic developed an employer brand that could engage the entire workforce and align with the Currys brand strategy. Focusing on people, the new approach centred around the idea of Currys as the place “where tech lovers unite.”

This singular mission helped the employer brand extend across the diverse workforce and the diverse business segments within Currys. Authentic employee photography and a bubbly graphic style helped bring personality to the brand. One judge said, “The content execution is truly authentic. I can see how it resonates with their people.” Another added, “The campaign creates a sense of pride and a feeling of togetherness.”



Best localisation programme

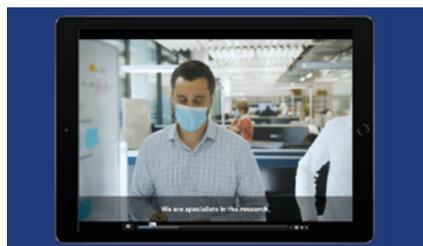


Boston Consulting Group

Gold

Boston Consulting Group (BCG) Warsaw crafted the Ukrainian virtual hub, a programme designed to help refugees and Ukrainian expats find roles within the company. The new hires were supported with local language lessons, dedicated working time to contribute to Ukrainian relief efforts and BCG community events.

The commitment to Ukrainian employees stands out for its considerate depth of thought, its ability to integrate staff into the BCG culture and its relevance to the local audience. One judge called it “A truly positive campaign,” which yielded findings that will help improve BCG’s recruitment process more generally.



Lonza and Tonic

Bronze

Lonza worked with Tonic to translate its global EVP into localised content derived from the company’s nine global locations. The resulting imagery and videos were shared with teams around the world, who could deploy relevant, localised content to their marketplaces.

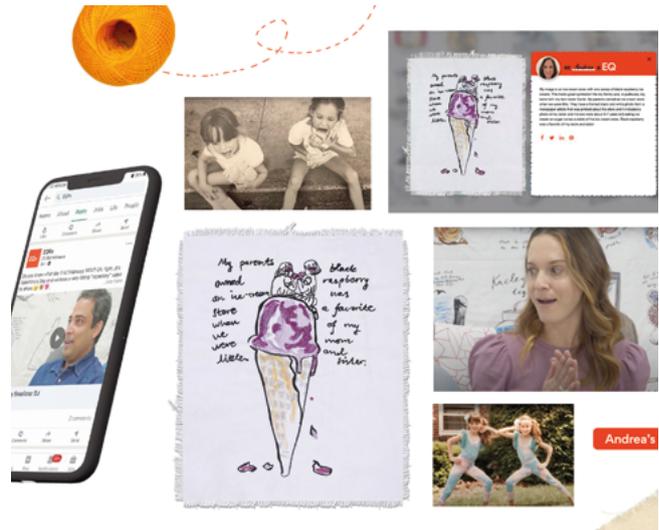
Best employee experience

EQRx and Ph.Creative

Gold

To celebrate its trailblazing approach to pharmaceuticals and employer branding, EQRx worked with Ph.Creative on the #BeYouAtEQ campaign. Employees were asked to share stories personal to themselves, an act which saw them 'bare their souls and their smiles.' Those stories were translated into illustrations and a patchwork quilt that formed the company's 'Tapestry.'

This unique, idiosyncratic campaign not only engaged 90% of the company's global audience, but won over our judges as well. "A really original piece of work that fuses together physical and digital executions seamlessly," said one judge. Another added, "I like how the team maximised internal engagement content externally and I'm impressed with the concept and creative campaign. Tapestry is brilliant!"



Software AG

Bronze

Software AG used a theme of blockbuster movies to focus its employer brand and encourage engagement across the business. "A great strategy and campaign rollout to motivate employees and keep them engaged," said one judge.



Alexander Thamm GmbH

Highly commended

Alexander Thamm wanted to improve employee experience and satisfaction, which it did through a multichannel employee engagement programme and a key focus on happiness.

