



WINNERS BOOK

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together to bring these stories to life for
some of the world's most recognisable
brands, including those we're delighted
to be nominated with tonight: Foxtons,
NatWest Group and BNP Paribas.

A|M|S

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people who'll turn your vision into reality.

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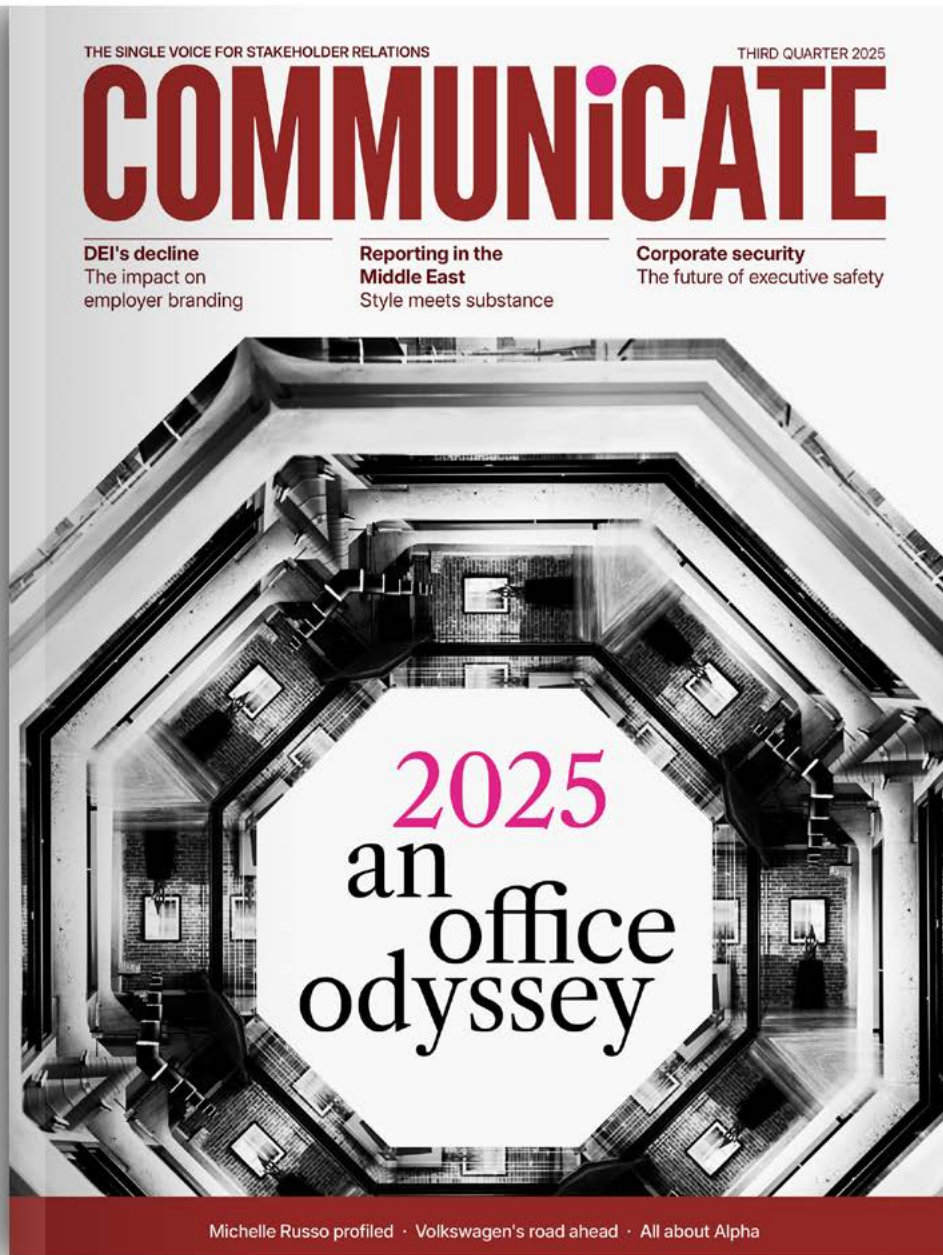
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NOTE FROM THE EDITOR



Rebecca Pardon
Editor
Communicate magazine

What we want from the world of work is constantly changing, putting employer brand management professionals to the test. It is in recruitment that the truth of how your brand is perceived is laid bare, where reputation becomes tangible and culture means more than pizza Fridays or complimentary pastries. In times of flux, such as today, the employer brand becomes more important than ever. So too, therefore, does the Employer Brand Management Awards, now in its tenth year, which recognises, champions and celebrates the hard work of those within the sector.

