



**EBMA** 2017

Employer Brand Management Awards

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## Welcome

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The effective management of the employer brand is not only a concern for British and European companies. Though, entrants into the Employer Brand Management Awards have more than doubled between last year's inaugural programme and 2017. The interest in setting a global standard for excellence in employer brand management is apparent around the world.

Global companies with employees based in multiple countries acutely understand the need for a defined employer brand strategy. But even local businesses know a positive internal culture and a clear reputation as an employer helps attract the best talent, and the right talent. To recognise the best in employer branding on an international level, the Employer Brand Management Awards are going global. The inaugural Employer Brand Management Awards MENA takes place this October in Dubai and is open for entry until 3 July.

We are also pleased to announce the first-ever Employer Brand Management Awards North America. The awards will be open for entry this summer and winners will be recognised at an awards ceremony in early 2018.

But tonight is all about the winners of the 2017 Employer Brand Management Awards Europe. The hard work they have done in employer brand management has truly set the benchmark for excellence. Congratulations to all who were shortlisted tonight and to those going home with trophies!

**Brittany Golob**  
Editor, Transform magazine

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### The Awards

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## The judges



**Katharina Auer, former head of group internal communications, Zurich Insurance**

Katharina joined Zurich Insurance in 2012. She is an employee engagement expert with proven delivery of effective global communication strategies and programmes, and is a certified Lean Sigma Green Belt. Her previous roles include head of internal communications at Rio Tinto, head of global internal and management communications at Shell, head of global internal communications at AstraZeneca, corporate communications lead at GE Capital EEF and corporate communications manager at Corange/Boehringer Mannheim. Katharina has worked in Nigeria, Hong Kong, the UK and the Netherlands.



**Simon Barrow, creator of the employer brand approach**

Simon was a brand manager first at Knorr (now Unilever) and then Colgate. He created the employer brand approach when he started leading a large team and saw the need for the same principles and disciplines in the attraction, engagement and retention of talented people. Simon was the founder of employer brand consultancy People in Business, which he left in 2012 having earlier sold the firm to an American group. He is now an independent specialist and believes that great employer brands are built from the inside out and that the process starts at the top. His work includes the people and cultural aspects of M&A.



**Jonny Briggs, head of talent acquisition, Aviva**

Jonny joined Aviva as the group head of talent acquisition in January 2016 with responsibility for global recruitment. Prior to this, he was head of talent acquisition at Thomson Reuters (IP&S) for three years, where he established a central sourcing hub, resulting in record time to hire, quality of hire and agency hire of under 5%. Jonny joined Thomson Reuters after six years at RBS, working in group, then corporate bank and finally as head of resourcing at Coultts.



**Micaela Cook, global senior director, internal communications & diversity, Ciena**

Micaela is global senior director, internal communications & diversity at Ciena. She has many years of communications experience both in external marketing and internal employee comms across broad audience groups. She has delivered large scale, and sometimes tricky, employee communication and engagement programmes to deliver business objectives. Micaela is also a director of her own consultancy business, Indigo Insight, and an associate partner of Pharmacom, a communication consultancy.



**Urvashi Desai, strategic HR business partner, the Crown Estate**

Urvashi joined the Crown Estate in her current role as a strategic HR business partner in 2014. Prior to this, she was the group head of HR for Investment Property Databank, which later became part of Morgan Stanley Capital Investments. Other career experience includes over 15 years in business specialist roles working with a variety of clients in the financial sector. She moved into HR, as she enjoys applying business and client expertise to drive improvement through people. She is accomplished at leading HR functions and translating business priorities to HR actions in fast-paced and commercial environments.



**Shannon Diment, European recruitment – attraction, employer branding & marketing lead, IBM**

Shannon joined the IBM talent acquisition team in early 2014, initially as an entry level recruiter before moving into her current role in summer 2016. At the entry level, Shannon managed the application process for apprentices, school leaver internships, university placements and graduates into IBM UK – gaining a deep insight into this particular pool of talent. In her current role, Shannon's focus has been on rolling out a new global recruitment marketing campaign, showcasing IBM as a world-class and diverse employer across Europe.



**Andrew Farmer, global recruitment marketing & employer brand manager, Willis Towers Watson**

Andrew is global recruitment marketing & employer brand manager at Willis Towers Watson. Andrew spearheads the global EVP framework and is tasked with developing and executing the company's content marketing strategy across digital channels. Andrew has over six years of experience in talent acquisition. Previously, he was the manager of the global employer brand at IHG, where he took home two awards at the inaugural Employer Brand Management Awards for 'Best communication of the employer brand to the external audience' and 'Best ongoing commitment to employer brand management.'



**Keeran Gunnoo, global employer brand director, Unilever**

Keeran has been global employer brand director at Unilever since April 2015. She is responsible for increasing its profile as an employer of choice through the company's global careers site and key employer brand channels through a robust and authentic digital content strategy. Keeran also leads an employee advocacy project, LinkedIn Elevate, which has digitised Unilever's workforce, allowing employees to 'Show the World their Unilever' and act as brand ambassadors. Prior to Unilever, Keeran has worked closely with the likes of EY and IBM, among others, to amplify their employee offerings.



**Matthew Jeffery, VP, head of global sourcing & employer branding, SAP**

Matthew is a talent acquisition strategy leader with over 20 years of recruitment experience. He currently leads recruitment and employer branding for SAP. His work there has earned Jeffery and his team an ERE Recruiting Excellence Award for 'Best employment brand 2015' and 'Most strategic use of technology 2015,' Recruiter Awards 2015 for 'Best graduate recruitment strategy' and 'Best global/international recruitment strategy,' three Asia Recruitment Awards, and a Brandon Hall Gold Award for employment brand.



**Graeme Johnson, global head of employer brand & talent acquisition strategy, BT**

Graeme is global head of employer brand & talent acquisition strategy at BT, and has performed senior leadership roles in talent acquisition for Virgin Media and Accenture. Graeme has a track record of transforming and leading high-performing recruitment teams. He is passionate about the commercial impact of recruitment, employer brand and candidate experience. Graeme is a writer and speaker, performing at Talent Connect, TREC and RecFest in 2015.



**Katie Jones, head of internal communications and engagement, Parkinson's UK**

Katie provides leadership for internal communications, ensuring staff and volunteers feel informed, inspired and united in working together to improve lives. She is passionate about employee engagement and is a strategic lead in the charity's work to develop a people strategy based on a new employee value proposition. She was instrumental in setting up the organisation's employee consultation committee and has several volunteer roles, including supporting her local school to launch its new vision and brand, and engaging potential and existing parents.



**Charu Malhotra, head of global employer marketing & talent attraction, Ferrero**

Charu has held leadership roles in employer branding, communications and digital for over 11 years and is currently head of global employer marketing & digital talent attraction at Ferrero SA. Charu has experience in creating employer brands across FMCG, retail, energy, oil & gas and telecoms in over 30 countries. Prior to Ferrero, Charu was responsible for the global EVP, employer brand and digital projects at Primark. Before that, she was responsible for creating and implementing the digital and social ecosystem for employer branding at Unilever. Charu has also held roles at Connect Group plc, BP and Baker Hughes.



