

The logo for the Employer Brand Management Awards (EBMA) 2023. The letters 'EBMA' are stylized with different colors: 'E' is green, 'B' is blue, 'M' is orange, and 'A' is purple. A small '2023' is written in white inside a purple circle to the right of the 'A'.

**EBMA** 2023

Employer Brand Management Awards



# WINNERS & BOOK

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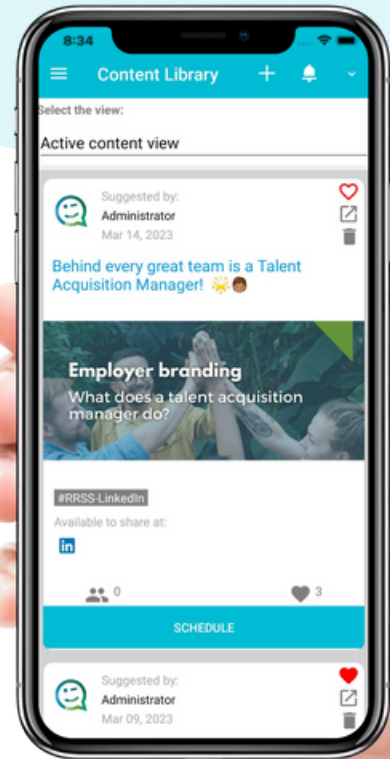
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Sophie Haynes  
Senior HR Business Partner  
Unilever Prestige



# WELCOME



If you're reading these opening words in the Employer Brand Management Awards 2023 winners book, then I am delighted to tell you that you have a real treat ahead of you. This is the eighth year for the awards and this year's entrants have seen such a wide range of issues, from travel companies coming out of the pandemic, through to consultancy firms competing for the GenZ demographic. Entrants have faced so many challenges; with their diversity and inclusion programmes, with their reputation and with entry into new markets, to name a few. The submissions in this year's awards programme really have emphasised the transformative power that a proactive, strategic and creative approach to the employer brand can make.

The calibre of the work vexed, challenged and astounded the Employer Brand Management Awards judging panel. I hope you enjoy reading about these outstanding projects as much as the judges enjoyed discussing them.

**Andrew Thomas**  
**Publisher**  
*Communicate magazine*

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# JUDGES



**Reinold Aryee**  
Employer branding and recruitment marketing manager  
*Serco*

As the employer branding and recruitment marketing manager, Reinold is responsible for positioning Serco as an employer of choice, playing a key role in implementing attraction strategies that enable business growth. Prior to this, he was the employer brand and 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. With a gift for creative storytelling, Reinold is passionate about creating impactful moments that form an authentic connection.



**Simon Barrow**  
Creator of the employer brand concept

Simon created the employer brand approach to management, which now gets over one million results on Google. Simon was founder and chairman of the employer brand consultancy People in Business which he sold to US private equity group TMP Worldwide in August 2007.



**Stephen Boyle**  
Global talent brand and marketing COE leader  
*Workday*

Stephen is an employer branding professional with a passion for creating authentic and impactful employer brands. They began their career in diversity and inclusion at Microsoft and subsequently worked at PayPal, before moving to Workday, where they held regional roles in EMEA and APJ, culminating in their recent position as COE lead globally. Throughout their career, Stephen has developed a deep understanding of the intricacies of employer branding and the role it plays in enhancing a company's overall reputation.



**Rachael Brown**  
Talent attraction and candidate engagement manager  
*Kantar*

Rachael is the talent attraction and candidate engagement manager for Kantar and has a global remit. Her primary focus is around candidate engagement and making sure candidate experience is as simple and easy as it can be. Rachael also actively involved in ensuring inclusion and diversity is at the heart of all attraction strategies, making sure Kantar is an employer of choice for everyone. From experienced hires to early careers, from social media to partnerships, and from events to careers website, Rachael can bring knowledge and understanding in multiple areas.



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

As the senior manager of worldwide talent attraction at Thermo Fisher Scientific, Kenty's role encompasses recognising, formulating, and executing global as well as localised strategies, campaigns and tactics. These endeavors are aimed at enhancing the capacity to draw in and secure talent, thus fostering the expansion of the company's business groups on a global scale. Kenty acts as a strategic partner for the business groups, playing a critical role in enabling their growth and success by providing innovative talent attraction solutions to identify, attract and nurture the talent required to support the day-to-day base business growth.



**Rebecca Causey**  
Global commercial director  
*Ph.Creative*

Rebecca is an award-winning employer brand and recruitment marketing expert. Rebecca is passionate about problem solving for clients and bringing employer brand and recruitment marketing out of the 'dark ages'. After ten years in the industry working on the client side, Rebecca moved to Ph.Creative to establish its recruitment marketing division. After great success, Rebecca now leads Ph.Creative's global client services team and overall client happiness.



**Mandy Chana**  
Deputy employer brand lead  
*EY*

Mandy is currently leading EY's digital and social media strategy and brand positioning for experienced hire audiences in UK&I. Her blend of creative and technical skills, passion for DE&I and 13 years of employer brand experience in student and experienced hire audiences has allowed her to build strategies, deliver compelling content and transform EY's employer brand through bold, innovative campaigns.



**Harriet Deacy**  
Global employer brand manager  
*Diageo*

Harriet is the global employer brand manager at Diageo, a global leader in premium drinks with over 200 brands including Guinness, Johnnie Walker, Smirnoff, and Baileys. With a passion for content marketing and creative storytelling, Harriet enjoys building authentic, powerful and data-driven employer brands whilst helping to deliver a positive candidate and employee experience. With a background in both agency and in-house environments, Harriet has experience developing and activating employee value propositions, as well as defining and managing complex attraction campaigns.



**Andrew Farmer**  
Associate director, employee experience and employer brand communications  
*White & Case LLP*

Andrew is the associate director of employee experience and employer brand communications at White & Case LLP. He has worked with global organisations to transform and communicate their employee value proposition (EVP) and employer brand to attract, retain and engage the best talent. Andrew's experience includes working on several strategic HR and talent programmes and initiatives, including EVP strategy at a global and local level, recruitment marketing and digital and social media management.



**Vanessa Ferris**  
Global head of internal communications and employer brand  
*Moove*

Vanessa is global head of internal communications and employer brand at global fintech Moove. With 10 years of agency experience, Vanessa has created employer brands for organisations across a range of industries including technology, retail, government, fintech, professional services and FMCG. An advocate for inclusion in the workplace, Vanessa is a trained 'inclusion maker' and chaired the 'Developing Female Talent' initiative during her time at TMP Worldwide UK. Vanessa is also a TEDx co-organiser alumnus.



**Jona Gjini**  
Head of employer brand  
*Ledger*

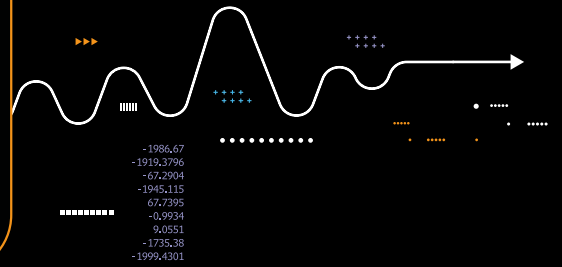
Jona is an expert in branding and communications. She is currently the head of employer brand at Ledger, the world's most secure hardware wallet. This followed seven years with Vodafone as well as consulting and entrepreneurial experience. As an avid traveller with a soft spot for Asia, she is curious about different cultures, speaks Mandarin amongst four other languages and writes a food blog inspired by Asian cuisine.



**Nick Homer**  
Recruitment marketing and employer brand manager (International)  
*DLA Piper*

Nick has worked extensively in the employer brand space. Previously, he was the head of employer brand at Wayfair and, prior to that, led client service teams at the likes of ThirtyThree and Tonic. Along the way, Nick has had the chance to work on a number of high profile and award-winning projects with organisations such as Vodafone, McDonald's, Met Police and EDF Energy.

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# JUDGES



**Sukhi Kandola**  
Senior manager, employer brand  
*PwC*

Before recently joining PwC, Sukhi used to lead international employer brand and recruitment marketing for DLA Piper, overseeing EMEA and Asia Pacific regions. With over 15 years of recruitment experience within both student and experience hire, Sukhi is passionate about actively building a diverse culture that empowers authentic storytelling, and making bold creative decisions that elevate employer brand outputs to meet organisational objectives on brief, on time and on budget.



**Rob Lewis**  
Talent attraction manager  
*BDO LLP*

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 Mondelēz International, Rob moved to L'Oréal to lead their employer brand strategy into the local market. Rob now works for Kyndryl as their EMEA talent marketing lead, refining the candidate message, devising campaign strategy and GTM activations and trying to create cool content.



**Münteha Mangan**  
Chief of employer branding  
*Turkish Airways*

Münteha has been chief of employer branding at Turkish Aerospace since 2019. He first met with 'employer branding' while he was working for a digital employer branding platform in 2008. After 15 years of operations and communications experience, including 12 years of mid and top-level management experience, with a proven success in different functions across several sectors, Münteha is now leading the employer brand communications of the sector's fastest-growing company in Turkey.



**Kat Ogunsanwo**  
Head of internal comms,  
engagement, EVP and  
employer brand  
*Camelot*

Kat is the head of internal communications and employer brand manager for Camelot. Her 15-year people-focused career spans 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*

Nathalie joined TUI as global employer brand manager in January 2022, to lead the employer value proposition and employer branding strategy development for the global tourism group. In the past year, together with an international project team, she led the development and launch of TUI's new employer branding and implemented global projects aiming to authentically position TUI as an employer of choice. Data-driven and passionate about storytelling, employee advocacy and international networking, Nathalie has previously worked in market-focused and global roles within BMW Group and Airbus.



**Dan James Smith**  
Head of employee  
communications and  
engagement  
*Govia Thameslink Railway*

Dan has worked in PR, branding and employee communications for over 15 years for a range of 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 in 2018. Today, Dan heads up the employee communications and engagement team at Govia Thameslink Railway, the UK's biggest train operator.

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# JUDGES



**Katie Sparrowhawk**  
**Senior manager, talent acquisition**  
**Amazon Stores EMEA**

Katie has been leading talent acquisition across Amazon's EMEA retail business since January 2022, and prior to that developed a range of experience leading talent acquisition and recruitment teams most recently at the BBC and BBC Studios, and Cancer Research UK. Katie has over 14 years of recruitment experience in industries such as not-for-profit, financial regulation and financial services, across experienced hires and campus recruitment.



**Caroline Winder**  
**Managing partner**  
**Havas People**

Caroline is a managing partner at Havas People – a global talent communications agency. With over 20 years of experience in the industry, employer branding is an area of marketing that continues to inspire her. Caroline loves the variety of looking inside different company cultures to understand what makes those businesses tick and enjoys working with clients who recognise that their strategic approach to talent is a priority for ensuring business success.