From a Gen Z-driven initiative putting graduates centre stage on TikTok to an Olympiad-style initiative uniting a global workforce through sport, this year's entrants have found diverse and fresh ways to infuse their employer brands with their values. As always, our judges have spent attentive and tireless hours poring over all submissions to select the very best from a competitive shortlist. A profound congratulations to this year's winners!

MEET THE JUDGES



Akeem Alleyne
Global employer
branding specialist
S&P Global

Akeem is the global employer branding specialist at S&P Global. He is a creatively driven employer brand and recruitment marketing specialist with a passion for crafting narratives that bring employer brands to life. With extensive experience in FMCG and global recruitment marketing, he specialises in EVP development, talent attraction and data-driven campaign execution. Previously at Reckitt, Akeem led the global talent attraction strategies, managed recruitment content and advocacy programmes.



Estera-Emanuela Anghelescu
Recruiting and employer
branding director
Kaufland Romania

Estera is the recruiting and employer branding director at Kaufland Romania, with more than 20 years of experience. She has played a key role in the company's expansion and, thanks to the innovative projects she has implemented, she has won numerous local and international awards, including the Global Employer Brand Leader of the Year from Kantar. Since 2023, she also serves as the vice president of the Romanian Diversity Chamber of Commerce, committing to promoting DE&I.



Alexandra Bairstow
Global employer brand/
recruitment marketing manager
JLR

Alexandra is an award-winning recruitment marketing and employer brand professional, with more than 20 years' experience working on the ad agency side and, more recently, in-house, at Boots and now JLR. At JLR, Alexandra manages a small team in the UK, connecting with the wider global HR teams to promote Life at JLR via social media, recruitment marketing digital activities, employee advocacy and more. She has recently been part of a team developing a new EVP for JLR and will work on the creation of the new employer brand.



Olha Boiko
Communications
community lead
IABC EMENA

Olha is an award-winning communications and employer branding leader with more than a decade of experience in strategic comms, employee engagement and PR. Previously she was the vice president of brand and communications at Innovecs, where she led global marketing and communications initiatives. Named Leader of the Future at the Davos Digital PR Awards 2024, she also volunteers as community lead for IABC EMENA and mentors emerging communications professionals.



Rebecca Causey
Global head of talent
attraction, sourcing and
internal communications
Siemens

Rebecca is an award-winning leader in talent attraction, employer branding and recruitment marketing, with more than a decade of experience spanning multiple industries. As the global head of talent attraction, sourcing and internal communications at Siemens, she leads a team of specialists driving the company's transformation into a leading technology powerhouse. Previously, she spearheaded IBM's global talent attraction strategy through digital transformation and has consulted for Nike, Peloton and Visa.



Paul Daniels
Employer brand and
marketing specialist
Deutsche Bank

Paul has more than 25 years of experience across three continents working in a range of marketing and communications roles on both client and agency side. As part of the global employer brand team at Deutsche Bank, his responsibilities span EVP, candidate experience, social storytelling, digital strategy and advertising, among many other topics. Paul is always looking for new and interesting ways to reach different audiences.

MEET THE JUDGES



Keeran Gunnoo
Employer brand and recruitment
marketing consultant
Flo Health

Keeran is a multi-award-winning employer brand leader with more than 15 years' experience shaping people strategies across global giants such as Unilever, Bumble, Sky and Flo Health. A four-time EBMA winner, she brings bold, culture-first thinking and a sharp eye for storytelling that moves the dial on brand, belonging and business. She's built EVPs across 10 industries and once met former US president Barack Obama to talk talent.



Michael Ham
Former international lead for
employer brand and talent
attraction
AECOM

With a hybrid career in headhunting, recruitment and digital marketing, Michael has been delivering award-winning social media, digital communications, content marketing and employer-branding programs across a variety of sectors since 2009. He has a passion for real people storytelling to bring EB and EVP to life, allied to implementing measurable, impactful recruitment marketing and communications strategies to ensure business growth targets are met.