**Dominique Mallion, recruitment marketing manager, Philips**

Dominique is a recruitment marketing manager at Philips, a 125 year-old global technology company committed to delivering innovation that helps people be healthy, live well and enjoy life. Dominique is responsible for integrated EMEA employer brand and recruitment marketing strategies. She uses local market and target audience insights together with a range of tactics to develop, influence and promote Philips' EVP in a globally aligned but locally relevant way. Her efforts focus on winning the hearts and minds of the people Philips needs to drive its company transformation and success in its next century and beyond.



**Euan McNair, talent engagement, attraction & acquisition specialist, Standard Life Group**

Euan is a recruiter and talent brand professional with a passion and skill for employer brand, talent engagement, candidate experience, social media and direct sourcing. He currently works for Standard Life, developing its global talent brand, talent engagement strategies and attraction strategy for an award-winning early careers programme. He has worked for companies like Northern Marine and Glasgow 2014 Commonwealth. He started his recruitment career in agencies and had a dedicated focus on advertising, engagement and social media.



**Rachel Osikoya, director, head of diversity & inclusion, Maersk Group**

Rachel is the head of diversity and inclusion for the Maersk Group, a global transport and energy conglomerate with over 90,000 employees spanning 130 countries. Rachel has over 12 years of experience in the field of diversity and inclusion, globally. She has spent time working in South Africa to broaden her experience in organisational culture and was responsible for implementing the first global diversity and inclusion strategy and global EVP. She has a strong background in the financial services industry, but her experience has spanned across the ICT industry.



**Kathryn Pritchard, group chief people officer, ODEON Cinemas Group**

Kathryn is group chief people officer of ODEON & UCI Cinemas Group, Europe's largest cinema operator. Kathryn executes a strategy designed to transform and tap into the capability of the employee brand journey. Kathryn has over 20 years of experience in organisational life, and has a passion for creating cultures that make high performance a certainty. She has experience in the private and public sectors, the UK and globally. Her professional interests include value creation, organisation, leadership and talent development, and culture. She holds an MBA and a masters in leadership coaching.



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**Tim Small, vice president – employer brand & colleague engagement, InterContinental Hotels Group**

Tim’s team is responsible for continuing to build the profile of IHG’s multi-award winning employer brand and attracting diverse talent. Fundamental to the success of this is listening to the internal audience on what makes IHG a great place to work. Tim is also responsible for understanding engagement and asking for feedback on improvement as a means of increasing engagement. Tim’s previous roles include senior employer brand, internal communications and operations for Compass Group and Granada Group. He also spent a period running his own communications consultancy.



**Andrew Soane, associate director – recruitment marketing, Accenture**

A veteran of the recruitment marketing industry, Andrew has spent most of his career working with some of the world’s biggest employers (organisations such as BP, BT, EY, Phillip Morris International and Tesco) developing and implementing their employer branding, attraction and digital recruitment strategies. After 25 years of working for a variety of traditional recruitment marketing agencies, including Barkers, Bernard Hodes, Penna and TMP, he joined digital agency 4MAT. In January 2016, he joined Accenture, where he is responsible for recruitment marketing strategy for the consulting businesses.



**Jennifer Sproul, chief executive, Institute of Internal Communication (IoIC)**

Jennifer is responsible for the leadership of IoIC, the only independent professional body solely dedicated to internal communication and employee engagement. IoIC is the voice of internal communication, setting standards for more than 65 years through qualifications, career development, thought leadership and best practice. Previously, Jennifer worked for over 15 years in professional associations, most recently as strategic marketing & sales director at the Market Research Society, working across marketing, communications, careers, membership, professional development and publishing.



**Justine Stevenson, head of group internal communication, London Stock Exchange Group**

Justine is head of group internal communication at the London Stock Exchange Group and has more than 15 years of experience in internal communication across government, financial services and FMCG, having worked extensively in international and global organisations. Prior to that she was a journalist and editor, working on local newspapers. She is a passionate believer in internal communication, in the benefits to organisations and the individuals working in them, and in helping people connect with their workplace, engage in their work and give their best. Justine is also a fellow of the Institute of Internal Communication.



**Nimai Swaroop, global director for resourcing and talent engagement, Diageo**

Nimai has recently joined Diageo as its global director for resourcing and talent engagement. His responsibilities cover all internal and external resourcing for the group, including recruitment, marketing and employer branding. Throughout his career, Nimai has had a strong background in global marketing and building brands. Prior to his recent role at Capita’s Army recruiting project, Nimai worked for companies such as British Gas, Royal Dutch Shell and RBS with a focus on strengthening their employer brands and recruitment capabilities.



**Kevin Trainor, head of resourcing and talent, Financial Conduct Authority**

Kevin is head of resourcing and talent at the Financial Conduct Authority (FCA). Kevin joined the FCA at the end of 2015 as head of executive resourcing before moving into the broader resourcing and talent role in June 2016. Previously, he spent 13 years in recruitment and executive search, with 10 years in Tokyo before joining Odgers Berndtson in the UK.



**James Tyler, vice president, HR, EMEA, Equinix**

James is VP, HR, EMEA at Equinix, the world’s largest interconnection data centre and colocation platform. Throughout his career, he has looked after private and public company communications, corporate affairs and government relations, commercial strategy, business development and sales. Before Equinix, James was chief commercial officer at TelecityGroup plc, a FTSE 250 European data centre services company. He has an MA in cultural history from Aberdeen University, and is an alumnus of the Cambridge Judge Business School.



**Helen Willetts, global head of employer brand and volunteering, HSBC**

Helen is the global head of employer brand and volunteering at HSBC. She has worked across the business, starting out by managing call centre teams, followed by a stint in digital marketing and then held back-to-back senior business support roles to HSBC UK chief executives before finding her home in employee communications in 2010. Helen led retail banking communications for HSBC, including the First Direct and M&S Bank brands. In 2015, Helen took over global campaigns, culture and employee insight at HSBC, as well as looking after HSBC Group CEO Stuart Gulliver’s employee communications.