# WINNERS

## COMMUNICATION

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

#### **Gold – Barnsley Premier Leisure and WPA Pinfold**

Silver – BBC and Wisser

Bronze – NatWest Group and Ph.Creative

Bronze – Total Fitness and Yonder Consulting

Highly commended – Ello Group and MuddyWellies

Highly commended – Experian and McCann Synergy

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

#### **Gold – Newton and Tonic**

Silver – Circle K

Silver – Sky and Symphony Talent

Bronze – NatWest Group and Ph.Creative

Bronze – Tesco and Stafford Long

Highly commended – Boston Consulting Group (BCG)

Highly commended – N Family Club and Creed Communications

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

#### **Gold – TUI and MSL UK**

Silver – Pepco and MJCC

Silver – Thales UK and LEAP Create

Bronze – BT and Ph.Creative

Bronze – ValueLights and MuddyWellies

Highly commended – EQRX and Ph.Creative

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

#### **Gold – Accenture and ThirtyThree**

Silver – BT and Ph.Creative

Silver – Newton and Tonic

Bronze – B&Q and ThirtyThree

Bronze – EY and Radancy

Highly commended – GKN Aerospace and Dawson Walker

### **Best use of digital**

#### **Gold – Met Police and Tonic**

Silver – TUI and MSL UK

Bronze – N Family Club and Creed Communications

Bronze – Sky and Symphony Talent

Bronze – White & Case

Highly commended – DLA Piper

### **Best social media strategy**

#### **Gold – Knight Frank and Wisser**

Silver – Circle K

Bronze – EY

Bronze – Sage Group and Genius Group

Highly commended – Blizzard Entertainment

### **Best integration of the employer brand in communication strategy**

#### **Gold – Mitie Group plc**

Silver – Currys and Tonic

### **Best employer brand innovation**

#### **Gold – EY and Radancy**

Silver – Accenture and ThirtyThree

Bronze – Activision Blizzard

Bronze – Keyloop

### **Best use of data**

#### **Gold – Church & Dwight and Ph.Creative**

Bronze – Lidl International

## EMPLOYER BRAND POSITIONING

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### **Best diversity and inclusion strategy**

#### **Gold – B&Q and ThirtyThree**

#### **Gold – Deloitte Polska**

Bronze – Circle K

Bronze – Historic England and BrandPointZero

Highly commended – Bloomberg

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

#### **Gold – Sanofi and Symphony Talent**

Silver – Jaguar Land Rover and Creed Communications

Silver – Marston's and Tonic

Bronze – Mitgo

### **Best localisation programme**

Silver – Bloomberg

Bronze – SAP

## EMPLOYEE JOURNEY

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### Best employee experience

#### Gold – Elsevier

Silver – DLA Piper

Silver – Thales UK and LEAP Create

Bronze – DSM and Symphony Talent

Bronze – Keyloop

Highly commended – Worten

### Best employer brand management event

#### Gold – Sky and Symphony Talent

Silver – King

Bronze – Mitie Group plc

Highly commended – Turkish Aerospace

### Best brand ambassador programme

#### Gold – ABK and Wiser

Silver – Pepco and MJCC

Bronze – BT and Ph.Creative

Bronze – Polski Holding Hotelowy

Bronze – SAP

### Best onboarding and/or reboarding programme

Silver – Worten

Bronze – Renewi and Wardour

### Best employee wellbeing initiative

#### Gold – Innovecs

Silver – Product Madness

Bronze – Mowi Poland

## SECTOR

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### Best employer brand management from the education sector

#### Gold – N Family Club and Creed Communications

### Best employer brand management from the energy and utilities sector

#### Gold – Statkraft and Symphony Talent

### Best employer brand management from the engineering and manufacturing sector

#### Gold – Turkish Aerospace - Future talents program

Bronze – Turkish Aerospace - Women inspiring the sky

### Best employer brand management from the financial services sector

#### Gold – AND-E and BrandPointZero

Bronze – Toyota Financial Services and BrandPointZero

### Best employer brand management from the FMCG sector

Silver – Haier Europe and Creed Communications

### Best employer brand management from the healthcare and pharmaceutical sector

#### Gold – Sanofi and Symphony Talent

Silver – HCA Healthcare UK and Blackbridge Communications

Bronze – DSM and Symphony Talent

### Best employer brand management from the professional services sector

#### Gold – Mitie Group plc

Silver – EY

Bronze – Newton and Tonic

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

Silver – iQ Student Accommodation and BrandPointZero

### Best employer brand management from the public sector

#### Gold – Met Police and Tonic

### Best employer brand management from the retail sector

#### Gold – Pepco and MJCC

Silver – Currys and Tonic

Bronze – Lidl International

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

#### Gold – SAP

Bronze – Kyndryl

## GRAND ACCOLADES

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### Best creative execution of the employer brand

#### Winner – EY

### Grand prix

#### Winner – Newton and Tonic

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

### Barnsley Premier Leisure and WPA Pinfold

#### Gold

When not-for-profit leisure brand Barnsley Premier Leisure rebranded, it swiftly became clear that its employer brand was failing to inspire staff and communicate the organisation's purpose. The Your Space brand was unveiled to the public, allowing the group to deliver local, fun, friendly and innovative services to the people of Yorkshire and Nottinghamshire. Alongside this, an employer brand shift was effected to 'help people feel good.'

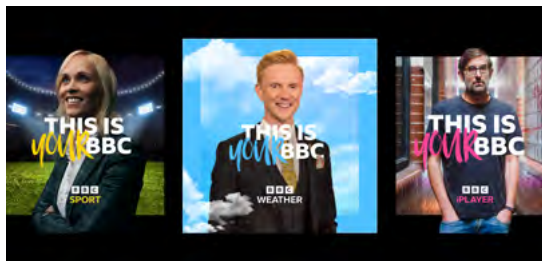
By focusing on doing good and feeling good, the leisure brand was able to clearly communicate its objectives, positioning and practical value to its communities. As a result, an 18% uplift in employee pride, a 26% increase in belonging and a whopping 77.5% improvement in employee appreciation were charted, against benchmarks of 10% increases. The well-structured employer brand journey by WPA Pinfold and impressive results made an impact on judges who said the strategy was consistent, clear and linked well to the company's corporate values.



### BBC and Wisser

#### Silver

With increasing competition in the entertainment space, the BBC needed to innovate in order to keep up as an employer. Wisser crafted a smart, strategic campaign to align the organisation's external purpose, 'This is our BBC,' behind the new internal EVP, 'This is your BBC.' This clever twist helped galvanise creativity and improve perceptions of the BBC as an employer. Judges liked the way this campaign began with the brand's values and evolved them to remain relevant to talent in a challenging sector.



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



### NatWest Group and Ph.Creative Bronze

As part of its group-wide rebrand, NatWest Group worked with Ph.Creative to link its brand values to its positioning as an employer. Focusing on its graduate recruitment programme allowed the company to make an impact on social media. The resulting 60% increase in job applications impressed judges who said the objectives, conversion and campaign creativity were all standouts in this category.



### Total Fitness and Yonder Consulting Bronze

Total Fitness was riding high as a gym in the UK, until the pandemic forced nationwide closures. It worked with Yonder Consulting to galvanise its recruitment efforts behind the concept of achieving more. This aligned well with its corporate brand which encourages action, motivation and pride. Judges thought Total Fitness' efforts resulted in a success story following the difficult Covid-19 period in the leisure industry.

### Ello Group and MuddyWellies Highly commended

Customer engagement brand Ello Group worked with MuddyWellies to successfully bring its external culture-driven brand to life for its employees and recruitment audience.

### Experian and McCann Synergy Highly commended

McCann Synergy crafted an employee value proposition for Experian, behind the concept of 'discovering the unexpected.' Its brand values were capably brought to life for the employer brand audience.

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

### Newton and Tonic

#### Gold

Consulting group Newton was struggling to make an impact with the all-important graduate audience, particularly in technical and STEM subjects. It worked with Tonic to create an employer brand that would challenge the misconceptions around jobs in consulting. To tackle this pre-existing notion, the campaign focused on diversity, impact and the ability for consultants to make real world change.

By focusing on social media and campus-based recruitment, the campaign was a huge success. Applications increased by 35%, and 77% of applicants said they would recommend Newton to a friend. "I loved this!" said one judge. "It has a clear objective and multi-layered activation. I love the imagery and social assets." Another judge praised the "dynamic creative," that was "appropriately positioned to the target audience and was super-creative in its approach."



### Circle K

#### Silver

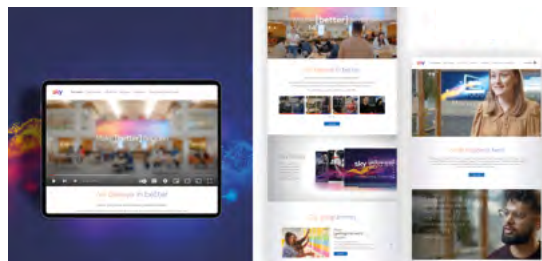
Circle K found its applicant pool was decreasing in age which also correlated with shorter-term employment. It needed to create longer-term loyalty and reduce turnover of this applicant pool. The resulting campaign spoke about the culture, lifestyle and benefits available to Circle K employees and harnessed interest across social platforms. Judges thought the audience insights resulted in a "great looking" campaign.



### Sky and Symphony Talent

#### Silver

To broaden its appeal to applicants in tech, product and data areas, Sky needed to broaden its employer brand beyond world-class entertainment. To do so, it worked with Symphony Talent on the 'Make [better] happen' campaign, focusing on the ability to support and shape everything Sky achieves. One judge said, "Sky has built a great foundation to change perceptions. This is a strong campaign."



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



### NatWest Group and Ph.Creative

**Bronze**

NatWest Group has worked with Ph.Creative on a comprehensive change in its employer brand across a number of demographics, values and initiatives. By focusing on different demographics, like women or data employees, for example, the banking group has shifted perceptions around its employer brand. This has “really helped drive awareness of the range of roles at NatWest,” one judge said.



### Tesco and Stafford Long

**Bronze**

Technology is a core component of a modern retail brand. Tesco worked with Stafford Long to promote its Tesco Technology team and improve recruitment in the space. A targeted campaign allowed the company to focus on key groups within its core markets, leading to a “believable, realistic, humble, striking and totally honest” employer brand.

### Boston Consulting Group (BCG)

**Highly commended**

Boston Consulting Group had high brand awareness, but was lagging behind competitors in terms of making an impact with its employer brand. The new brand uses the concept of ‘beyond’ to put a human face on the company.

### N Family Club and Creed Communications

**Highly commended**

Nursery provider N Family Club worked with Creed Communications to improve its applicant pool in a challenging sector. Putting dreams at the heart of the campaign allowed the group to make a big impact among its target audience.

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

### TUI and MSL UK

#### Gold

The pandemic hit the travel and leisure sector particularly hard. TUI had to come out of the crisis stronger than ever before. To do so, it implemented its first-ever employer brand, with the strapline 'Let's TUI it.' A comprehensive internal communications strategy was developed, reaching employees across the globe. TUI also invited employees to 'be the campaign' by submitting their own content about life at TUI.

Not only did employees love to watch the videos and read the content provided, but over 500 videos were submitted and 208 brand ambassadors were recruited – against a target of 50. The overwhelming love for the TUI brand from employees was shared by judges, who thought the implementation strategy was robust and effective. "This is a really strong, holistic approach to the communication of the brand," said one judge. "It featured authentic content with employees at its heart."



### Pepco and MJCC

#### Silver

To ensure its widespread employee base remained engaged with the employer brand throughout a period of expansion, Pepco worked with MJCC to redefine its employer brand values and tell a strong story about itself as an employer. Judges thought the campaign – particularly its use of brand ambassadors – met the business' strategic objectives and resulted in a cohesive employer brand.



### Thales UK and LEAP Create

#### Silver

Manufacturing and technology brand Thales needed to reduce the complexity of its HR content and humanise its employer brand. It worked with LEAP Create to craft a more accessible, simple brand, defining the employee experience. Judges thought this was a fantastic example of how a brand can make policy and company guidelines more interesting and dynamic. "I really like this," one judge said. "It's original and meaningful in its approach."





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



### **BT and Ph.Creative** **Bronze**

To improve its clout in the cybersecurity space, BT worked with Ph.Creative on an intensive six month upskilling programme that would transform 30 existing BT employees into cybersecurity experts. By recruiting internally, BT strengthened its employer brand. "This is a very creative and engaging idea to upskill and recruit from within BT and broaden diversity across the function," said one judge.