Teodor Hedesiu
Head of consumer
lifestyle division
The M Works

Having worked in the industry for more than 18 years, Teodor is an experienced communications professional. Together with his team, he has developed numerous campaigns that made a lasting impact, earning awards at some of the most prestigious local and international competitions. His client portfolio includes Kaufland, McDonald's, Heineken, UPC, Romanian Wind Energy Association, Coca-Cola, Romanian Olympic and Sports Committee and many others.



Leonardo Intriago
Group head of talent acquisition
and employer branding
Campari Group

Leonardo is an enthusiastic HR professional with more than 20 years of experience in international organizations. Currently, he serves as the global head of talent acquisition for the Campari Group, leading a diverse team of more than 15 professionals worldwide. Leonardo's career began in Ecuador with AIESEC, followed by roles at PwC and LinkedIn in Italy. He later joined LivaNova as head of talent acquisition for EMEA, Asia-Pacific and Latin America.



Enikő László
Employer branding and
internal communication expert
Emnify

Enikő's passion for advertising started in her childhood, when she was flipping through magazines with her grandmother. That spark led her to earn a bachelor's and a master's degree in communications and PR, and eventually build a career in communications and employer branding. Over the past 13 years, she's worked with startups, scaleups and corporations across Romania, the Netherlands and Germany.



Münteha Mangan
Employer branding team leader
Aselsan

Münteha is the employer branding team leader at technology giant Aselsan. He was previously chief of employer branding at Turkish Aerospace. He began a career in employer branding while he was working for a digital employer-branding platform in 2008. After 15 years of operations and communications experience, Münteha is leading the employer brand communications of the sector's fastest-growing companies in Turkey, with a record-breaking and award-winning performance.

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MEET THE JUDGES



Rob Martin
Employer brand and marketing manager, UK
Airbus

Rob is an employer brand and marketing manager at Airbus, where he plays a pivotal role in shaping the company's image across its diverse sectors, including aircraft, defence, helicopters, space and cybersecurity. With a keen focus on early careers talent attraction, Rob specialises in engaging and recruiting apprentices, students and graduates, helping to build the future workforce of Airbus. He prioritises social media strategies and compelling storytelling, with a focus on accessibility and diversity.



Jessica Matthewman
Global employer brand and employee listening director
OLX

Jess is an employer brand director with 15 years of experience in developing successful strategies and teams. Her focus is on innovative recruitment marketing, employee engagement, culture and DE&I initiatives. Having started her career as a strategist at some of the biggest PR and social media agencies in the UK, she eventually found a passion for consulting and all things talent brand, working with global brands including Hilti, OLX and Willis Towers Watson along her journey.



Ryan McIntosh
Global employer brand and attraction manager
IHG Hotels & Resorts

With more than a decade of expertise in recruitment marketing, talent attraction and employer branding, Ryan specialises in helping companies connect with exceptional talent through compelling stories and memorable events. His experience spans a range of industries, including energy, financial services, media and entertainment and, most recently, hospitality. As the global employer brand & attraction manager at IHG, Ryan crafts strategies that bring IHG's warm culture and career opportunities to life through its EVP, Room for You.



Euan McNair
Talent acquisition, employer brand and inclusion director
Aegon UK

Euan is a strategic talent acquisition, employer brand and inclusion leader, currently at Aegon UK. He has gained a breadth of experience from a range of sectors and organisations ranging from the public sector to large-scale events and financial services. He has a proven track record of employer brand development, deployment and evolution. He is a returning judge and has been acknowledged at two previous award evenings.



Nathalie Plavonil
Global employer brand manager
TUI

Nathalie is a global employer brand manager with 14 years of experience in employer branding and recruitment marketing. She joined TUI as global employer brand manager in January 2022, to lead the post-pandemic EVP and employer-branding strategy for the global tourism group. Nathalie has previously worked in market-focused and global roles within BMW Group and Airbus. Her key achievements include leading an award-winning EVP for TUI, setting up BMW Group UK's HR marketing function and implementing Airbus' EVP across different locations in four continents.