## The winners

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

Gold – HomeServe and WPA Pinfold

Silver – SAP

Bronze – ING

Bronze – TrustFord and CA3

Highly commended – Lewis Silkin and Living Group

### Best communication of the employer brand to the external audience

Gold – Police Now and Tonic

Silver – Benefit Cosmetics and Havas People

Silver – The British Army and Tonic

Bronze – McDonald's and ThirtyThree

Highly commended – Dixons Carphone and Hodes UK

Highly commended – Rotherham Metropolitan Borough Council and Emperor

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

Gold – The British Army and Tonic

Silver – Philips

Silver – Unilever and Hodes UK

Bronze – Bard EMEA and Creed Communications

Highly commended – Compass Group and Blackbridge Communications

### Best communication of the employer brand to the internal audience

Gold – HomeServe and WPA Pinfold

Silver – ODEON Cinemas Group and Synergy Creative

Bronze – Dixons Carphone and Hodes UK

Highly commended – AB InBev and MSLGROUP UK

Highly commended – SAP

### Best diversity brand

Gold – Airbus and Petrus Communications

Bronze – Ericsson and Talent Works International

Highly commended – SAP

### Best digital communication of the employer brand

Gold – The British Army and Tonic

Silver – Police Now and Tonic

Silver – Unilever and Hodes UK

Bronze – ING

Highly commended – Johnson & Johnson and Omobono

### Best use of social media in the management or promotion of the employer brand

Gold – The British Army and Tonic

Silver – AB InBev and MSLGROUP UK

Bronze – Unilever and Hodes UK

Highly commended – Dixons Carphone and Hodes UK

### Best use of the employer brand in customer marketing

Gold – RunMyProcess and Pixeldot

### Best employer brand management programme following changed mission, positioning or management

Gold – Police Now and Tonic

Silver – ING

Bronze – Philips

Highly commended – SAP

### Best employer brand management programme following a merger or acquisition

Silver – Paysafe

Highly commended – Assurant and Creed Communications

### Best alumni programme

Gold – Barclays

Silver – Airbus and Petrus Communications

Bronze – SAP

### Best brand ambassador programme

Gold – Benoy and Hodes UK

Silver – Johnson & Johnson and Omobono

Bronze – Paysafe

Bronze – Unilever and Hodes UK

Highly commended – Dell



**Best localisation of a global employer brand management programme**

Gold – SAP

Silver – wagamama and Talent Works International

Bronze – Amplifon and Hodes UK

Highly commended – Mars and Tonic

**Best employer brand management event**

Gold – The British Army and Tonic

Silver – Just

Bronze – EE and drp

Bronze – SAP

Highly commended – Airbus and Petrus Communications

**Best employer brand innovation**

Gold – SAP (Assessments)

Silver – ING

Bronze – SAP (Life at SAP Illustrated)

**Best ongoing commitment to employer brand management**

Gold – COOK

Silver – ODEON Cinemas Group

Bronze – Dixons Carphone and Hodes UK

Highly commended – SAP

**Best employer brand from the charity/NGO/NFP sector**

Gold – Police Now and Tonic

**Best employer brand from the engineering & manufacturing sector**

Silver – Edwards Vacuum Techniques and Home

Bronze – Laing O'Rourke and Wardour

Highly commended – Airbus and Petrus Communications

**Best employer brand from the financial services sector**

Gold – LV= and ThirtyThree

Bronze – Assurant and Creed Communications

Highly commended – ING

**Best employer brand from the food & beverage sector**

Gold – McDonald's and ThirtyThree

Silver – wagamama and Talent Works International

**Best employer brand from the healthcare & pharmaceuticals sector**

Gold – mydentist and Creed Communications

Silver – Bard EMEA and Creed Communications

Bronze – HCA Healthcare UK and Blackbridge Communications

**Best employer brand from the professional services sector**

Gold – Lewis Silkin and Living Group

**Best employer brand from the public sector**

Gold – The British Army and Tonic

Silver – Rotherham Metropolitan Borough Council and Emperor

**Best employer brand from the retail sector**

Gold – TrustFord and CA3

**Best employer brand from the technology, media & telecommunications sector**

Silver – SAP

Bronze – RunMyProcess and Pixeldot

**Best employer brand from the utilities sector**

Gold – HomeServe and WPA Pinfold

**Best creative execution of the employer brand**

Winner – Benefit Cosmetics and Havas People

**Grand Prix of employer brand management 2017**

Winner – Police Now and Tonic



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



### HomeServe and WPA Pinfold

#### Gold

HomeServe is one of the UK's leading home assistance providers, delivering maintenance and repair services, including plumbing, drainage, electrics and heating, through its own nationwide network of engineers and sub-contractors.

To meet an ambitious target of 80% employee engagement by 2020, HomeServe commissioned WPA Pinfold to deliver a cohesive campaign to unite staff behind common goals and enable its success in the workplace. Enter the People Charter, a series of promises shaped by and for HomeServe employees, designed to engage and encourage at every level. The new messaging, visualised with a friendly, hand-drawn typographic and illustration style wasn't restricted just to internal communications, with inspiring messages and graphics rolled out in offices and meeting rooms across the business.

The results have already been impressive, with higher than 50% increases in a range of key employee engagement metrics and sector-topping levels of customer satisfaction.



### SAP

#### Silver

To ensure its continued success and agility in an ever-more digitised market, multinational software corporation SAP delivered a transformative new employer value proposition. Reflecting the multidimensional lives of staff, and anchored around hours of focus groups and questionnaires, the new EVP is inspiring and aspirational, nurturing productivity and innovation and driving engagement.



### ING

#### Bronze

To support a new employee manifesto, the Orange Code, ING delivered kudos, a platform and mobile app that allows staff to give a digital thumbs up to colleagues who go beyond the call of duty.



### TrustFord and CA3

#### Bronze

TrustFord worked with CA3 to engage with more than 50% of its business to craft an inspiring and empowering EVP to boost employee satisfaction and drive standards in customer care.

**Highly commended** – Lewis Silkin and Living Group

## Best communication of the employer brand to the external audience

### Police Now and Tonic

#### Gold

Police Now is an independent social enterprise charged with transforming communities, reducing crime and increasing public confidence in policing. The organisation recruits and develops a talented and diverse group of individuals to be leaders in society and on the policing frontline.

To achieve this ambitious goal, Police Now called on Tonic to develop an employer brand that could cut through the noise and speak directly to its audience of outstanding students and graduates with a desire to protect, serve and change communities for the better.

The new brand did just that, harnessing real-life stories to engage and inspire, supported by a state-of-the-art website and emotive photography and graphics. In only a short amount of time, the brand campaign has already led to increased recruitment and promises to continue to yield strong results into the future.

"Well thought through, planned and executed," said our judges. "I really wanted to see this campaign succeed."



### Benefit Cosmetics and Havas People

#### Silver

Despite its impressive reach, Benefit Cosmetics was struggling to recruit the sort of employees it needed to succeed. Havas People delivered a new approach to the Benefit Cosmetics employer brand, showcasing what a fun and rewarding place it is to work and crafting a supporting range of social media and in-store messages to get the word out.



### The British Army and Tonic

#### Silver

To recruit a new crop of top-notch officers, the British Army hit campuses across the UK, deploying fully-branded exhibition trailers packed with interactive, high-tech exhibitions. The highlight of the Tonic-supported programme was a full-body VR experience, allowing students to take on the legendary Sandhurst obstacle course first-hand.



### McDonald's and ThirtyThree

#### Bronze

McDonald's reinvigorated its employee brand, alongside ThirtyThree, by demonstrating how a career with the 75,000-strong company can enable people to succeed, using the inspiring stories of its own staff as the centrepiece.



**Highly commended** – Dixons Carphone and Hodes UK

**Highly commended** – Rotherham Metropolitan Borough Council and Emperor

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



### The British Army and Tonic

#### Gold

In order to reach its ambitious officer recruitment target, the British Army teamed up with Tonic to deploy a state-of-the-art interactive roadshow at university campuses across the UK.

The fully branded exhibition trailers were packed with engaging activities, including VR technology that offered students the chance to take on a range of challenges – from diving out of a plane or driving a tank to taking part in an urban combat scenario or running the legendary Sandhurst obstacle course.