Best employer brand management event



Keyloop Gold

Automotive tech company Keyloop worked with six universities across the UK on its pilot University Automotive Technology Competition. Over 180 students took part in the event, receiving support from Keyloop in topics like product design and commercial strategy. Not only were the students engaged in the real work Keyloop does in the automotive industry, but the content derived from the event was put to use in a PR campaign as well.

“This was a great example of an employer brand event using multimedia to reach the target audience and gain additional PR,” said one judge. Others praised the targeted approach, the strong support offered to participants and the mentoring programme that was part of the competition. One judge also praised the “elaborate and strategic way to connect entrants with employees.” The programme is now in its second year and working across 13 universities.



PwC CEE Silver

PwC CEE used a digital competition to improve brand awareness and understanding of PwC's offer as an employer. The International Finals combined a judged competition with communications from PwC and a spotlight event to engage participants with the brand. “Great approach to engaging the audience through innovation and creating a buzz,” said one judge.



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Congratulations to all the EBMA finalists.

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Best brand ambassador programme



Thermo Fisher Scientific and Brandfizz Gold

In the midst of massive growth, Thermo Fisher Scientific needed to harness its employees' passion for their work in order to attract the best new recruits. It worked with Brandfizz to launch the 'Career Storytellers' brand ambassador programme. The volunteer ambassadors were empowered with content and stories relevant to the EVP. They then communicated about life at Thermo Fisher with their social audiences.

Not only were existing employees engaged with the content, but the social reach and engagement yielded over 150 new applicants. Judges thought the way the company responded to growth through the use of existing employees to tell stories was an excellent, effective strategy.



Becton Dickinson and Cielo Talent Management Bronze

To tell the story of the unique and unexpected ways careers can develop at Becton Dickinson, Cielo Talent Management worked with four brand ambassadors to tell their personal stories of career growth. "A great case study in how to use brand ambassadors to showcase career paths and retention in a challenging market," said one judge.

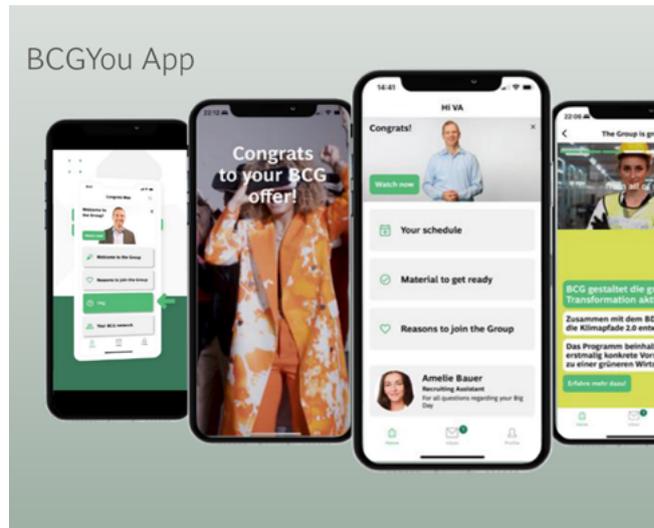
Best onboarding and/or reboarding programme

Boston Consulting Group

Gold

Boston Consulting Group (BCG) redesigned its onboarding app to support the stream of new recruits joining its established business in Germany and Austria. But with the diverse range of new starters – in terms of demographics and job functions – the app had to work overtime to provide relevant, individual content throughout the onboarding journey.

Judges thought the redevelopment of the app showed a good understanding of the needs of the recruitment audience. “I love the idea of the app and how it is being reviewed and improved based on feedback and business needs,” said one judge. Another added, “I like the innovative approach. It’s well thought-out with bold, playful imagery used to bring the app to life.”



Diligent Corporation

Bronze

To support SaaS provider Diligent’s growth into new markets, its onboarding programme was redeveloped to ensure new employees were embedded into the Diligent culture from day one. “Great understanding of colleague perceptions under acquisitions, creating an immersive experience for new starters,” said one judge.