### **ValueLights and MuddyWellies** **Bronze**

ValueLights wanted to gain internal support for its rebrand and change in positioning. It worked with MuddyWellies on an internal comms campaign that comprising a two-way conversation between staff and the business. The result was a more engaged workforce and a stronger corporate and employer brand.

### **EQRX and Ph.Creative** **Highly commended**

EQRX worked with Ph.Creative to take its previously successful physical tapestry project digital, engaging more employees and generating more stories about the people that make up the business.

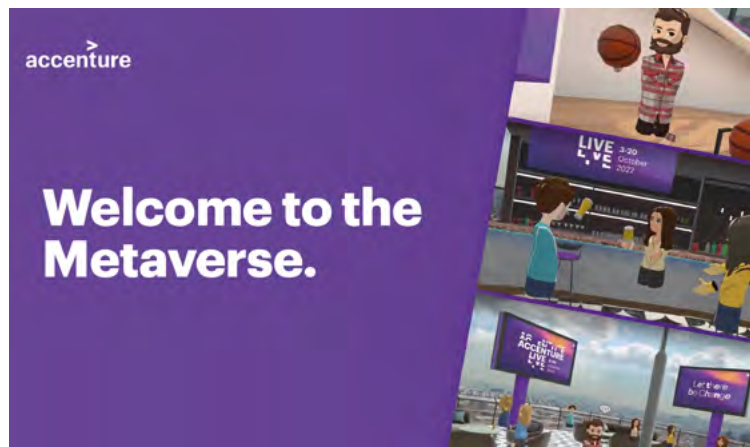
## Best short-term or one-off employer brand campaign

### Accenture and ThirtyThree

Gold

Professional services company Accenture found that students in its target demographics were disproportionately likely to be suffering from a lack of confidence due to pandemic-related education disruption and job market volatility. To improve its applicant pool and diversity of new hires, Accenture used this insight to focus on potential. ThirtyThree developed a series of films about life at Accenture to communicate the diversity of careers and career paths available.

On-campus exposure coupled with authentic social content, all focusing on potential, helped make a bigger impact. The campaign made a big impact, with a 7% increase in female consulting applicants and 38% of applicants from lower social mobility categories vying for roles at Accenture. Judges thought the comprehensive campaign that used authentic, emotive stories across multiple touchpoints was what had the potential to unlock great results for Accenture.

The Accenture logo features the word "accenture" in a bold, lowercase, sans-serif font. A purple chevron symbol is positioned above the letter 'u'.

### BT and Ph.Creative

Silver

To showcase BT's engineering prowess, it worked with Ph.Creative on the 'Powered by me, empowered by BT' campaign. Not only did the campaign use real imagery and stories from BT engineers, a Spotify playlist featuring the music engineers listen to while on the road made this campaign truly honest and authentic. One judge said, "The diversity of motivations were relatable and brought the purpose to life."



### Newton and Tonic

Silver

Newton worked with Tonic to create an employer brand campaign that would improve the understanding of Newton as an employer among top tier graduates. The 'Let's start doing' campaign showcased real consultants and made a big impact on campuses across the UK. The results were stellar, with judges calling the project "simple, yet effective with a great visual identity."



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



### **B&Q and ThirtyThree** **Bronze**

ThirtyThree helped B&Q unlock the keys to its employer brand. An open-minded strategy helped the team to adapt to changes along the way, ultimately delivering a campaign that was impactful, fun and consistent with B&Q's brand and values. One judge called the creative work "beautifully realised," whilst others praised the agile strategy and excellent use of metrics.



### **EY and Radancy** **Bronze**

To stand out on campus, EY developed the 'Adventure Awaits' student recruitment campaign. The immersive online careers portal plays out like a video game, allowing candidates to delve deeper into the EY experience and gain insight into the potential for a career at the firm. The creative idea and unified blend of digital and offline resources helped make Adventure Awaits a standout campaign for judges.

### **GKN Aerospace and Dawson Walker** **Highly commended**

GKN Aerospace worked with Dawson Walker to emphasise GKN's sustainable future through a visually stunning and creative campaign.

## Best use of digital

### Met Police and Tonic

#### Gold

The Met Police has been working to change its recruitment strategy and engage with a more diverse group of potential officers. To do so, it worked with Tonic on the 'F is for family' campaign. It sought to show candidates the people behind the uniform. A series of films presented officers in their home lives, highlighting their roles as sisters, brothers, mothers and fathers. These videos helped build an emotional connection with viewers.

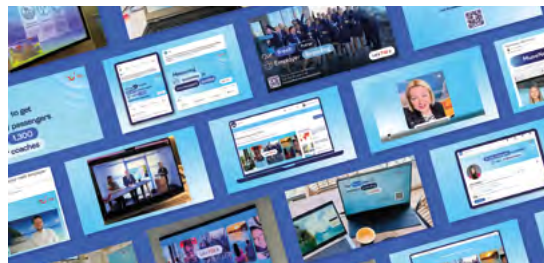
With a 97% view-through rate for the films, the campaign has made an impact, particularly among its target audience. Recall rates reached 28% among Black African viewers. "This was a great campaign to challenge perceptions and reach new audiences with impressive engagement," said one judge. Another said, "This is a great example of an inclusive campaign with strong reach results."



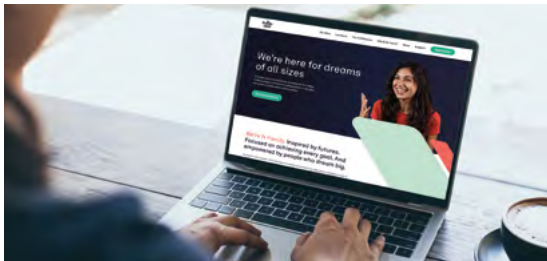
### TUI and MSL UK

#### Silver

After the challenges posed to the travel industry by the pandemic, TUI Group worked with MSL to raise employee spirits and reinvigorate its corporate culture. 'Let's TUI it' achieved this through a global, omnichannel strategy that saw impressive amounts of engagement, UGC and impact. One judge called it, "A well thought out digital first approach as a solution to a very challenging environment."



## Best use of digital



### **N Family Club and Creed Communications** **Bronze**

Nursery group N Family Club worked with Creed Communications on a social-first campaign designed to inspire early education professionals. The dream-focused employer brand helped generate a 128% increase in unique users to the careers site and a 151% increase in applications. One judge said this was a “great example of storytelling to bring to life an employer brand through digital channels.”



### **Sky and Symphony Talent** **Bronze**

To improve Sky's competitiveness in the tech candidates market, it worked with Symphony Talent to 'make [better] happen.' The well-targeted and insightfully conceived work resonated with the target audience and was delivered with a healthy dose of Sky's signature style. “I really like the ‘show, don't tell’ approach and clear research behind this campaign,” one judge said.



### **White & Case** **Bronze**

Law firm White & Case's research revealed that the careers site was confusing and intimidating. It launched a new site focusing on the people behind the name. Coupled with a social media marketing campaign, the new site made a mark on the target audience with 97% of students saying they found it more appealing. Judges called it “an engaging multichannel campaign with an insights-driven objective.”

### **DLA Piper** **Highly commended**

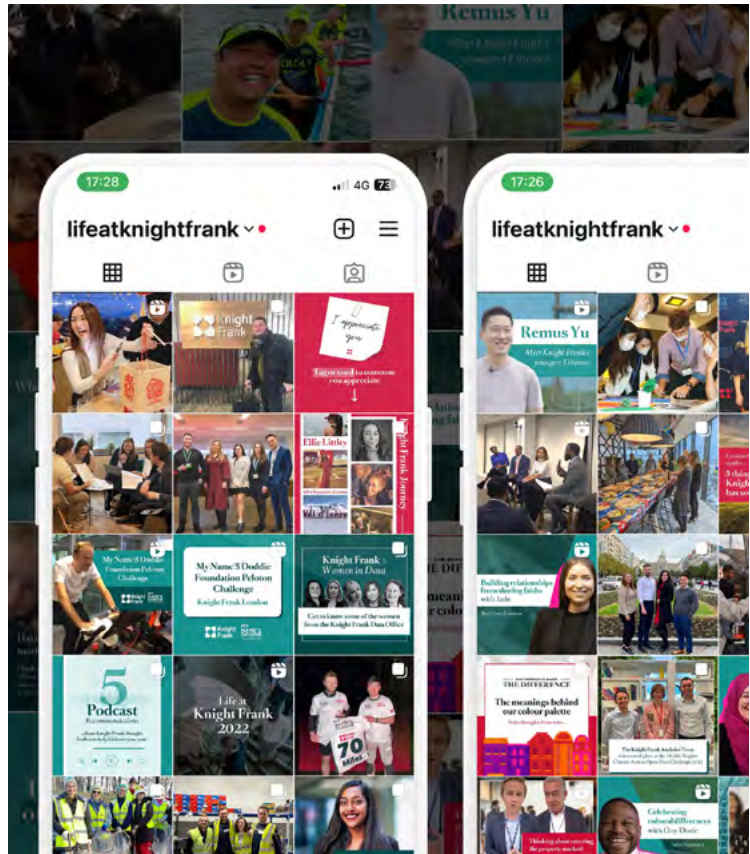
DLA Piper's newly invigorated careers site is personalisable, creative and content-rich, making for excellent employer brand communications.

## Best social media strategy

### Knight Frank and Wisier Gold

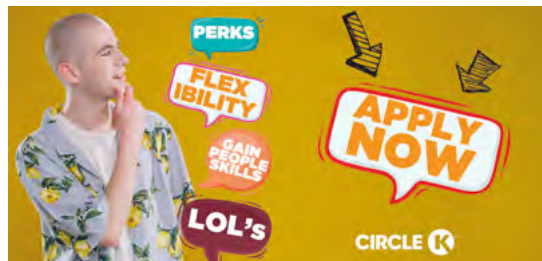
Knight Frank wanted to bring its diverse workforce to life by launching its first-ever employer brand strategy. It focused on LinkedIn as its primary communication channel, putting #LifeatKnightFrank at the heart of the employer brand. But to really make the employer brand succeed, Knight Frank worked with Wisier to understand both the motivations for joining the business and for remaining with it for the long term. They then highlighted employee stories addressing these motivators to build an authentic, people-driven social strategy.

And the results are proof enough, with a huge growth in followers and engagement resulting in a 60% increase in the number of people willing to work for Knight Frank. Judges sung the project's praises too, with one saying, "The results were impressive and it was good to see the research coming into play as well. Impressive."



### Circle K Silver

To recruit great talent and retain it, Circle K had to address its corporate culture, values and opportunities when communicating with potential employees. Its friendly and colourful social campaign made an impact with its target demographic and judges alike. "They had a really clear objective based on strong insight. I like the campaign and how it can be tailored [to different locations]."



## Best social media strategy



### **EY** **Bronze**

EY's UK careers social accounts were updated to craft a richer story of what opportunities at EY look like. The content-heavy strategy paid off, yielding a remarkable increase of 262% in engagements year-on-year. Judges thought this was a "strong content strategy with relevant activations" and praised the employee engagement, internal advocacy and mix of channels and technologies.



### **Sage Group and Genius Group** **Bronze**

Instead of focusing on its products and performance, Sage worked with Genius Group to showcase its personality as an employer. Using insights and stories from real employees, Sage was able to put forward a more authentic version of itself on social media. One judge said the social strategy delivered "an authentic narrative with heartfelt reactions."

### **Blizzard Entertainment** **Highly commended**

Blizzard Entertainment used social media to infuse its employer brand with the fun and creativity its gaming products are most known for.