Students could also test their leadership skills by taking the lead in an interactive film or put themselves through their paces with a virtual beep test.

This campaign, universally loved by our judges, demonstrates the power of bringing your brand right to your audience. Instead of telling students what it's like to be an Army officer, the British Army gave them the chance to become one – albeit virtually – and recruitment numbers have rocketed in response.



### Philips

#### Silver

To drive recruitment and assist in its mission to build a healthier and more connected society, Philips launched #codetocare, an employer brand campaign specifically targeted at software developers. The campaign was an immediate success, with impressive engagement and an immediate boost in cream-of-the-crop hires.



### Unilever and Hodes UK

#### Silver

Unilever and Hodes UK delivered an inspiring employer brand campaign to dispel the negative myths around Millennials by showcasing amazing young people doing equally amazing things. The campaign's reach and engagement levels were staggering, proving the success of taking an innovative, customer-style approach and applying it to an employer brand.



### Bard EMEA and Creed Communications

#### Bronze

Bard EMEA and Creed Communications demonstrated how employer branding can deliver exceptional results for recruitment with a powerful employee referral programme based around the emotive tagline, 'Achieve more, grow more and be more.'

**Highly commended** – Compass Group and Blackbridge Communications

# DIGITAL IMPACT AWARDS 2017

## Setting the industry-wide benchmark in digital stakeholder engagement

Best corporate website

Best corporate app

Best intranet

Best use of existing social media platforms

Best digital employee communication

Best use of online video

Best corporate viral campaign

Best digital communication as part of an integrated campaign

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## Best communication of the employer brand to the internal audience



### HomeServe and WPA Pinfold

#### Gold

Leading home maintenance provider, HomeServe, teamed up with WPA Pinfold to reenergise its employees with a fresh and exciting employer brand after a switch in CEO and strategy.

To achieve this, the partnership developed the 'People Charter,' a blueprint for employee conduct and engagement and a suite of communications and graphics to support. Of particular note were the functional, yet aesthetically inspiring, visual assets placed around the business's offices as wipe boards, recognition points and team planning areas. HomeServe also introduced a new award called STAR (special thanks and recognition) to recognise and praise employees who live up to the charter and demonstrate understanding of the brand values.

Ultimately, thanks to the depth of research, extensive employee consultation and flawless implementation, HomeServe was rewarded by large improvements across employee engagement metrics. Our judges were equally engaged, praising the new employer brand for its alignment with HomeServe's values and strong multi-channel approach.



### ODEON Cinemas Group and Synergy Creative

#### Silver

ODEON Cinemas Group and Synergy Creative unleashed a powerful campaign to infuse its employer brand across the business with an impressive schedule of events and initiatives. As well as a month-long Vision and Values exercise, ODEON also delivered Sharetember, a new careers website and a brand heroes programme to fast-track talent.



### Dixons Carphone and Hodes UK

#### Bronze

Dixons Carphone worked with Hodes UK to deliver an all-in-one toolkit to store managers to help them steer employees through the new employer brand with a handy, wearable USB packed with inspiring information and content.

**Highly commended** – AB InBev and MSLGROUP UK

**Highly commended** – SAP

## Best diversity brand

### Airbus and Petrus Communications

#### Gold

As a global company with employees from over 130 nationalities, speaking more than 20 languages, civil aircraft manufacturer, Airbus, understood that promoting and supporting diversity within the workplace is essential to its ongoing success.

As well as working with Petrus Communications to support diversity internally, through workshops, ambassadors and internal comms campaigns, since 2012, Airbus has partnered with the Global Engineering Deans Council for the GEDC Airbus Diversity Award. The award recognises people who have created successful grassroots initiatives encouraging students of all backgrounds to pursue careers in engineering.

The award has not just been successful in terms of promoting Airbus's commitment to diversity, internally and externally, it has also had profound benefits for recipients and their projects. In 2015, one award finalist was invited to the White House to be recognised and to share her work.



### Ericsson and Talent Works International

#### Bronze

Ericsson supports Diversity Awareness Month every October, but in 2016 the company worked with Talent Works to take its support a step further. Together they launched 'Ericsson sees the real you,' a campaign encouraging people to look beyond facial features and ethnicity and truly see the person underneath.



#### Highly commended – SAP



## Best digital communication of the employer brand



### The British Army and Tonic

#### Gold

The British Army enlisted Tonic to help deliver an engaging and innovative digital extravaganza designed to encourage future graduates to consider a career as an officer.

Fully branded exhibition trailers formed the core of the operation, allowing students to don VR gear and get up close and personal with a range of experiences, from driving a tank and leaping from a plane to taking on a virtual copy of the legendary Sandhurst obstacle course. Students could also test their leadership skills by taking on the lead in an interactive film, giving them a chance to step into the story and live life as an officer. Students were issued with RFID dog tags, allowing organisers to track interactions with various activities. The data then formed the foundation of future marketing databases.

This campaign proves just how powerful digital technology can be for brand-building and our judges agreed, praising the British Army's exceptional use of experiential activities and flawless execution to build engagement and excitement among its audience.



### Police Now and Tonic

#### Silver

Police Now partnered with Tonic to deliver an engaging digital campaign to support its goal of recruiting a wider and more diverse range of future police officers. The centrepiece was a vibrant, responsive website featuring an interactive game to give visitors a taste of policing, as well as a myth-busting section to counter common misconceptions about career options with the police.



### Unilever and Hodes UK

#### Silver

Unilever and Hodes UK captured the hearts and minds of potential young recruits with #PutItRight, an innovative digital campaign designed to counter negative generalisations about Millennials. By showcasing young people who do amazing things, Unilever not only dispelled myths but also energised its audience to consider a career with the company.



### ING

#### Bronze

To encourage employees to live up to employee manifesto, the Orange Code, ING developed a mobile app and web platform to allow employees to send each other digital compliments.

**Highly commended** – Johnson & Johnson and Omobono

## Best use of social media in the management or promotion of the employer brand

### The British Army and Tonic

#### Gold

To help reach the ambitious target of generating 10,000 new recruits, the British Army and Tonic deployed an innovative and insightful social media campaign targeted at 16-24 year-olds.

In a first for the British Army, Facebook Live was used to take potential recruits inside Army camps and colleges around the country, allowing them to hear real stories first-hand and understand what being part of the Army family means.

The campaign introduced a range of informative and engaging social media content, including 'Brew Crew' features, where presenters caught up for a cuppa with Army personnel in much-needed roles, a series of morning fitness classes posted daily, a Twitter cap badge quiz, films about what soldiers eat while out on exercises and operations and mythbusting segments separating Army fact from fiction.

Our judges praised the creativity of the campaign, saluting its authenticity, practicality and insight, as well as its masterful use of social media technology.



### AB InBev and MSLGROUP UK

#### Silver

Leading global brewer AB InBev teamed up with MSLGROUP UK to develop a social media campaign to aid recruitment and help put a human face behind some of the world's most loved beers. By harnessing the latest trends in social media, the partnership made a striking impression on its audience, resulting in a % plus increase in traffic to AB InBev's graduate careers website.