Best employee wellbeing initiative



Aon and McCann Synergy

Gold

While Aon employees had access to wellbeing initiatives, they were not being used effectively and employee morale was running low. Aon turned to McCann Synergy to introduce the 21-day kindness challenge. The campaign was designed to unite employees and spread kindness and caring across the business and its communities.

The online kindness portal captured hundreds of stories of acts of kindness all around the world. And, in engaging people with the challenge, it was able to resurface the vital wellbeing resources available to employees. Judges thought the solution was a creative one, meeting the challenge well.



Assurant

Silver

To ensure employees were supported throughout their wellbeing journeys, Assurant developed a holistic approach to benefits and communications around employee health. The campaign resulted in increased engagement with the business and with the benefits offered.



Mayborn Group

Bronze

In its first employee survey, Mayborn Group noted lower than expected engagement levels with at-work wellbeing. To improve this, it took a long-term approach to supporting employees physical and mental health at work.



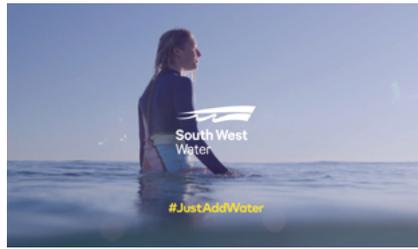
**We believe talented
and inspired people
make everything possible.
We'll help you attract
and engage them.**

**It's also why we're
100% employee owned.**

Creed Comms

Employer branding, employee comms, media strategy, talent attraction
creedcomms.co.uk

Best employer brand management from the energy and utilities sector



South West Water and BrandPointZero Silver

Tackling a skills gap, South West Water worked with BrandPointZero on #JustAddWater, an employer brand campaign that grabbed the attention of prospective employees. Judges thought the use of real employees in the creative helped complement the key messaging which contrasted the stability of the company with the potential for career growth.



Thames Water and Creed Comms Bronze

Thames Water's 'It's in our nature' employer brand harnessed the passion and care prospective employees have for the environment coupled with the organisation's pioneering spirit. Judges praised the alignment of the employer brand to the corporate brand values as well as Creed Comms' strategic savvy.

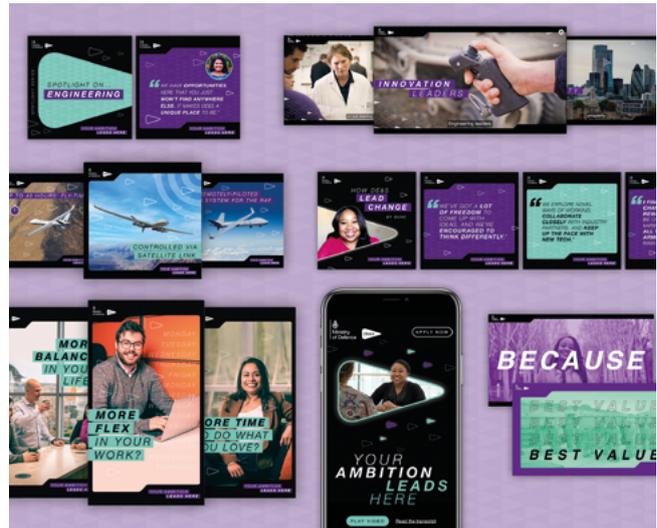
Best employer brand management from the engineering and manufacturing sector

Defence Equipment & Support and Stafford Long & Partners

Gold

Part of the Ministry of Defence, Defence Equipment & Support (DE&S) needed to inspire engineers to join its ranks. It worked with Stafford Long & Partners to showcase the DE&S difference to a broad range of prospective employees. The strapline 'Your ambition leads here' led to a messaging system designed to inspire leaders and aspirational young people.

The multichannel campaign featured eye-catching graphic treatments that stand out not only from competitors, but from other public sector recruitment communications. And it worked too, achieving excellent engagement and reach across social media and upwards of 600 new applicants into key departments.