## Best integration of the employer brand in communication strategy

### Mitie Group plc

#### Gold

Mitie Group was facing a decrease in engagement, increase in attrition and sub-par job acceptance rates, indicating a need for change. Though the dips in achievement were not very high, Mitie needed to act to avoid further damage to the employer brand. Taking a proactive stance led to a comprehensive revamp of its EVP, employer brand communications, internal communications and employee engagement programme. This strategy touched every aspect of the Mitie employee journey, allowing the company to develop stronger, deeper ties with its workforce.

Judges thought the integration of the employer brand into the company's overall communications – particularly across the employee lifecycle – was excellent. And the strategy has worked, with attrition lowering, and engagement and job acceptance rates improving once again.



### Currys and Tonic

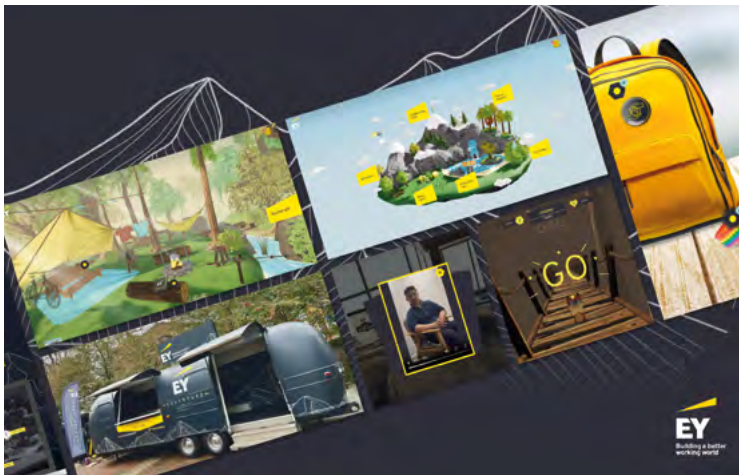
#### Silver

Currys worked with Tonic to create a single company culture out of five individual brands. To do so, it used a single, powerful employer brand to unite the business internally and present a single face externally. Currys has thus framed itself as the hub for UK technology careers. By tying the employer brand to the consumer one, Currys successfully integrated its communications strategies.





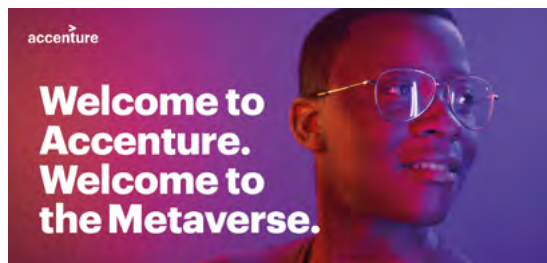
## Best employer brand innovation



### EY and Radancy Gold

EY needed to stand out in the graduate recruitment market. Instead of turning to a flashy on-campus booth or a glossy magazine, it went digital, with a gamified careers portal designed to inspire and surprise candidates. EY's 'Adventure Awaits' allowed applicants to delve deeper into careers at EY in a fun, gamified way. The game was supported by on-campus experiences and social activations as well.

Not only did 'Adventure Awaits' provide a fun way to engage with the careers portal, but it included existing employees' stories in the experience, to provide an authentic sense of life at EY. With 11,000 users spending time on the game, EY made its mark on students and judges. One judge called it "an amazing example of innovation in the employer brand space. A clear objective, delivery process and activation. It was a step ahead of the rest."



### Accenture and ThirtyThree Silver

Accenture turned to the metaverse in its student recruitment efforts. Working with ThirtyThree, it hosted a photography exhibition and metaverse activation that enabled students to build and shape Accenture's digital careers experience. The interactive element impressed judges who thought this was "a good activation in guerrilla tactics." One judge added, "This is a great example of engaging new audiences."



### Activision Blizzard Bronze

Gamers were the primary audience for Activision Blizzard's recruitment campaign. To cut through with this elusive demographic, it went right to the source, serving up careers adverts within games themselves. Judges thought this disruptive approach led to a well-targeted, cost-effective campaign that saw a huge spike in impressions and job applications.



### Keyloop Bronze

Keyloop wanted to inspire existing employees by imbuing its employer brand with a sense of corporate responsibility and the sustainable ethos the corporate brand stood for. Through a redevelopment of the intranet, Keyloop marked an impressive increase in engagement. "Increasing engagement is hard! These guys nailed it. Very impressive," said one judge.

# MORE CHANCES TO WIN

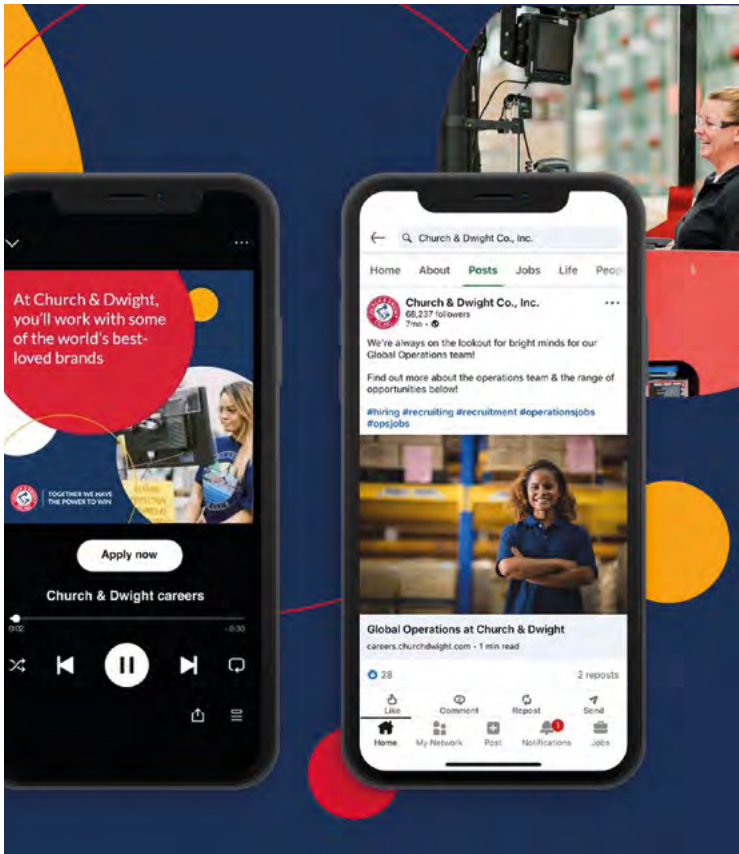


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## Best use of data



### Church & Dwight and Ph.Creative Gold

Church & Dwight – a major conglomerate behind globally recognisable brands – needed to compete with the likes of Amazon and Walmart to staff its supply and logistics roles. It needed to raise awareness across multiple markets with a strict budget. To achieve this, Ph.Creative examined the career motivations driving warehouse staff.

This research informed the creative work, SEO strategy, ad targeting and tone of voice. Rather than being prescriptive, though, the data helped Church & Dwight create a better understanding of itself as an employer, letting the personalities of its warehouse workers shine through in the process. Judges praised the comprehensive research and the assiduous use of data to achieve a difficult objective in a challenging employee segment.



### Lidl International Bronze

Lidl business had great brand recognition, but wanted its employer brand to stand more strongly. It conducted an employer brand survey, using the results to address challenges it faced as an employer. Judges loved the thoroughness of this strategy as well as the way Lidl managed to create a comprehensive, global employer brand as a result.

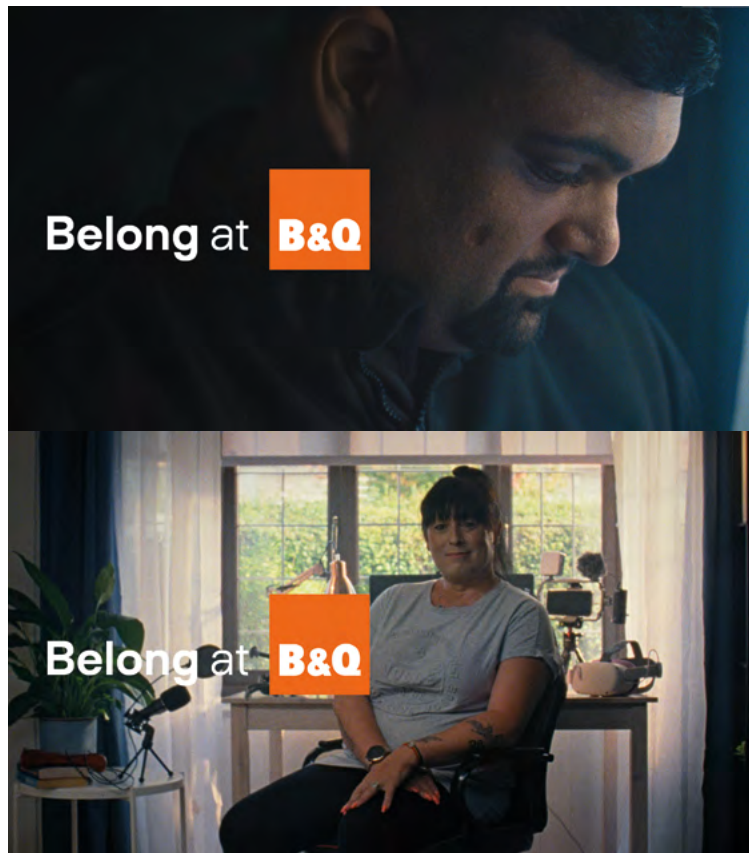
## Best diversity and inclusion strategy

### B&Q and ThirtyThree

Gold

B&Q's household name needed a punchy employer brand to back it up when competing for the best talent. It worked with ThirtyThree to create a campaign grounded in the employee experience, showcasing benefits, diversity and corporate culture. The strategy featured a two pronged approach embracing print and film, while also linking the corporate and employer brands. To achieve this, the focus shifted from simply talking about B&Q's benefits to asking employees how they can build a career and life at the retailer.

The creative work complemented this using juxtaposed text and images to depict benefits, lifestyle factors, brand values and real-life employee stories. It's a holistic, honest look inside the household brand that has yielded a 32% increase in applications year-on-year and increased interest across all channels. Judges were impressed by the authentic stories, bold visuals and emotionally compelling stories that met B&Q's lofty objectives.



### Deloitte Polska

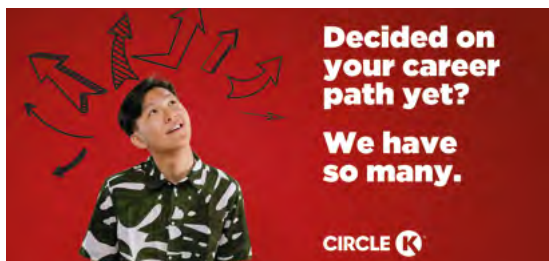
Gold

Deloitte's Polish outpost wanted to improve gender equality and see more women joining its ranks, particularly at the graduate level. It developed a mentoring programme that allowed young women to get a better sense of what working at Deloitte entailed. Following the mentorships, Deloitte showcased the stories of mentees across its social media channels, to gain greater awareness.

The company's efforts resulted in 580 outstanding applications and hundreds of thousands of impressions across social and PR activations. Judges liked the way that this strategy went beyond a single campaign, but developed a programme capable of improving Deloitte's workforce for the long term. "It wasn't about going live with something big and bold, but with something specific to meet their objectives. Clever!" said one judge.



## Best diversity and inclusion strategy



### Circle K Bronze

As part of its effort to reduce employee attrition after Covid-19, Circle K's employer brand was redeveloped with a focus on improving its diversity. It implemented a Europe-wide brand toolkit, allowing for local adaptations to be made to the creative. "All in all, a great looking campaign," said one judge, praising the 'mix and match' assets that allowed for brand localisation.