### Unilever and Hodes UK

#### Bronze

Unilever and Hodes UK delivered an inspiring social media campaign built around the idea of debunking myths surrounding Millennials. Inspiring and innovative, the campaign was successful across social media platforms.



**Highly commended** – Dixons Carphone and Hodes UK

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## Best use of the employer brand in customer marketing

### RunMyProcess and Pixeldot

#### Gold

Having recently been acquired by Fujitsu, leading IoT software provider, RunMyProcess, called in Pixeldot to craft a new identity that would resonate not only with both businesses but their global customer base and employees as well.

Pixeldot delivered a vibrant brand with the human at its heart, putting the emphasis on RunMyProcess as a dynamic team of digital problem solvers rather than a complex, cloud-based system full of technological jargon. The rebrand was achieved by transforming staff into brand ambassadors, creating a rich library of photography championing the role of RunMyProcess's people, and splitting brand assets into a problem and solution format, visually signifying the company's new direction and values.

This entry was a favourite with our judges, who praised the campaign's deep understanding of how customer and employee input feeds into the employer brand, its warmth and the comprehensive development and execution of the brief.



## Best employer brand management programme following changed mission, positioning or management



### Police Now and Tonic

#### Gold

Police Now is an independent social enterprise, supported by police forces across the UK, and charged with transforming communities, reducing crime and increasing the public's confidence in policing. It aims to do this by recruiting and developing an outstanding and diverse group of individuals to be leaders in society on the policing frontline.

To succeed, Police Now partnered with Tonic to develop a powerful brand identity which could play a central role both in delivering the message and raising awareness of its mission to a wide range of audiences. The newly developed brand, supported by a rejuvenated website and experiential campaigns targeting students from all backgrounds, is clear, impactful and emotive, demonstrating the valuable work police officers perform to enrich and safeguard even the most deprived communities.

Our judges were arrested by the rebranding campaign, describing it as, "Strong in strategy and execution," and praising the powerful narrative of community, collaboration and inclusiveness.



### ING

#### Silver

ING followed up the launch of its inspiring and inclusive employee manifesto, the Orange Code, with kudos, an innovative and easy way for employees to show their appreciation for one another. The kudos platform allows staff to send each other a digital thumbs up for living up to the code, creating a friendly atmosphere that supports excellence throughout the workplace.



### Philips

#### Bronze

Philips pulled out all the stops to build an iconic employer brand following a radical transformation of its business. The refreshed employer value proposition was designed from the ground up to attract talent and support the organisation's long term strategy.

Highly commended – SAP

## Best employer brand management programme following a merger or acquisition

### Paysafe

#### Silver

Following the merger of Optimal Payments and Skrill, the newly formed Paysafe needed to develop a strong employer brand to unite and inspire its employees. The new tagline, 'See the future. Help create it,' perfectly evokes Paysafe's innovative and entrepreneurial spirit and was championed effectively throughout the business by specially appointed brand ambassadors.



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**Highly commended** – Assurant and Creed Communications

## Best alumni programme



### Barclays

#### Gold

To help former colleagues stay in touch, keep connected with the business and forge powerful professional networks, Barclays created the Barclays Global Alumni Programme – a simple but effective way to achieve all that and more.

By encouraging lifelong affiliations with Barclays, the programme acts not just as a talent pipeline, opening doors to talent, but harnesses the power of alumni to act as brand ambassadors. Alumni can sign up quickly and easily, and immediately gain access to benefits. The launch was supported by powerful internal and external media and social media campaigns.

The programme has lived up to its tagline of 'once a colleague, always a colleague,' with more than 4,500 members across the globe. By tailoring the programme offer to alumni members from launch, Barclays has quickly created an open and productive space, ensuring participants feel engaged, updated and informed through channels they can choose to access when, where and however they want.



### Airbus and Petrus Communications

#### Silver

Airbus and Petrus Communications teamed up to deliver Stay Linked, a community for people who worked with Airbus during their studies. By allowing users to build their professional network, meet other students and access exclusive content about careers and opportunities, Airbus has encouraged the growth of an immense pool of talent, knowledge and key influencers.



### SAP

#### Bronze

SAP harnessed the passion of its former employees to create the SAP Alumni Network, driving business development, innovation and collaboration across company and geographical borders.

## Best brand ambassador programme

### Benoy and Hodes UK

#### Gold

Benoy is an independent, global firm that specialises in architecture, master planning, interior design and graphic design. Operating out of 11 studios, the firm has a global reach of over 80 countries and produces multi-award winning work – underpinned by its culture of creativity, collaboration and communication.

To spur on even greater success, Benoy recognised the need to build its future from the inside out, starting with its brand and staff. To do so, Benoy tasked Hodes UK with developing a new brand advocacy programme, uncovering employees with the passion to help shape Benoy's future and giving them the tools to make it happen. More than 100 of these 'Firestarters' attended workshops in London and Hong Kong before setting about the essential task of changing the business.

The programme has already been a resounding success, leading to a host of new initiatives for 2017, each championed by a Firestarter, as well as the creation of a new brand manifesto supported by an inspiring cross-business rallying cry.



### Johnson & Johnson and Omobono

#### Silver

Johnson & Johnson – working alongside Omobono – capitalised on its people-oriented culture to create a powerful employee referral programme based around a simple refer/track/reward structure. Allowing employees to easily search for jobs, refer their contacts and track the progress of applications has caused a surge in uptake, leading to a wealth of new recruitment possibilities for the pharmaceutical giant.



### Paysafe

#### Bronze

Following Optimal Payment's acquisition of Skrill, the newly-formed Paysafe got its employees on-board by delivering a 12-month ambassador programme aimed at empowering staff to define company values and embed them across the business.



### Unilever and Hodes UK

#### Bronze

To help employees to share their knowledge, insights and innovation, Unilever worked with Hodes UK to develop its LinkedIn channel into a guest-blogging platform, allowing employees from around the world to create and publish articles.



### Highly commended – Dell



## Best localisation of a global employer brand management programme



### SAP Gold

Having recognised China as a key strategic emerging market, SAP began a rigorous research programme to better understand the area and develop creative external and internal communication initiatives to suit. SAP conducted internal surveys amongst over 1,000 employees in China, five management interviews and three focus groups with employees, as well as partnering with Universum to further understand the Chinese market.

From this, SAP developed the EVP China video, showcasing a day in the life of SAP employees as they describe their personal journey and highlight the values and opportunities at the business.

SAP also totally redesigned its Chinese careers site, successfully doubling visitors on mobile devices and showing strong growth across a range of metrics.

It was little wonder that our judges described the campaign as, "Intensely focused on the specific market," having "great storytelling," and said it was, "One of the strongest entries in these awards."



### wagamama and Talent Works International

#### Silver

Wagamama and Talent Works joined forces to make smooth sailing of the Japanese eatery's entrance into the US market with a cleverly localised employer brand campaign. A rejigged, US-centric version of the existing employer brand proved a hit with New York locals, allowing wagamama to staff its flagship stateside restaurant as fast as its chefs can slice sashimi.