Turkish Aerospace

Silver

Turkish Aerospace worked with Manastir on a long-term programme of engagement for young people across Turkey. The learning and experiential content was age-specific and allowed children to interact with aerospace and stem content across all levels of understanding and education.



Best employer brand management from the financial services sector

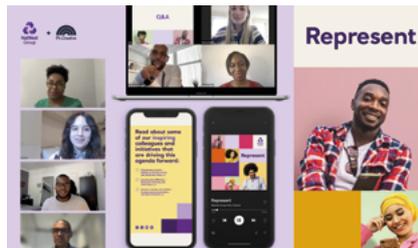


AXA and Havas People

Gold

AXA harnessed the power of its new external brand, 'Know you can' to redevelop its EVP and employer brand, alongside Havas People. It worked to tell the company's story, boost employee advocacy and improve recognition of AXA as a first-class employer.

The key visual treatment was a twist on AXA's iconic 'switch' brand mark. Once held holy in its red implementation, the employer brand team was able to rework the switch into vivid neon windowpane that literally shone a light on careers at AXA. Judges loved the links between the employer brand and external brand, with one adding, "Good to see employer brand teams are working with the corporate brand teams and challenging them."



NatWest and Ph.Creative

Bronze

NatWest Group worked with Ph.Creative on its 'Always on' employer brand to engage with a data and tech audience. The comprehensive strategy showed a capable deployment of the group's employer brand to a targeted audience.

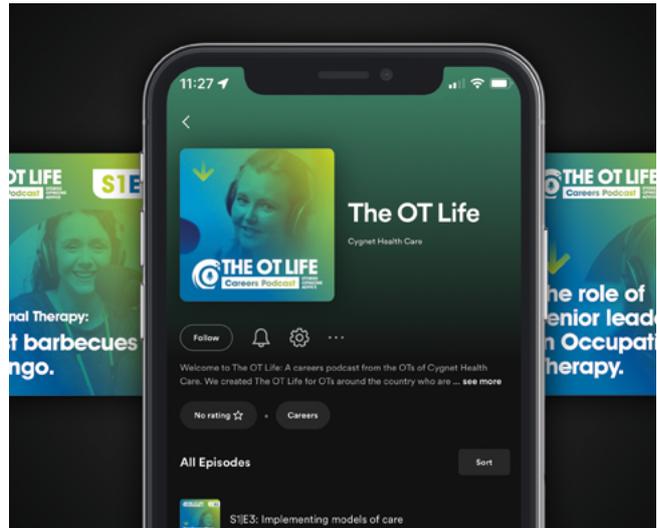
Best employer brand management from the healthcare and pharmaceutical sector

Cygnnet Health Care with Studio29, Content Marketing Pod and Podcastr

Gold

Cygnnet Health Care wanted to express its commitment to mental healthcare workers, regardless of where they worked. Its content-led approach was designed by Studio 29 to explore the lived experiences of mental healthcare professionals. Job-specific content was delivered in written and podcast formats, allowing for high levels of engagement, whatever the medium.

Judges thought the research and insight sitting behind this campaign helped lead to its creativity and suitability for the target audience. They praised the localised content, creative messaging and content themes and campaign tactics.



Elysium Healthcare and WSA - The Communications Agency

Gold

Elysium Healthcare had the dual challenge of recruiting care workers and mental health professionals amid a crisis in staffing in healthcare during the pandemic and after Brexit. To reinforce its commitment to its employees, it worked with WSA on an employer brand that put employee wellbeing and experiences at the heart of the company.

With inviting imagery and authentic storytelling, the campaign found its audience with immense results, including a massive reduction in agency worker costs. Judges praised the strategy, engaging content and successful activation in this campaign's rollout.



Achieve Together and Creed Comms

Silver

Against a backdrop of Brexit and Covid-19, Achieve Together worked with Creed Comms to inspire prospective employees with the work they could be doing. The strapline, 'Sharing moments. Shaping lives.' inspired the messaging system and an emotive creative strategy. "Felt really authentic," said one judge. "It's a people business and rightly puts people at the front and centre of its EVP."