### Historic England and BrandPointZero Bronze

Historic England worked with BrandPointZero on a campaign that took common questions from potential employees, like 'My journey so far has been unconventional. Where will my perspective be valued?' and married them with a comprehensive overhaul of its organisational diversity and inclusion strategy. Judges thought the steps Historic England were making will serve it well as it crafts an inclusive future.

### Bloomberg Highly commended

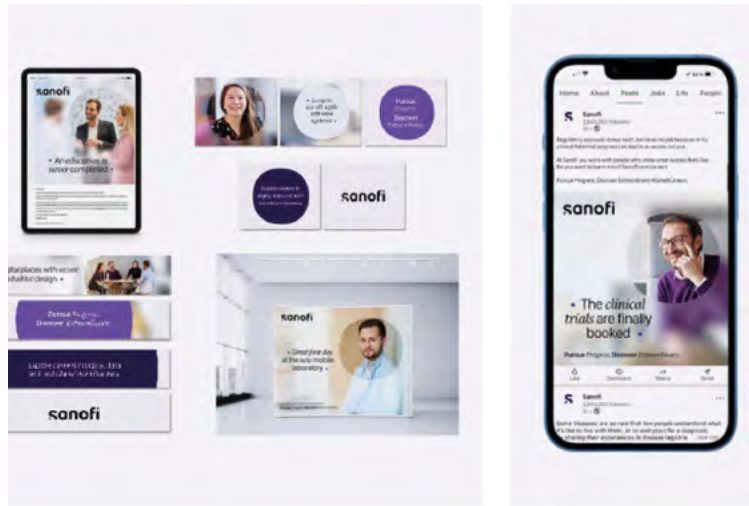
Bloomberg developed a comprehensive strategy to improve inclusion within its business, encouraging employees to bring their whole selves to work.

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

## Sanofi and Symphony Talent Gold

Pharmaceutical brand Sanofi's new CEO implemented a purpose the whole business could get behind, 'Play to win.' To embed this as part of its employer brand, it worked with Symphony Talent on an EVP embedding campaign that sought to reach every employee across the company. By working with Sanofi's corporate brand agency, the employer brand was aligned closely with the external face of the business. With a tone of voice that is at once direct and courageous, and curious and human, the employer brand is people-centric and sits well within Sanofi's brand positioning.

The thorough campaign took insights from Sanofi's employees to craft the employer brand, then rolled it out intelligently, bringing staff along with the journey. Judges thought these two key elements led to a thorough, strategic approach that ensured the EVP would be embraced and achieve longevity. Judges also praised the way the creative work aligned well to the visual cues in the pharmaceuticals sector and to Sanofi's own corporate brand.



## Jaguar Land Rover and Creed Communications Silver

A new CEO at Jaguar Land Rover set the tone for the reimagining of luxury in the automobile sector. To bring this to life, Creed Communications wanted to make existing and prospective employees feel as if they are part of the future of the industry. Judges thought this straightforward employer brand's authentic focus on real people made it a success.



## Marston's and Tonic Silver

After merging its brewing operations with Carlsberg and turning its focus solely to pub operations, Marston's wanted to put pride and people back into the heart of the industry. Tonic developed the 'Where people make pubs' EVP as a way to achieve this objective. The resulting campaign was warm, professional and effective. Judges loved the cosy feel of the photography as well as the strategic pillars that defined the new employer brand.



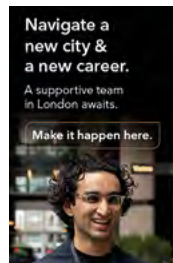
## Mitgo Bronze

To embrace its evolution over time, Mitgo redeveloped its corporate and employer brands by gaining the support, insights and opinions of its global workforce. The resulting employer brand has a distinctive, compelling and compulsive creative style. "The best detail was making the employees involved in the project, end to end," said one judge.



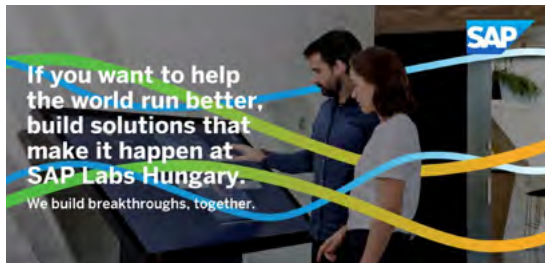
## Best localisation programme

# Bloomberg



### Bloomberg Silver

Global brand Bloomberg has a strong brand awareness in the UK but it needed a broader base of multilingual applicants to join its London office. It put its culture at the heart of its recruitment campaign through digital experiences and targeted social and SEO strategies. The results impressed judges, who also praised Bloomberg's use of employer brand research and insight to inform its objectives and strategy.



### SAP Bronze

With a global EVP failing to attract candidates around the world, SAP instead took a more localised approach. Working with Havas People the company used its global employer brand toolkit as a foundation for localised efforts in different countries. One judge called it "a great example of localisation based on strong research with clear objectives."

# Best employee experience

## Elsevier Gold

One of Elsevier's corporate objectives was to foster a stronger, more engaged corporate culture. As part of this objective, its team needed to reduce turnover and make a stronger case for the employee experience at Elsevier with job candidates. Insights from a global survey of employees formed the foundation of the new EVP. Elsevier then unveiled a programme of global change addressing every element of the employee and candidate journey and touching every level of the business' hierarchy.

The campaign was a huge success, not only in engaging employees – 84% of whom said they are proud to work at Elsevier – but at improving perceptions of Elsevier as an employer. Employee wellbeing and advocacy rates all increased as Elsevier renewed its commitment to the employee experience. Judges thought this comprehensive strategy was “excellent, fully-rounded and grounded in insight.” One said, “This for me is a really holistic, best practice example of embedding the employer brand into the employee experience.”

**PROGRAMME OUTCOMES**

- Researched and defined the employee experience element of the Elsevier EVP
- Launched the Elsevier Experience programme across the business – messaging and brand
- Set up and delivered an Executive Immersion programme
- Defined the Elsevier Experience Lifecycle including the moments that matter
- Created a cross business EX team responsible for employee data analytics and journey redesign of pain points
- Redesigned our first journey for On-boarding

**The Elsevier Experience ROI:**

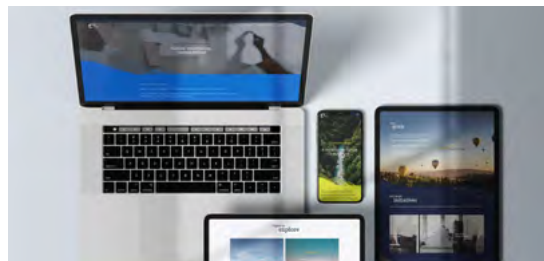
- 1 Empowered Workforce Resulted in High Employee Engagement and a Sense of Pride in our organisation**

**84%** of our employees are proud to work at Elsevier  
2022 Elsevier opinion survey (EOS)

**83%** would recommend Elsevier as a great place to work  
Glassdoor data

## DLA Piper Silver

Legal hiring is competitive, so DLA Piper wanted to showcase its employee experience to potential new partners. This strategy would not only help define the firm's culture for existing employees, but position it more strongly as an excellent place to work. One judge said the resulting digital platform was “an innovative idea for a highly competitive and unique recruiting experience in the legal sector.”



## Thales UK and LEAP Create Silver

Thales UK worked with LEAP Create to craft internal policy documents that would serve the company well into the future. In doing so, it also imbued its HR communications with a stronger sense of fun and personality, redefining the Thales culture in the process. Judges thought this was a clever way of creating new, readable policy documents that also led to a stronger employee experience.





# Best employee experience



## DSM and Symphony Talent

**Bronze**

DSM and Symphony Talent tapped into the universal love of personality quizzes to help engage new candidates with their roles at DSM from day one. The onboarding technique allows candidates to identify with DSM's corporate culture and envision a career with the company. Judges thought the quiz was a fun, smart strategy that helped present a stronger sense of DSM's culture to candidates.

## Keyloop

**Bronze**

Keyloop wanted to increase engagement with its intranet, employee wellbeing programme and job perks by creating a stronger culture. Its holistic communications programme achieved this, resulting in stronger engagement and an improved employee experience. Judges thought the intranet was updated successfully and the results showed true, positive change within Keyloop.

## Worten

**Highly commended**

Worten launched an employee app to keep remote and frontline teams connected to the brand, a strategy that saw impressive engagement levels and creativity.

# Congratulations to all the **Employer Brand evangelists** at the 2023 EBMA's



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 **Symphony Talent**

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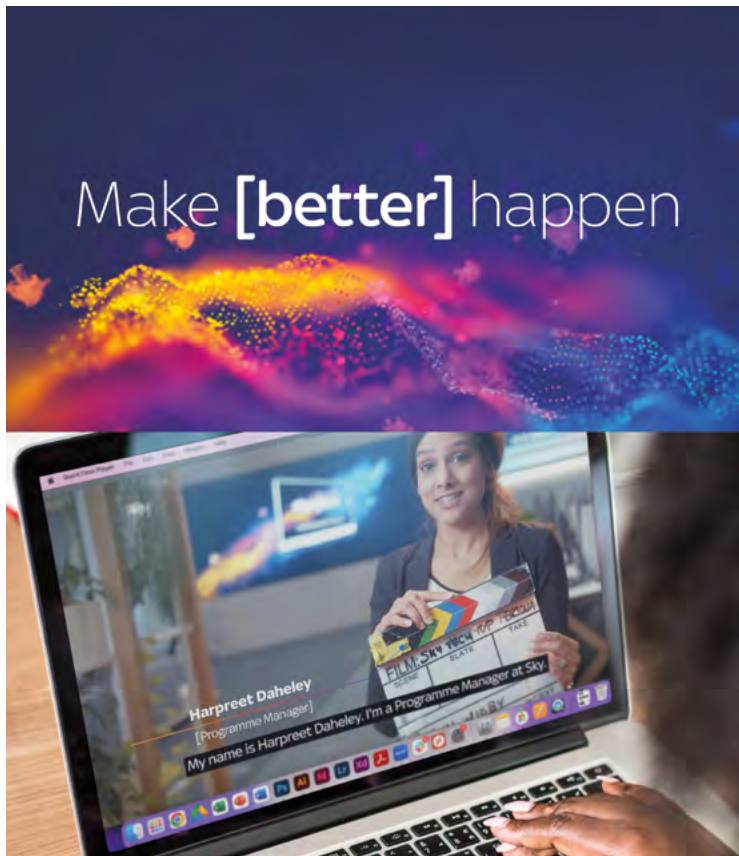


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## Best employer brand management event



### Sky and Symphony Talent

#### Gold

Sky needed its two-day appearance at the Silicon Milkroundabout recruitment event to help change perceptions of Sky as a technology employer. The exhibit needed to make a visual impact, while also acting as a top-level communications touchpoint about Sky's employer brand. Symphony Talent tapped into Sky's corporate brand toolkit to create a news ticker device that achieved both these objectives. Delving further into the exhibit, recruits could explore Sky's technology products and hear from existing tech leaders.

The appearance was a hit on the roundabout, with 91% of registrants going on to speak with a Sky recruiter. Judges thought this was a winner for its "clear objectives and strategy, innovative multi-sensor activation and cutting-edge technology." With an appealing look and excellent depth of content, Sky's achievement has helped reach its targeted audience in an authentic and confident way.



### King

#### Silver

Company-wide event KingfoMarket needed to make a big impact after a Covid-19 hiatus. To craft a more effective programme, King listened to feedback from previous years, staying true to its brand identity but building in quiet spaces, a future-focus and oodles of playtime. "I like how they listened to their employees to ensure it was an event that worked for them," said one judge.