### Amplifon and Hodes UK

#### Bronze

Hodes UK focused on the local to deliver a powerful global recruitment solution for hearing care specialist, Amplifon. Thanks to ATS integration, candidates can quickly see what opportunities are available in their area and apply with ease.

**Highly commended** – Mars and Tonic

## Best employer brand management event

### The British Army and Tonic

#### Gold

To combat the steady decrease in applications for regular army officer roles, the British Army and Tonic hit campuses around the country to engage potential graduate recruits with a range of innovative and experiential activities.

The centrepiece was a fully-branded exhibition trailer, enabling the British Army to showcase the reality of being an army officer to graduates. It included a Samsung Gear VR experience through which students could jump from a plane with Paras, drive a Challenger 2 tank or take part in an urban combat exercise. Students could even don a full-body Oculus Rift to run the legendary Sandhurst obstacle course first-hand.

The response from students was overwhelmingly positive, with the campaign garnering excellent registration at events and reach on social media. Our judges were equally impressed, praising the entry as one of the standouts in the awards.



### Just

#### Silver

Following the merger of Just Retirement and Partnership, the newly formed Just embarked on a bold campaign to unite and empower its employees. Just hosted the inspirational event, 'Just in Progress' to give staff the chance to get hands-on and actively shape the direction of the new company.



### EE and drp

#### Bronze

British mobile network operator, EE, celebrated three years of success with a series of events at the Birmingham NEC. A particular highlight of the drp-designed event was a 360-degree, immersive plenary theatre with an interactive experiential zone.



### SAP

#### Bronze

SAP's Talent Win is a long-term, global programme of innovative virtual and in-person events targeted to engage and excite prospective recruits by showing how SAP technology connects seamlessly with their interests.



**Highly commended** – Airbus and Petrus Communications

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## Best employer brand innovation

### SAP (Assessments)

#### Gold

To support the launch of its new EVP and brand message, 'Bring everything you are. Become everything you want,' SAP launched fresh assessments to foster recruits and enhance their experience as candidates. The new initiative includes an online assessment, taken at the time of application, a Facebook app and a recruitment game that actually assess the gameplay data.

The online, interactive nature of these assessments mean candidates receive immediate feedback, giving them a strong first impression of SAP's brand. Meanwhile, their assessment results also go to the hiring manager, allowing he or she to tailor interview questions to the candidate to ensure a more streamlined interview process.

The new assessment process has been a great success for SAP, engaging potential candidates quickly and drastically cutting down the time required to hire new staff. Our judges praised SAP for its innovative use of technology and the strength of the investment in both existing and potential employees.



### ING

#### Silver

ING delivered a powerful boost to employee engagement with the introduction of kudos, an innovative platform that allows staff to give each other a digital thumbs up for a job well done. Easy to use and engaging, kudos proves that sometimes all it takes to boost engagement is a simple thank you.



### SAP (Life at SAP Illustrated)

#### Silver

SAP shrugged off its reputation as a dull, bureaucratic software company with a weekly comedic cartoon strip that highlights the humanity and the humour within its business.



## Best ongoing commitment to employer brand management



### COOK

#### Gold

COOK, purveyor of gourmet frozen meals and puddings, has always thought of itself as a people brand. From its 1997 launch to its founding statement, 'To cook using the same ingredients and techniques a good cook would use at home, so everything looks and tastes homemade,' COOK has put people at the heart of its operation.

Over the years, COOK has taken that statement to heart. It is the only national retailer to shut its shops once a year to get the entire retail team of 400 together for two days in order to build relationships.

COOK has also eschewed top-down appraisals in exchange for the Selfi, a tool which puts feedback and reflection in the hands of employees. COOK received a special Employee Wellbeing award in the Sunday Times Top 100 Companies To Work For list.



### ODEON Cinemas Group

#### Silver

Following a record year for growth in 2015, ODEON Cinemas Group continued its streak of success by expanding the already impressive employer branding campaign. Along with a month-long vision and values campaign, ODEON also delivered a fresh careers website and unveiled a new learning and development programme, 'Our Incredible Discovery.'



### Dixons Carphone and Hodes UK

#### Bronze

To manage the merger between Dixons Retail and Carphone Warehouse Group, the newly-formed Dixons Carphone partnered with Hodes UK to develop an inspiring new employer brand to bring staff together and attract new talent.

Highly commended – SAP



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## Best employer brand from the charity/NGO/NFP sector



### Police Now and Tonic

#### Gold

Police Now was created in 2015 to attract the “brightest and best” into policing. While originally incubated within the Met, it soon evolved into an independent social enterprise backed by police forces across the UK.

To aid its mission, Police Now commissioned Tonic to craft a powerful brand narrative and identity that could both deliver the message and raise awareness of the vital work it undertakes.

The result was Police Now: Influence for Generations, an inspiring, people-driven campaign that highlights how a career with the police can create meaningful, positive changes in communities.

The simple, clear and respectful language, backed up by emotive photography, hit home, as did a content-rich, responsive website, designed to guide potential candidates through the impact they could have by becoming a police officer.

In just a short time, the campaign has already led to increases in recruitment, driving a greater number of higher-quality applications, while the site garnered impressive metrics for views and engagement.

## Best employer brand from the engineering & manufacturing sector

### Edwards Vacuum Techniques and Home

#### Silver

Following a significant culture shift toward a more decentralised operating model, Edwards Vacuum Techniques and Home crafted a new employer brand to inspire staff to collaborate, communicate and make their own decisions. Named 'People Like Us,' the brand was rolled out quickly across the business, with newly appointed global brand ambassadors ready to ensure everyone was on board.



### Laing O'Rourke and Wardour

#### Bronze

Multi-billion-pound construction agency, Laing O'Rourke, partnered with Wardour to develop an inspiring new employer brand underpinned by strong internal communications and a microsite jam-packed with engaging content.



**Highly commended** – Airbus and Petrus Communications



## Best employer brand from the financial services sector



### LV= and ThirtyThree

#### Gold

LV= and ThirtyThree built an emotive and inspiring employer brand, shaped around the insurer's unique culture and determination to do extraordinary things for its customers. Thanks to rigorous research and exceptional execution, the new brand, while still in its infancy, is already a hit with current and prospective employees alike.

'Heart People,' the new recruitment proposition, was crafted to represent the culture of LV=, resonate with job seekers, professionalise the perception of the firm, focus on the employees and be flexible enough to work across multimedia.

Launched in February 2016, the new employer brand features insights from existing employees, its own visual identity within the LV= brand, a newly-rebranded employee communication portal and a refreshed careers website. Since 2015, visits to the site have almost doubled and there has been a 29% increase in completed job applications.



### Assurant and Creed Communications

#### Bronze

Assurant partnered with Creed Communications to craft a fresh and inspiring employer brand that more than met its targets, delivering huge boosts to diversity, internal engagement, recruitment and local audience awareness.

### Highly commended – ING

## Best employer brand from the food & beverage sector

### McDonald's and ThirtyThree

#### Gold

McDonald's employs over 75,000 people in the UK, but the business was struggling with a variety of myths and misconceptions around the sorts of opportunities that are on offer to employees. To counter this and reinvigorate its reputation, McDonald's embarked on a radical repositioning exercise with ThirtyThree, developing an employer brand that was both empowering and inspiring.