Best employer brand management from the professional services sector



Grant Thornton and Tonic

Bronze

Grant Thornton worked with Tonic on an EVP that aimed to differentiate it in the sector and more closely align it with the company's external brand. Grant Thornton's EVP was co-created with top stakeholders, ensuring alignment was a priority at every stage. The employer brand toolkit reflects the organisation's compelling approach and results show greater brand engagement than before.

Best employer brand management from the property, construction and facilities management sector



Hilti and Tonic

Gold

Hilti wanted to build an EVP that proved it was a construction company that could embrace employees from different career backgrounds. It wouldn't only be about construction experience, but the skills and tools prospective employees could bring to bear. It worked with Tonic to build a localised campaign, targeting a unique audience in each of the three major Canadian cities.

The careers site and corresponding communications made their mark and showcased an aspirational, open culture. Judges thought the background research as well as its alignment with the brand values, made this an excellent strategy. "No one can not know they are a construction organisation," said one judge of the strong consistency in the messaging and creative.

Places for People

Bronze

Affordable homes company Places for People prioritised its people in its employer brand. Targeting both existing and prospective employees, the brand lets "the colleague voice shine through," according to one judge.



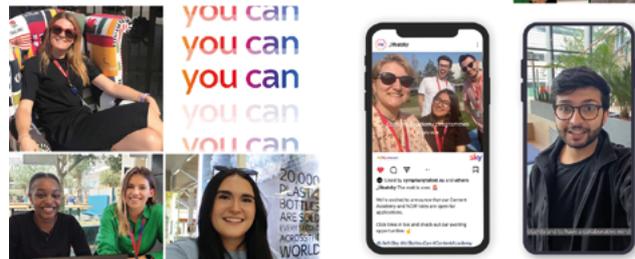
Best employer brand management from the technology, media and telecommunications sector

Sky and Symphony Talent

Gold

Sky's young careers engagement programmes is well established but with an in-person programme needing to adapt to the demands of Covid-19, Sky had to rethink its 2021 strategy. Instead of simply introducing a one-off digital event, Sky comprehensively redefined its strategy.

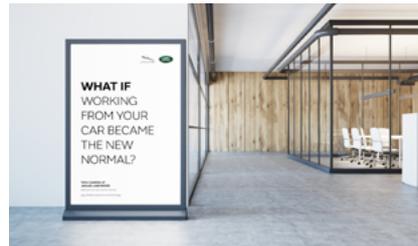
Working with Symphony Talent, it tapped into the skills and creativity of its own workforce to help bring a taste of the Sky culture and ethos to potential employees. The programme spanned digital events, mentorship, video content and competitions to create a well-rounded experience for young people. Judges praised the fact that the strategy wasn't an afterthought in response to Covid-19, but a fully fledged experience in its own right.



Jaguar Land Rover and Creed Comms

Silver

To encourage technologically savvy recruits to apply to roles at Jaguar Land Rover, Creed Comms delivered a video campaign that shone a light on the company's innovative, pioneering spirit. It unveiled previously hidden stories in technical careers and engaged the audience and judges alike. "A well-rounded piece of content and campaign with the brand EVP evident."



SAP

Bronze

SAP needed to reaffirm its leading status in the technology landscape and encourage tech talent to consider careers with the company. To do so, it focused on the way in which employees could use their creativity to 'shape tomorrow.' With an integrated campaign to support the employer brand, it found its audience and encouraged engagement across social channels.



Best employer brand management from the travel, leisure and tourism sector



Tipico and Ph.Creative

Gold

Sports betting brand Tipico used the electricity and tension found in sporting events to form the basis of its employer brand. It worked with Ph.Creative to delve into its culture and find the aspects of life at Tipico that unified its workforce. The employer brand harnessed the power of 'Spannung,' the German word for 'moments of electricity and tension.'