### Mitie Group plc

#### Bronze

Mitie Group launched Team Talk Live to communicate its new EVP to its 68,000 employees. The engaging programme drew in a crowd, as 81% of the business tuned in to take part in the event. Judges thought the people-centric approach and innovative content has yielded great results for the business by considering the needs of its employees and communicating well across all touchpoints.

### Turkish Aerospace

#### Highly commended

Turkish Aerospace's youth-oriented recruitment event was designed to make a big impact with students who might one day join the country's premier aerospace company.

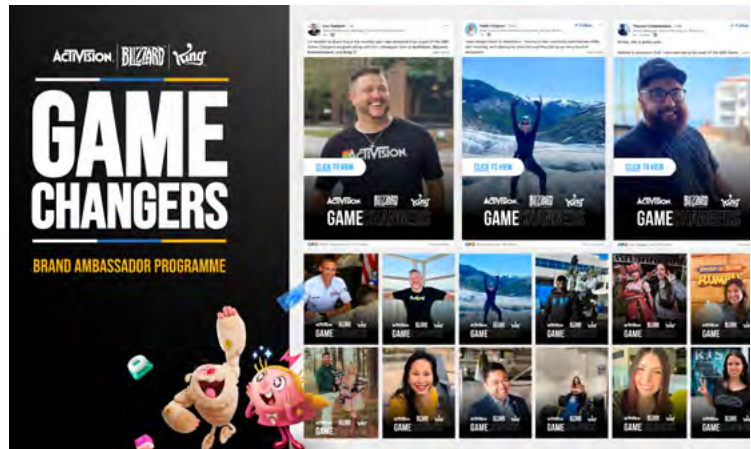
## Best brand ambassador programme

### ABK and Wiser

#### Gold

To turn Activision, Blizzard and King into a single business united under the ABK banner, the gaming brand worked with Wiser on a brand ambassador programme. The year-long strategy was designed to showcase an authentic window into life at ABK. Not only was this an external communications strategy targeted at the recruitment market, but it relied on ABK's ability to shift how employees thought about the business and its culture.

Wiser worked with ABK on the brand champions programme which turned 55 employees into brand ambassadors called 'game changers.' They were empowered to represent the brand across social media, thereby creating a stronger community – both internally and externally – of gaming employees and candidates. Judges thought this elegant, effective approach benefitted from excellent, on-brand creative that the trust built between the business and its ambassadors.



### Pepco and MJCC

#### Silver

Pepco's 23,000 employees were spread across 17 countries. To build a stronger community, it worked with MJCC on a brand ambassador programme which then helped set the tone for the corporate culture. By creating a team of influencers – not traditional ambassadors – Pepco allowed its employees a sense of freedom and creativity in their communications, which led to great success in engagement.



## Best brand ambassador programme



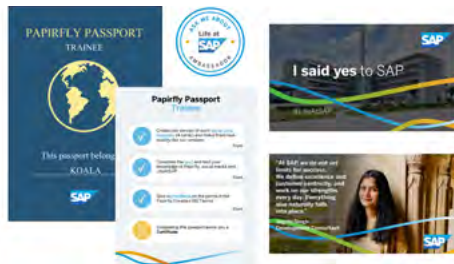
### BT and Ph.Creative Bronze

BT worked with Ph.Creative to tap into existing talent and build a stronger cybersecurity function. It recruited a team of 'protectors' who then reskilled in cybersecurity. This creative solution allowed BT to not only identify cybersecurity brand ambassadors, but to promote its cybersecurity prowess across the business. The internal recruitment campaign was innovative and effective, with judges praising the unique approach.



### Polski Holding Hotelowy Bronze

Hotel brand Polski Holding Hotelowy built an employer brand designed to turn employees into brand ambassadors. The internal engagement led to a more dedicated, loyal workforce – a boon for a company in the challenging hospitality sector. The ambassador programme was beloved by employees and is continuing on into the future.



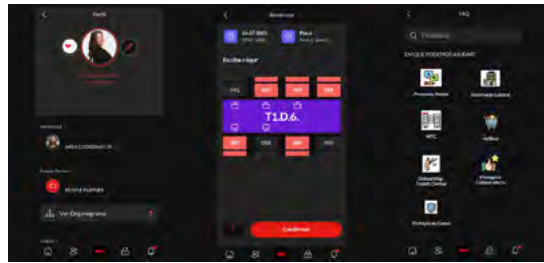
### SAP Bronze

The SAP Employee Ambassador Portal was designed to empower SAP employees to share their highlights and successes, humanise content and provide a glimpse into life at SAP. The ambassadors then helped build recruitment communications, allowing SAP to bring an authentic tone of voice to bear on the recruitment audience. Judges thought this exhibited an excellent ongoing commitment to the employee experience.

## Best onboarding and/or reboarding programme

### Worten Silver

Worten, representing electronics retailer Sonae Group, needed to personalise its onboarding process to engage employees in Portugal and Spain. Worten used employee feedback to create an adaptable onboarding journey that replaced the previous 'one size fits all' strategy. One judge said, "They've considered how to join something together but also personalise it and recognise that different roles will have different experiences."



### Renewi and Wardour Bronze

Renewi worked with Wardour to develop a game that would engage existing and new employees with the company's purpose. The company's purpose has been key to its operations for years. But, after a 2016 rebrand and 2019 acquisition, reintegrating that purpose into the heart of Renewi's operations will have helped align employees – incoming and existing – to the company's objectives.



## Best employee wellbeing initiative



### Innovects

#### Gold

Digital transformation technology company Innovecs used the opportunity provided by the pandemic to re-examine its wellbeing offering for employees. Instead of simply focusing on individual self-care, it harnessed the concept of belonging by launching the 'InnoClub.' This initiative created a number of employee communities focusing on sport, hobbies and personal development.

By building the company's sense of community, it hoped to not only improve employees' wellbeing, but craft a stronger business as a result. InnoClub had specific targets associated with it, which allowed the team to measure its success. "This feels like it's more than just a branding exercise," said one judge. "It feels innovative and fresh." Another praised the "vision in creating a brand and club around wellness communities. It is a creative approach."



### Product Madness

#### Silver

Game developer Product Madness worked with 71 Consulting to ensure the pandemic wouldn't harm its corporate culture and the sense of belonging it fostered among employees. A wellbeing programme was rolled out, including comprehensive provisions for mind, body and spirit. This ranged from online doctor access to Deliveroo gift cards to a home office budget. Judges thought the programme was effectively implemented.



### Mowi Poland

#### Bronze

Salmon farm company Mowi's Polish outpost wanted to focus on its employees achieving a positive work-life balance. It promoted a programme of wellbeing support, activities and opportunities available to staff, which contributed to a reduction in attrition. Judges were impressed with the way the programme became a core brand priority and foundation for the company's internal culture.

## Best employer brand management from the education sector

### N Family Club and Creed Communications Gold

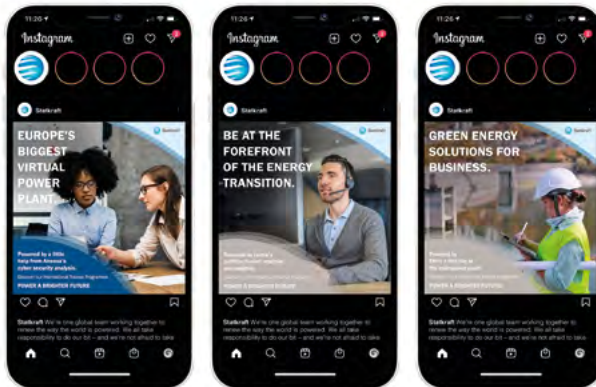
Nursery group N Family Club needed to compete for staff in a difficult environment. Early education professionals are in high demand across the country. But, they believed the power of its brand, its commitment to education and its staff would help make an impact on the recruitment audience. Creed Communications crafted the strapline, 'For dreams of all sizes.' This clever approach both spoke to the dreams of employees themselves, but also to the company's purpose of fostering the dreams of the children in its care.

This inspiring EVP was coupled with professional, approachable and creative design that made an impact on digital channels. The campaign resulted in a 151% increase in applications – with no additional spend – and 25 fewer vacancies within five months. "I love the campaign and the different touchpoints," said one judge. Another praised the way it "tapped into the essence of the company and the heart and soul of the employees."





## Best employer brand management from the energy and utilities sector



### Statkraft and Symphony Talent Gold

Europe's largest renewables company, Statkraft, worked with Symphony Talent on an employer brand that highlights this crucial difference from others in the energy sector. Using the 'power a brighter future' strapline, the employer brand communicated both power and a sense of making an impact on the world for the better. This message was complemented by a copy style that used an initially impactful statement followed by a 'personal power statement.' This juxtaposition allowed Statkraft to discuss its purpose and role in the energy sector while also showcasing the personal impact its employees have on achieving that. One example, 'Clean energy for 4,000 businesses in Scotland. Powered by Sophia and her super organised spreadsheets,' exudes brand personality.

The copy style made an impact on Statkraft's audience as well as our judges. Judges praised the research-driven approach to crafting the new employee communications as well as the creative employer brand strategy.



# *TONIGHT*

**63.2% OF YOU WILL HAVE ONE TOO MANY.**

**25.4% OF YOU WILL LOSE YOUR WALLET, YOUR KEYS OR YOUR WAY HOME.**

**12.75% OF YOU WILL KISS SOMEONE YOU REALLY SHOULDN'T HAVE *(WE WON'T TELL)*.**

**4.67% OF YOU WILL THINK TONIGHT'S WINNERS SHOULD HAVE WON.**

**100% OF YOU WILL WONDER HOW WE KNOW ALL THIS.**

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W O N D E R • W O R K S

## Best employer brand management from the engineering and manufacturing sector

### Turkish Aerospace - Future talents program

**Gold**

Turkish Aerospace has committed to being a future-facing employer, fostering young peoples' interests in STEM subjects and improving the diversity of its workforce both now and in the years to come. One of the ways it is achieving this is through its future talents programme, which delivers three education programmes for children aged 6-18. Alongside this, Turkish Aerospace has worked with schools and the Turkish government to improve engineering curricula and engage with students across the country.

Judges praised the strong reach the company has had in delivering its programme. They noted that by targeting and nurturing young talent, Turkish Aerospace sets itself up as an employer of choice once those students seek graduate roles.



### Turkish Aerospace - Women inspiring the sky

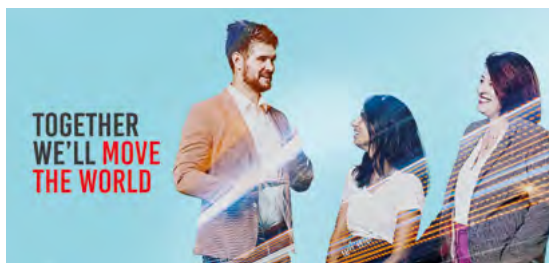
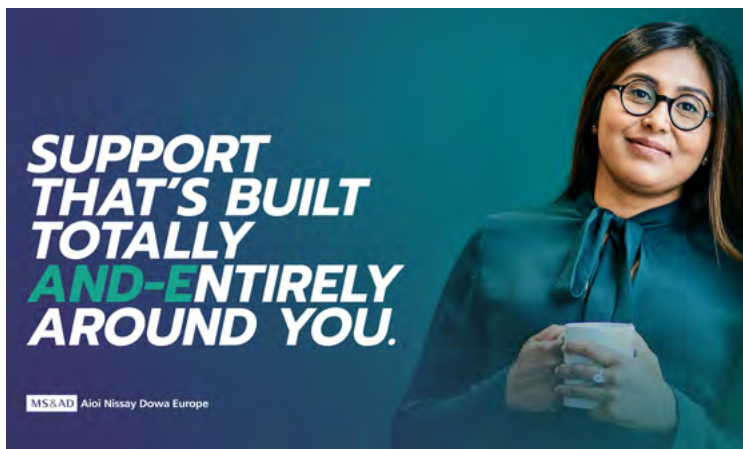
**Bronze**

As an International Women's Day initiative, Turkish Aerospace's 'Women inspiring the sky,' was conceived of as a mentoring programme to foster female engineering talent. By building better ties between the company and female engineers, it is both raising the profile of its talent base while also strengthening its own employer brand in the process.