The campaign centred around the words, 'With McDonald's I can...', allowing McDonald's staff to take centre stage and express, in their own words, how a career with McDonald's allows them to get ahead in life, whether through career progression, learning new skills or simply earning money while studying.

The new brand was rolled out across a fresh UK recruitment site, packed with information on the rewarding opportunities on offer, and supported by vibrant visual assets and a media campaign.

"Simple, punchy, immediate, unobtrusive. Everything that is McDonald's," said one of our judges.



### wagamama and Talent Works International

#### Silver

To support the launch of its flagship New York restaurant, wagamama enlisted Talent Works to rework its existing employer brand to capture the hearts and minds of potential employees. The campaign, centred around five tongue-in-cheek 'wagamama rules,' proved to be a hit in the US, generating impressive engagement and leading to a host of new recruits.





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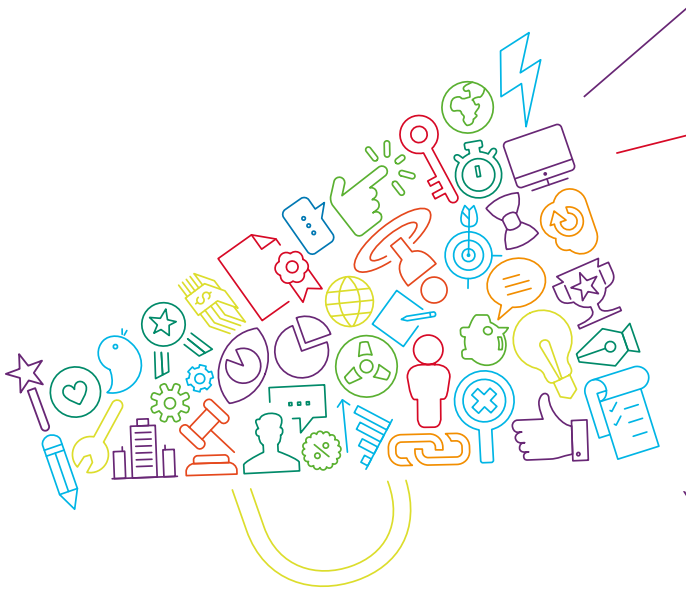


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Creating Difference

# Best employer brand from the healthcare & pharmaceuticals sector

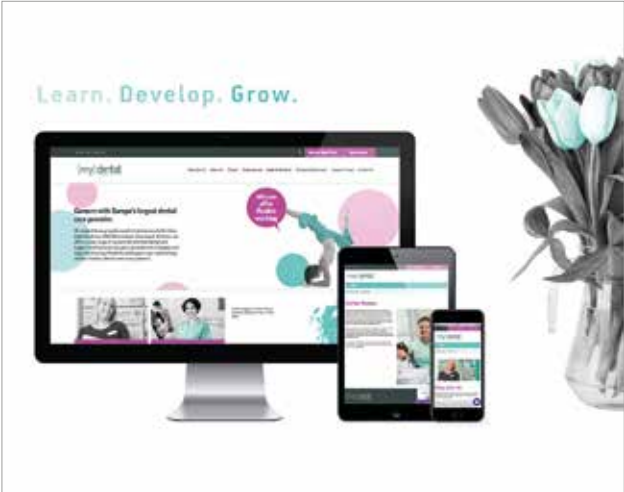
## mydentist and Creed Communications

### Gold

Mydentist is Europe’s largest dental care provider with over 700 practices and 9,000 employees. It prides itself on modern equipment and great working environments. Following an organisational branding exercise uniting all 700 previously-independent practices under a corporate brand, mydentist started rolling out its new identity. The aim was to build on its large network in Europe and become the most prominent and recognised dental care provider on the high street.

To achieve these goals, mydentist enlisted Creed Communications, which delivered an inspiring employee brand, ‘Learn, Develop, Grow,’ eschewing the usual clichés of white teeth and smiling people. Instead, it matched mydentist’s modernity with sleek, understated visuals, clear and simple messaging and strong calls to action.

Our judges beamed about the campaign’s success in crafting a unified brand from so many individual dental practices, praising the thought-out structure of the brand and the creative move away from more traditional visuals.



## Bard EMEA and Creed Communications

### Silver

Bard EMEA, a leading developer, manufacturer and marketer of innovative medical technologies enlisted Creed Communications to aid in retaining and recruiting the talent it needs to succeed. As well as a new employer brand, the agency also delivered an updated employee referral programme that has already led to a surge in recruitment at a fraction of the cost of traditional methods.



## HCA Healthcare UK and Blackbridge Communications

### Bronze

HCA Healthcare UK embarked on a profile-raising employer brand campaign with Blackbridge Communications to highlight the extent of its hospital network and showcase the true range of opportunities on offer to employees.



## Best employer brand from the professional services sector



### Lewis Silkin and Living Group

#### Gold

In an industry not traditionally known for employer branding, let alone corporate branding, law firm Lewis Silkin now stands head and shoulders above the competition after a revolutionary, vibrant and unifying rebrand from Living Group. In a sector that consistently competes for the top talent, the international firm had to bring something new to the field in order to continue wooing the best employees.

It turned to Living Group for a rebrand and a new employer brand strategy designed to promote diversity within the firm, unify the divisions, attract quality talent and contribute to long-term growth. After extensive research, Living Group's kaleidoscope-inspired rebrand was rolled out across Lewis Silkin's offices.

The colourful, ever-changing pattern allows individual sectors to showcase their own sub-brands while still remaining part of the whole. For potential employees, this allows for a better understanding of the firm and its culture, as well as a clear employer value proposition.

## Best employer brand from the public sector



### The British Army and Tonic

#### Gold

The British Army partnered with Tonic to show students what life as a British Army officer can offer by deploying high-tech experiential exhibitions in campuses across the country.

These interactive roadshows included Samsung Gear VR experiences where students could jump from a plane with Paras, drive a Challenger 2 tank or take part in an urban combat exercise. There were also Blippar posters with interactive content, a digital role finder where students could swipe and tap their way through all 30 Army officer roles to find out more about each of them, and an interactive touch screen that showcased life at the Royal Military Academy Sandhurst.

This entry was named as a standout by our judges, inspiring exceptional praise from both our panel and the students who took part. The engagement metrics proved immensely promising for the British Army, proving the power that digital offers when it comes to creating engaging and innovative experiences for audiences.



### Rotherham Metropolitan Borough Council and Emperor

#### Silver

To repair Rotherham's damaged reputation and recruit new social workers, the Rotherham Metropolitan Borough Council enlisted Emperor to develop an honest and inspiring employer brand. By focusing on ambition in the face of adversity, the agency delivered a powerful research-based campaign that spoke to the audience with clarity and conviction.