Tom Portingale
Global employer brand and digital marketing director
IHG Hotels & Resorts

Tom is an accomplished and award-winning communications, brand PR and marketing professional, currently serving as the global employer brand and digital marketing director at IHG Hotels & Resorts. His expertise spans highly regulated sectors, including financial services, alcohol and tobacco, showcased through a distinguished career in both the UK and international markets. He is also a Chartered Institute of Public Relations-accredited PR practitioner.

PROPHET

We are The Uncommon Growth Company

Prophet is a global consultancy that helps organisations unlock uncommon growth through human-centered transformation.

Our model treats organisations like living systems — aligning DNA (purpose and values), Mind (strategy), Body (operations) and Soul (culture). We apply this to employer brand work, helping leading companies connect purpose with people, uniting EVP, culture and brand into one powerful story that attracts, engages and inspires talent worldwide.

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**Cravenhill publishing is a publishing and events business
focused on corporate and brand communications.**

Cravenhill publishing is the publisher of Communicate magazine and Transform magazine.

Cravenhill publishing's awards division organises a number of industry leading awards programmes that seek to benchmark and reward best practice in the fields in which they operate.

For further information about our awards and entry process please email:

Melanie at melanie.han@cravenhillpublishing.com

cravenhillpublishing.com

MEET THE JUDGES



Erik Rivas
Head of employer brand and recruitment marketing
Police Now

Erik has led employer branding and recruitment marketing across multiple industries, including graduate recruitment, HR tech and professional services. He currently leads the marketing team at Police Now, responsible for brand development, attracting talent and enhancing diversity within its national graduate programmes. This aligns with the organisation's mission to transform communities by recruiting and developing outstanding and diverse officers for the frontline.



Sabrina Rossetti
Global brand and talent engagement lead
Mimecast

Sabrina is an employer-brand leader with two decades of marketing and brand experience in consumer and employer sectors spanning energy, aviation, tech, professional services and retail. She is currently the global lead for brand and talent engagement at Mimecast, a leading cybersecurity company, focusing on business integration and adoption of the EVP and employer brand as part of business transformation. Sabrina led the development of Mimecast's new EVP and employer brand, which launched internally in November 2024.



Nimai Swaroop
Group head of employer branding
Coca-Cola HBC

A thought leader in his field, Nimai has held various global leadership positions in large organisations. Over the last 20 years, he has led employer branding and talent acquisition in addition to wider people transformation programs, winning numerous industry awards. He leads employer branding for Coca-Cola HBC and was previously at Philip Morris International, where he led employer branding and cultural transformation across the group.



Heather Walker
Head of global employer branding
SAP

Heather started her employer-brand journey nearly 20 years ago, typesetting job adverts above a shopping centre in Slough. From there her journey took her to a boutique recruitment marketing agency and then on to the Middle East to set up an employer-brand function from scratch for one of the region's largest retail franchise companies. She returned to the UK in 2017 to join SAP to create a recruitment marketing function within its employer brand team. In 2023, she took over as global head of employer brand and diversity recruitment.



Lucy Wilton
Senior employer brand manager
Expedia Group

Lucy is an experienced employer brand leader with more than 15 years in the industry. She thrives on the challenge of creating compelling brand narratives that resonate with talent. Lucy has spent almost six years as a senior employer brand manager at Expedia Group, before which she spent seven years at professional services firm EY, working across Asia-Pacific and the UK in employer brand manager roles.



Hollie Young
Employer brand manager
Pinsent Masons

Hollie is a global employer brand manager. Beginning her career in recruitment, she quickly recognised the importance of creating a positive and engaging journey for candidates, which has driven her to continually seek innovative ways to improve processes and outcomes. With extensive experience in delivering strategic projects, Hollie has successfully developed and launched EVPs that resonate with talent. Her expertise extends to employee advocacy, where she champions the voices of current employees to attract new talent.