## Best employer brand management from the financial services sector

### MS&AD Aioi Nissay Dowa Europe



### AND-E and BrandPointZero

#### Gold

An insurance brand under the Toyota umbrella, AND-E was facing poor brand recognition in the UK. Its mix of consumer-facing brands also contributed to a lack of unity for employees, who didn't associate themselves with the AND-E brand. BrandPointZero had to build an employer brand from the ground up, developing assets, language, imagery and a communications strategy for the first time.

And the brand has already noted impressive results. There has been no change in the attrition rate since the launch of the employer brand, while agency hires are down 28% and there has been a significant reduction in recruitment costs. One judge said, "Considering they've effectively gone from a standing start of nothing to keeping retention the same and increasing internal hires, it feels like the research has managed to tap into something and really resonate with people."

### Toyota Financial Services and BrandPointZero

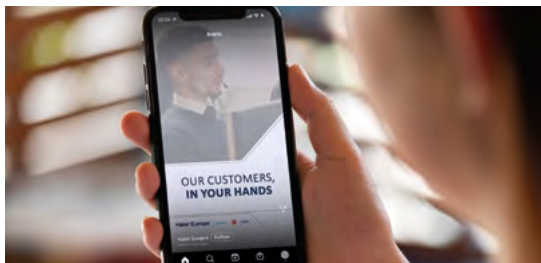
#### Bronze

BrandPointZero created an EVP for Toyota Financial Services, allowing it to build awareness of the brand as an employer and to communicate more effectively with potential candidates. Judges thought the creative was eye-catching, clever and dynamic. One judge said, "This is a well thought-out campaign with strong social media assets and creative."

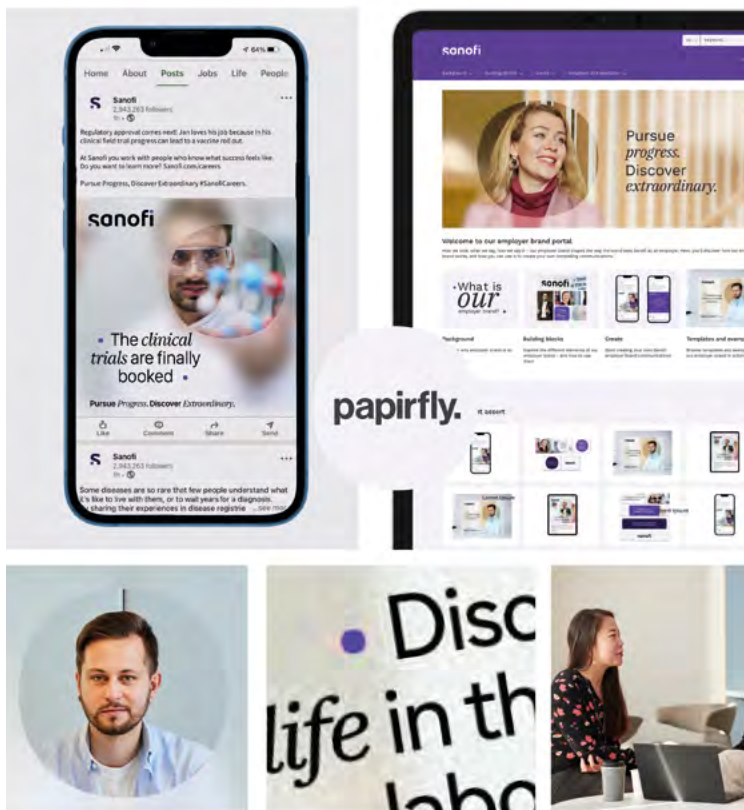
## Best employer brand management from the FMCG sector

### Haier Europe and Creed Communications Silver

After key acquisitions, Haier Europe worked with Creed Communications to integrate its business and develop a single, cohesive employer brand. The 'Our future in your hands' strapline is designed to empower employees, allowing the employer brand to make an impact across the employee lifecycle. One judge said this was "a great example of engaging your employees to form your market positioning and bring them on a journey."



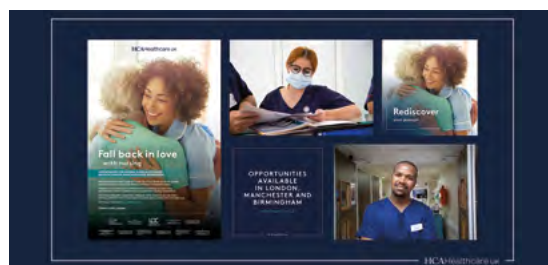
## Best employer brand management from the healthcare and pharmaceutical sector



### Sanofi and Symphony Talent Gold

As part of a programme of corporate change, Sanofi turned its focus to its employer brand. It wanted to encourage more digital and tech candidates to apply for roles while fostering a change in mindset internally to become more collaborative and data-driven. Research underpinned every element of the employer brand strategy. Similarly, the EVP echoed the corporate brand in its values and foundations.

By ensuring unity across the business, the Symphony Talent-devised employer brand was able to speak to Sanofi's culture, while also representing it authentically to the recruitment audience. The resulting creative is impressive and professional, yet exudes a sense of warmth uncommon in the pharmaceuticals sector. One judge called it a "very strong, well-thought through campaign with excellent research and planning," adding, "It appears they have taken the time to think about how the employer brand was articulated and executed alongside the new corporate brand. The execution was meaningful, creative and featured a lovely design and message."



### HCA Healthcare UK and Blackbridge Communications Silver

With a personnel crisis following the critical pandemic period, HCA Healthcare worked with Blackbridge Communications on a strategy that focused on people and their development, rather than HCA's technological acumen and environment. By helping people 'fall back in love with nursing' the campaign was emotive, impactful and successful.



### DSM and Symphony Talent Bronze

DSM worked with Symphony Talent to digitise its careers portal and improve the applicant experience. A key aspect of this was bringing the personalities of DSM employees to bear. Judges loved this personal touch, particularly the use of a Spotify playlist featuring employees' favourite songs. One judge called it "a great example of simplification to create a larger impact."

## Best employer brand management from the professional services sector

### Mitie Group plc

Gold

Mitie Group wanted to reaffirm its commitment to employees. But, doing so required stronger communications across the business, including disconnected staff, and the implementation of more effective employee engagement programmes. It was a tough challenge, which Mitie met by exhibiting an incredible commitment to its employer brand. Employee recognition, internal communication, wellbeing support and a new visual employer brand were all included as part of this comprehensive strategy.

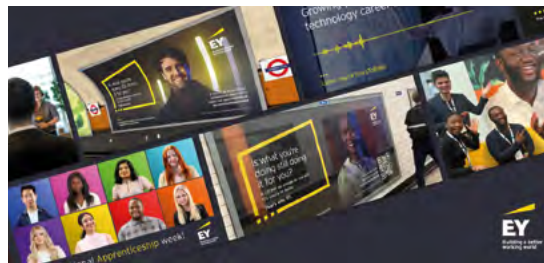
This well-researched employer brand programme resonated with judges who thought the company did an excellent job of listening to its employees and taking action on their insights. One judge said, "This was a great way to connect and engage with multiple employee types." Another said it was a "fantastic example of an EVP rollout both internally and externally."



### EY

Silver

EY wanted to make a stronger case for itself as an employer. Its 'That's why, EY,' campaign delivered a well-rounded experience of EY, according to judges. The results indicated a strong impact among EY's target audience and what judges called a "really impressive employer brand campaign."



### Newton and Tonic

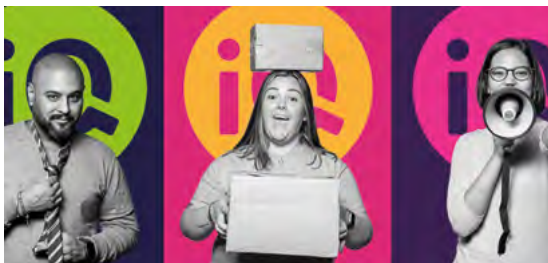
Bronze

Newton worked with Tonic to redefine itself among the graduate recruitment market. Its film-based campaign showcased diverse voices and told authentic stories about Newton, helping to change perceptions and create a better understanding of the company's culture. Judges thought the engaging creative work was impressive and clearly contributed to a successful campaign.





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



### **iQ Student Accommodation and BrandPointZero** **Silver**

The student accommodation market is dominated by a handful of big players, of which iQ Student Accommodation is one. To compete for the best staff, it put a sense of fun, belonging and joy into its employer brand. Working with BrandPointZero, the new employer brand is unique and well-suited to the corporate brand.

## Best employer brand management from the public sector



### **Met Police and Tonic** **Gold**

London's Met Police is determined to make its force more representative of the communities it serves. As a way of reaching more people, it changed the focus of its employer brand campaign with an innovative new strategy. Tonic developed the 'F is for Family' campaign, which emphasised the people behind the uniform. Films showcased officers at home and amongst their families, creating an emotional connection between them and the viewer.

The relatable creative work made an impact on viewers and judges alike. Judges thought the videos helped "bring humanity to the Met," while improving perceptions of the force and the officers serving in it. One judge said, "The execution was very strong with a powerful and memorable message. It's relatable and a unique way of tackling a perception problem around diversity head on."

## Best employer brand management from the retail sector

### Pepco and MJCC

#### Gold

Pepco was undergoing a period of expansion and needed to re-examine the way its values aligned and resonated with 23,000 employees across 16 countries. To do this, it first gained valuable insights from its employees about Pepco's culture. It then recruited a team of 45 brand ambassadors to bring the new corporate values to life across the breadth of the business – from cashiers to board members. The standout ambassador was a scruffy puppy called Budha who became the employer brand mascot.

After the five month rollout, engagement was noticeably improved across the board. Internal research confirmed the uptick in employee satisfaction, marking a successful embedding of the brand values. Judges found this to be a refreshing strategy with a great use of brand ambassadors. They also noted that the HR team's efforts to ensure the employer brand is not stagnant, but something that thrives into the future is impressive.



### Currys and Tonic

#### Silver

To bring five brands together under the Currys umbrella, Tonic updated the employer brand tagline from 'tech lovers unite' to 'where tech lovers unite.' This crucial change signified Currys role at the heart of the British tech industry, acting as a homing beacon for excellent tech talent. Judges said this had "good alignment with the corporate brand and a compelling proposition with pithy and friendly articulation."



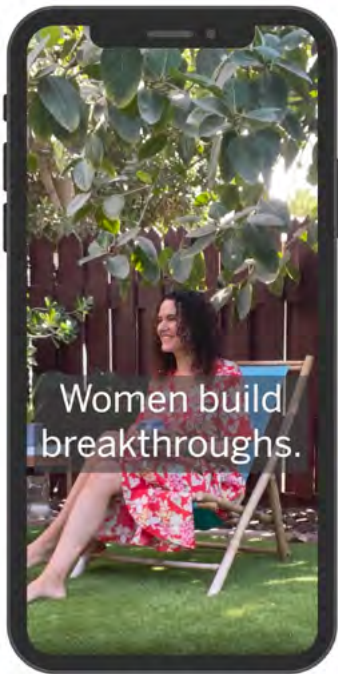
### Lidl International

#### Bronze

Lidl has worked hard over the past few years to ensure it comprehensively understands its employee experience and competitiveness in the talent landscape and corporate culture. By engaging with this data, it has been able to improve the candidate and employee experience, thus resulting in a stronger brand. "It's great to see that companies are investing in data for the employer brand," said one judge of the thorough data strategy.