## Best employer brand from the retail sector

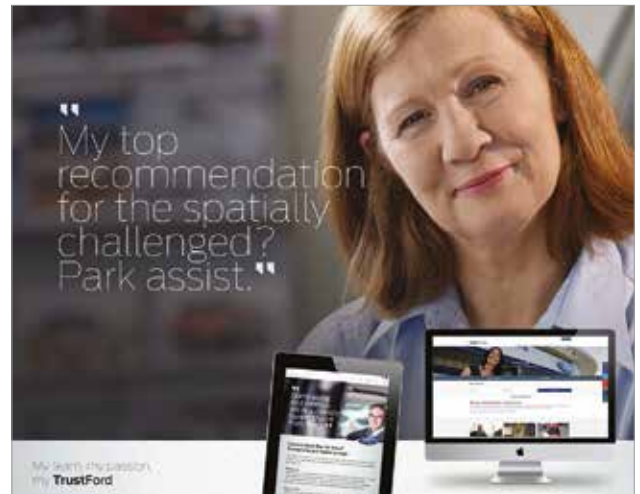
### TrustFord and CA3

#### Gold

Wholly owned by the Ford Motor company, but operating independently, TrustFord is the largest Ford franchise in Europe. TrustFord, then operating as Ford Retail, underwent a company-wide rebrand in 2014. This was much more than a simple name change, and involved the creation of a new purpose, principles and ambition. The goal was to drive the standard in customer care.

In order to achieve these ambitions, TrustFord needed to engender a huge cultural shift within the company, both to encourage employees to excel and to attract talented new recruits into the often-overlooked area of car sales. TrustFord and partner agency, CA3, unleashed a host of new initiatives, including a comprehensive brand toolkit for managers, an online, scenario-based assessment test for recruits, and a range of training opportunities for staff including the TrustFord Academy.

This entry really geared-up our judges, one of whom said, "TrustFord has gained some very strong results on the back of its work; a solid, structured approach including planning and implementation."



## Best employer brand from the technology, media & telecommunications sector

### SAP

#### Silver

In 2016, SAP unleashed one of the most radical and innovative branding agendas in its recruitment history. As well as releasing a new employer value proposition, focused on employees and their life stories, SAP also produced a range of engagement tools: from assessments with real-time feedback and a 'Retro Recruitment Game' for job candidates, to a weekly cartoon series and global photo competitions for existing staff.



### RunMyProcess and Pixeldot

#### Bronze

RunMyProcess worked with Pixeldot to place the human at the heart of its business and to create a new brand that positions the technology services provider as a passionate team of digital problem solvers.



## Best employer brand from the utilities sector

### HomeServe and WPA Pinfold

#### Gold

Following a change in strategy and CEO, HomeServe, one of the UK's leading home maintenance and repair providers, embarked on a massive shake-up of company culture and employer branding, ably assisted by WPA Pinfold. A people charter formed the centre of the new brand, developed around the core promises HomeServe makes to its people and the behaviours they are asked to demonstrate in return. To embed these values in the business, HomeServe transformed its office environments, creating visually inspiring assets for wipe boards, recognition points and team planning areas.

At the same time, HomeServe also introduced a new recognition scheme, with e-cards and awards for employees who were living up to the new business values. The results have already been impressive, with huge boosts to employee engagement and constructive communication between employees and senior management. Our judges praised the considered multi-channel approach, strong alignment to values and the brand's unifying proposition.





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## Best creative execution of the employer brand

### Benefit Cosmetics and Havas People

#### Winner

With over 5.5m Facebook fans in the UK alone, Benefit Cosmetics has the kind of following most brands would dream of. But when it came to attracting and retaining employees, Benefit was a victim of its own success; fielding applications from people who loved its products, but lacked the skills to sell them in-store.

To counter this, Benefit Cosmetics joined with Havas People to craft an employer brand that could connect with the right sort of people. They started from the beginning, defining what makes Benefit such a special place to work and developing an EVP based on solid brand pillars.

Havas spared no expense on research. For just under a year, it embedded itself in the world of Benefit's business. The agency worked with board-level stakeholders to understand the brand's ethos and vision, went undercover at staff audition days and had makeovers in stores under the guise of customers. Havas also interviewed staff from across the business, performing mini vox pops and asking them to record video diaries about their experiences.

Armed with this knowledge, the partnership established that more than anything else, Benefit was a fun, feel-good place to work, more approachable and quirky than intimidating and intense. At the same time, Havas also realised that working at Benefit required real skill – not just in applying makeup, but in selling it too.

From there, the partnership developed the creative messaging, 'Hello Gorgeous Job,' along with various how-to guides using workshops and toolkits and a campaign to ensure a smooth roll-out both internally and externally.

Tone of voice proved to be a key part of the new brand, mirroring its playfulness as well as its realism, and Havas crafted a series of inspiring yet down-to-earth taglines such as 'shape brows and your future' and 'boost your lashes and your potential.'

Strong, vibrant visual assets were also created, and deployed across social media as well as in-store to capture the attention of customers and employees alike. Particularly crucial were clear call-outs to potential recruits, demonstrating the opportunities on offer with the business as well as its aspirational aesthetic.

The new brand was a resounding success, reaching far across Facebook and in print magazines such as Marie Claire and Vogue. The quality and number of job applications also increased, meaning Benefit could spend less time hunting for qualified staff and more time growing its business.



## Grand prix

### Police Now and Tonic

#### Winner

Police Now was created in 2015 to attract what former Metropolitan Police Commissioner, Bernard Hogan Howe, described as the “brightest and best” into policing. While originally incubated within the Met, it soon evolved into an independent social enterprise backed by police forces across the UK

Police Now has a clear mission, “To transform communities, reduce crime and increase the public’s confidence in policing, by recruiting and developing an outstanding and diverse group of individuals to be leaders in society and on the policing frontline.”

To achieve this ambitious and crucial directive, Police Now enlisted Tonic to craft an arresting brand that could not only attract a diverse target audience but also raise awareness of Police Now throughout the community. The brand would require flexibility, staying power and sophistication, acting as a platform from which Police Now could achieve its long-term strategy goals.

Following extensive research, including employee workshops, qualitative and quantitative internal and external research, stakeholder meetings and research into how crime and the fear of crime affects communities, Police Now and Tonic settled on a brand that could deliver on all requirements.

The result was ‘Police Now: Influence for Generations,’ a hard-hitting yet sensitive call-out to prospective recruits who wanted to change communities for the better. Clear, impactful, yet ultimately optimistic in both tone of voice and visuals, the new brand cuts across the boundaries of class and culture, inspiring through its sincerity and strong focus on values.

Tonic worked with an amateur street photographer to create a rich library of visuals, capturing moments in time that speak volumes about community and service. Equally, the close-up images of faces allow potential recruits to see exactly who they could be helping.

The new brand was rolled out across Police Now’s new website, the homepage of which includes a film titled ‘The Streets,’ which takes watchers on a journey throughout communities, offering a message of hope in the form of an urban poem.

The site also features an immersive, interactive game, allowing players to step into the shoes of a frontline Police Now officer. Here they can make use of their observational and problem-solving skills to deliver beneficial outcomes both in solving crime and enhancing community perceptions of police.

Though the new brand has only been active a short time, Police Now has already greatly increased recruitment levels in terms of the number and quality of applicants. In the words of our judges, “This entry was astonishing for rising to significant challenges in a creative, surprising, emotional way. Great results mean this is a clear winner.”





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