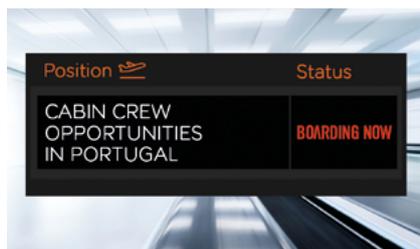
The creative work drew from the best of sports imagery and typeface design to create bold, impressive content that improved awareness and understanding of the brand. One judge called it "a strong demonstration of an authentic approach for the right fit." Another said, "The look and feel sparks an emotive reaction. The theme is followed through really well. It's powerful, bold and innovative."



LNER and Creed Comms

Silver

To reposition LNER in the minds of prospective employees, the train operator worked with Creed Comms to amplify the brand's ambitions, its passion and its quality of operations. "Showed a great understanding of its external positioning, using simple and clear messaging to reach new audience," said one judge.



easyJet

Bronze

To upstaff after the pandemic, easyJet wanted to inspire 'nextGen easyJet' to join the company. Highlighting its upward mobility possibilities and learning opportunities, easyJet impressed judges with its results and communications about the full employee lifecycle.

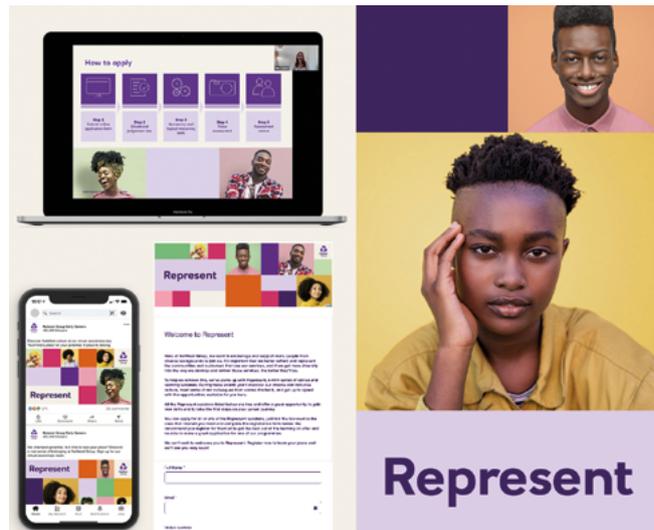
Best employer brand strategy during Covid-19

NatWest and Ph.Creative

Gold

NatWest Group wanted to recreate its approach to diverse recruitment by understanding the barriers underrepresented groups face in their early career stages. To provide a space for potential employees to engage with NatWest, a mini-season of events, including Q&As with existing employees, was deployed. The multichannel campaign also highlighted the community developed by NatWest's employee resource groups.

Ph.Creative deployed a digital-only campaign due to Covid-19 restrictions. But it was also a means of reaching diverse audiences across the country which might have previously not engaged with in-person events. As a result, 58% of applicants were from BAME backgrounds. "Attracting diverse candidates was made even harder by the pandemic. NatWest solved it with a strategic, evidence-based approach with bang-on creative execution that had the desired impact," said one judge.



Sky and Symphony Talent

Gold

Sky typically engages with early careers recruits through open days, apprenticeships, internships or other in-person touchpoints. But with Covid-19 taking those out of the mix, it had to reexamine its strategy. It worked with Symphony Talent to build a digital employer brand experience that would showcase the heart of the Sky culture.

The resulting programme was immersive, engaging and impactful, yielding excellent application numbers and aligning Sky's external brand with its employer brand. "Fantastic execution," said one judge. Another added, "A properly integrated approach to solving the problems posed by Covid-19 using a range of formats and channels."



Best employer brand strategy during Covid-19



AXA and ThirtyThree

Silver

AXA's commitment to the LGBTQ+ community wouldn't stop with Covid-19. In lieu of an in-person march, it worked with ThirtyThree to launch the 'Stride for Pride' virtual Pride march. Employees around the world walked 16,500 kilometres, a purposeful feat judges called "a great way of generating employee togetherness."