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



### SAP Gold

To support its ambitious growth plans in a challenging talent market, SAP turned to its strong employer brand. It called on brand ambassadors to highlight elements of life at SAP on external channels while also imbuing its communications with its distinctive humour and personality. The employer brand team also had to overcome hiring freezes and budget shortages by working with individual business units to showcase jobs and career opportunities at SAP.

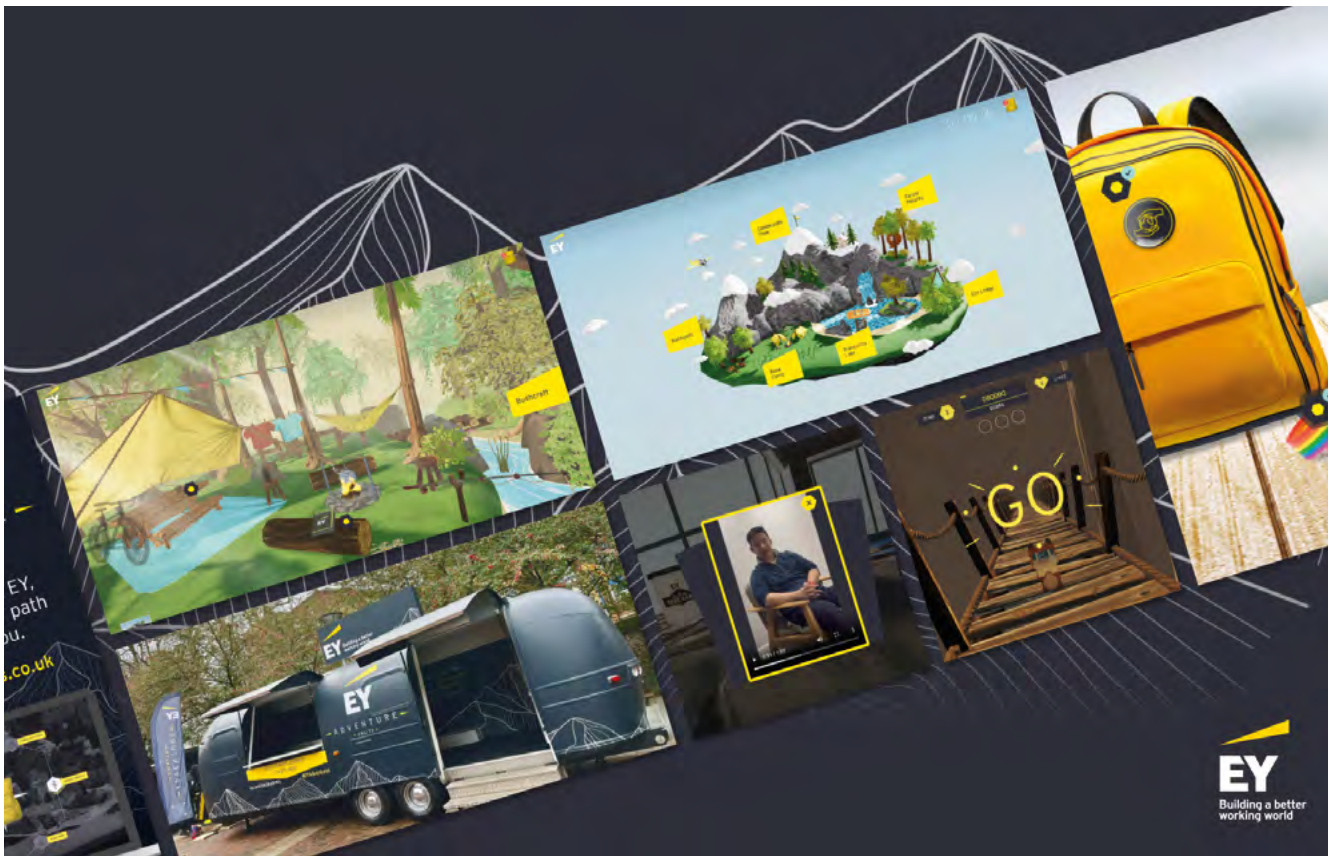
The result is another indication of SAP's ongoing commitment to its employer brand. The groundwork it has done in the past to engage employees has paid off this year by encouraging employees to help shape recruitment communications. Judges thought this blend of advocacy and employee engagement made for a winning strategy.



### Kyndryl Bronze

IT company Kyndryl had to contend with a global workforce from day one. To build a stronger corporate culture, it encouraged employees to share memories, hobbies and aspects of their lives with each other. This simple, original and efficient way of establishing an employee community, will be the foundation for a stronger corporate culture at Kyndryl.

## Best creative execution of the employer brand



### EY Winner

It's not easy to inspire top graduate candidates to not only take notice of a well-known employer, but to actively engage with its materials. For a name as big as EY, graduate recruitment requires the company to share some of its personality with candidates, explaining what it can offer that competitors can't. EY achieved this with a category-defying gamified careers portal called 'Adventure Awaits.'

The online game offered an immersive experience that enabled users to delve deeper into the careers that could await them at EY. It was a genius way to communicate about EY with an audience of highly selective young people. Instead of simply dipping into the careers portal and out again, EY noticed people playing and exploring, all the while learning about EY.

It won a gold in the challenging 'Best employer brand innovation' category, impressing judges for its truly creative approach to graduate communications. One judge said it was "an amazing example of innovation in the employer brand space. A clear objective, delivery process and activation. It was a step ahead of the rest." Its creativity, brand character and widespread impact make it a worthy recipient of the 'Best creative execution of the employer brand' prize.

# Tune in. Turn up.

While we're all together, here's two more great ways to connect and explore common interests – without having to dress up for the occasion.

**Check out our podcast and our in-person meet-ups.**



leap  
**Listens**

The employer branding podcast.



The EB LinkedIn community.



## Grand prix



### Newton and Tonic

#### Winner

To compete in the grad market, Newton needed to change not just its own employer brand, but perceptions of consulting careers more broadly. Newton wanted to catch the notice of STEM grads and improve diversity in the sector. They had to make a bit impact to hit this discerning target audience.

Tonic developed a campaign that put a myth-busting hero film at the heart of the communications. It changed the face of consulting work by showcasing Newton's own employees talking about their work. This was supported by an inspiring photography style and eye-grabbing colour palette.

And the campaign was a clear success. Year-on-year it has delivered 35% more applications, 33% fewer application withdrawals, 5% more female applicants and influenced 77% of candidates to say they would recommend Newton to a friend. A clear hit with the target demographic, this campaign also made an impact on our judges. It took a gold in 'Best communication of the employer brand to the external audience,' a silver in 'Best short-term or one-off employer brand campaign' and a bronze in 'Best employer brand management from the professional services sector.' Judges called it "simple, yet effective," "dynamic" and "super-creative." Newton set out to change the image of an entire career path among top graduates, a challenging mission and one that sees it stand out as this year's 'Grand prix' award winner.

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# FIND OUT WHAT TALENT REALLY THINK OF YOUR EMPLOYER BRAND

For ten years we have been uncovering why people join and stay at companies. We've developed a tool to make companies smarter at attracting talent and managing their reputation as an employer.



What can Wisdom inform?

CONSUMER BRAND VS. EMPLOYER BRAND

IMPACT OF YOUR BRAND CONTENT

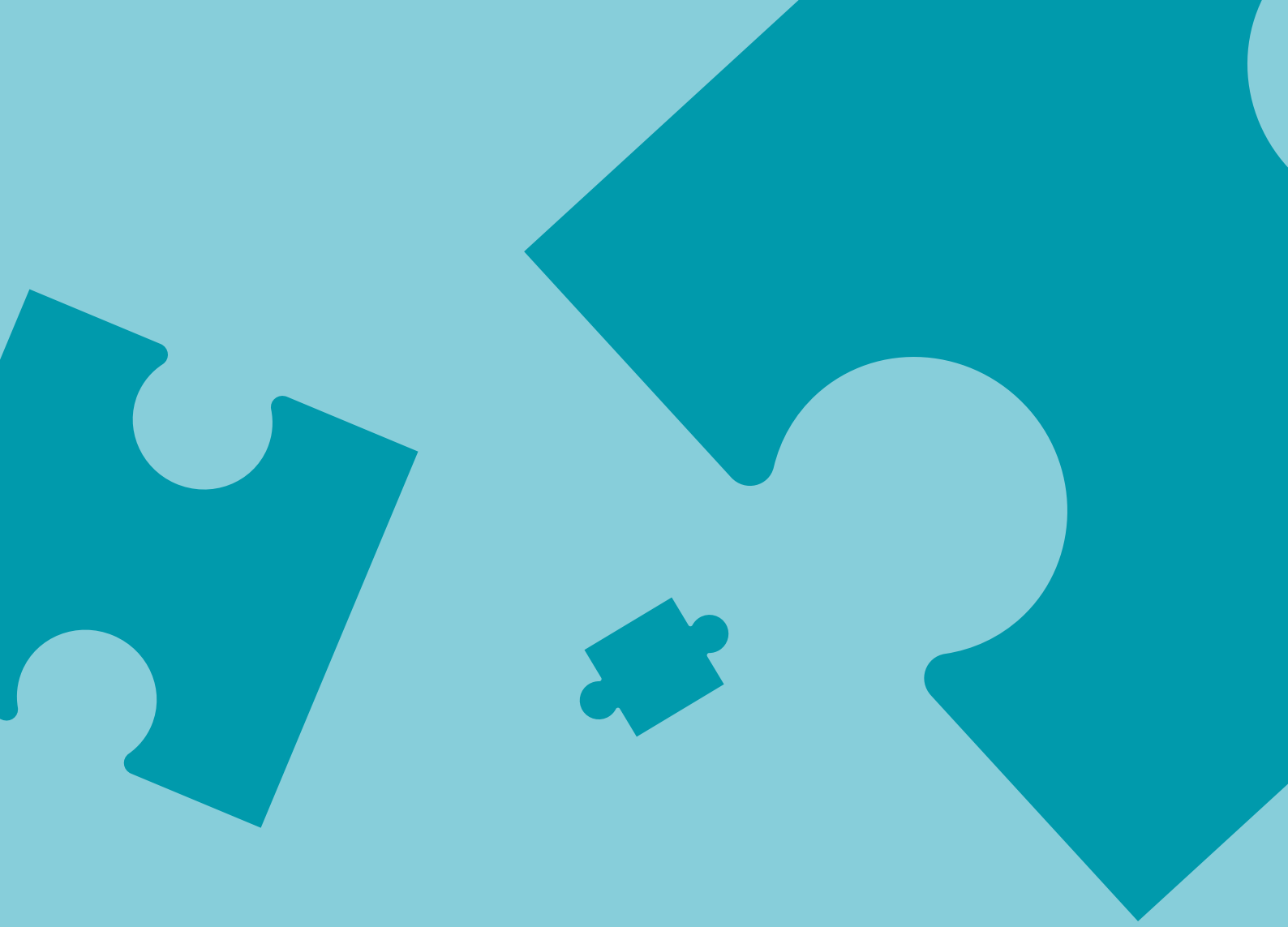
COMPETITOR BENCHMARKING



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