Orkla and Symphony Talent

Bronze

Orkla's traditional summer internship programme had to go digital due to Covid-19. It worked with Symphony Talent to create a youth-oriented digital experience that went beyond Zoom to truly engage with the company's 53 young interns. Judges thought this approach was fun, an excellent solution to the problem and really helped bring the interns together across virtual lines.

AstraZeneca and Ph.Creative

Highly commended

AstraZeneca and Ph.Creative didn't rest on the laurels of the company's vaccine success, but introduced an employer brand campaign rooted in heart, care and culture.

Best creative execution of the employer brand



EQRx and Ph.Creative

Winner

EQRx wanted to celebrate its differences. It took what sets it apart from the rest of its industry – its unique approach to its employer brand – and highlighted that across its communications channels. Working with Ph.Creative, EQRx developed an internal engagement programme that ensured employees were able to share their true selves at work.

The stories were collected and then rendered into beautiful illustrations. These illustrations were then built into a 'Tapestry', or embroidered quilt telling the story of EQRx. Ph.Creative also developed a digital book and film series comprised of the stories shared by employees.

Not only was this campaign a success in terms of employee engagement, but it set out EQRx's positioning as an employer. And its creativity and beauty was beloved by judges. "An original idea and creative output," said one. Another added, "A great way to bring about digital innovation, capture content and embed it in the long term process for the employer brand." Some praised the employee engagement, the storytelling innovation and the unique concept. It was a clear winner throughout the Employer Brand Management Awards and a worthy recipient of this year's 'Best creative execution of the employer brand' prize.

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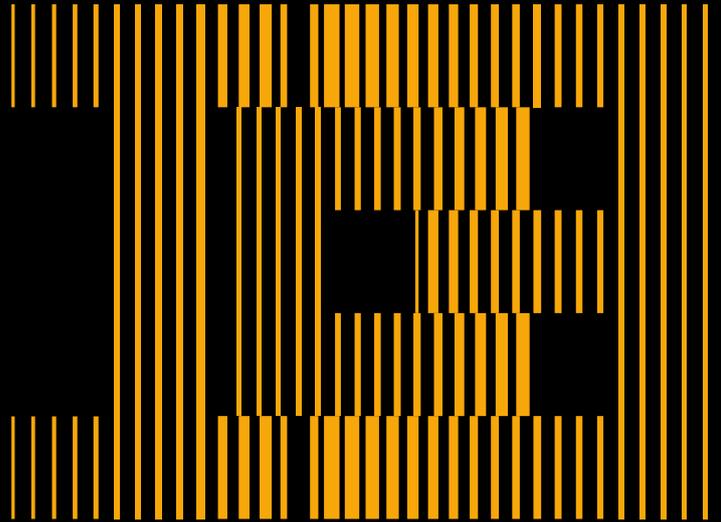
Maersk and Havas People

Winner

To reframe its business from one solely focused on shipping to an integrated, modern logistics company, Maersk had to reposition itself in the minds of potential employees. To do so, it worked with Havas People on the 'Together all the way' campaign. Its key audiences of tech professionals, logistics workers and corporate operations recruits had to reexamine what they thought about Maersk.

The centrepiece of the campaign was a Hamilton-inspired film that was first teased across multiple channels. But once the film was released, the work had only just begun. Maersk shared employee stories and sparked conversations about life at the logistics company. The interactive quiz at the end of the candidate journey yielded strong results and ensured prospective employees were able to engage directly with career options at Maersk.

The integrated campaign was a huge success in terms of metrics and ROI. But it also saw an increase in searches for careers at Maersk, year-on-year. "Absolutely stand out," said one judge. "A superb strategy and methodology. Great performance and application within brand channels. Without a doubt a winner." Another added, "I love this! A well-thought out strategy and phased campaign with fantastic results. Just shows the potential of well-executed employer branding!" The lofty ambitions matched with stellar results and eye-catching creative make Maersk's employer brand campaign an all-around winner and this year's 'Grand prix' recipient.



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