THE WINNERS

COMMUNICATION

Best Alignment of the Employer Value Proposition with Corporate Brand Values

Gold – wagamama and UnitedUs

Silver – Barnsley Premier Leisure and WPA Pinfold

Silver – Foxtons and AMS

Bronze – BAT and Tonic

Bronze – Epidemic Sound

Best Communication of the Employer Brand to the External Audience

Gold – ING and TBWA\NEBOKO

Gold – KPN and Clubgeist

Silver – Currys and Tonic

Silver – Kaufland Romania and The M Works

Silver – The Intelligence Services and Stafford Long

Bronze – BNP Paribas Bank Poland and Be About | Hybrid Agency

Bronze – UNIQA Poland and Be About | Hybrid Agency

Best Communication of the Employer Brand to the Internal Audience

Gold – Coca-Cola HBC and Dawson Walker

Silver – Currys and Tonic

Silver – Syngenta

Silver – UNIQA Poland and Be About | Hybrid Agency

Bronze – Royal Borough of Kensington & Chelsea Council and WeLove9am

Bronze – Standard Chartered Bank with Symphony Talent and Casual

Best Communication of the Employer Brand to a Gen Z Audience

Gold – Barclays and Wiser

Gold – Burger King and d-artagnan

Silver – A&O Shearman and ThirtyThree

Silver – BNP Paribas and AMS

Bronze – Kaufland Romania & Moldova and Minio

Bronze – Kaufland Romania and v8 Interactive

Best Short-Term or One-Off Employer Brand Campaign

Gold – Gaucho and WeLove9am

Gold – Royal Mail and ThirtyThree

Silver – Babcock and Tonic

Silver – GCHQ and Stafford Long

Silver – RWE and Havas People

Bronze – Sanofi

Best Use of Digital

Gold – Asda and Chatter

Gold – ODEON and Creed Communications

Silver – CD PROJEKT RED

Silver – Kaufland Romania and The M Works

Bronze – Campari Group and Cielo Talent Management

Highly commended – WHSmith and Chatter

Best Social Media Strategy

Gold – Amdocs

Gold – Currys and Tonic

Gold – Kaufland Romania & Moldova and Minio

Silver – Kaufland Romania and v8 interactive

Silver – KPN and Clubgeist

Bronze – A&O Shearman and ThirtyThree

Best Integration of the Employer Brand in Communication Strategy

Gold – bp and Symphony Talent

Silver – UNIQA Poland and Be About | Hybrid Agency

Bronze – BNP Paribas Bank Poland and Be About | Hybrid Agency

Highly commended – Springer Nature

Best Employer Brand Innovation

Gold – Kaufland Romania and v8 interactive

Silver – bp and Symphony Talent

Silver – Kaufland Romania and The M Works

Bronze – IHG Hotels & Resorts

Best Use of Data

Gold – KPN and Clubgeist

Silver – ALDI and Brandfizz Employer Branding

Silver – STMicroelectronics and Human Magic

Bronze – NatWest Group and AMS

THE WINNERS

EMPLOYER BRAND POSITIONING

Best Diversity and Inclusion Strategy

Gold – bp and Symphony Talent

Silver – National Grid

Silver – RWE and Havas People

Bronze – Elsevier

Bronze – Evri and

Creed Communications

Best Management of the Employer Brand Following a Change of Mission, Positioning or Management

Gold – BAT and Tonic

Silver – KPN and Clubgeist

Silver – Sanofi

Bronze – Aegon UK

Bronze – Mimecast and Human Magic

Best Management of the Employer Brand Following a Merger or Acquisition

Gold – Worldpay and Wiser

Silver – Drax Group and Caraffi

Silver – UBS and Prophet

Bronze – Roquette and Brunswick Group

Best Localisation Programme

Gold – Amdocs

Silver – SoftwareOne

Bronze – Boston Consulting Group

EMPLOYEE JOURNEY

Best Employee Experience

Gold – Sanofi

Silver – Aegon UK

Silver – Keyloop

Bronze – Merlin Entertainments and Human Magic

Best Employer Brand Management Event

Gold – Kaufland Romania and The M Works

Gold – Sanofi

Silver – Coca-Cola HBC and Dawson Walker

Bronze – Atlassian Williams Racing and Wiser

Best Brand Ambassador Programme

Gold – Springer Nature

Silver – Coca-Cola HBC and Minio

Bronze – Amdocs

Bronze – Wiser Academy X

Highly commended – IHG Hotels & Resorts

Best Employee Wellbeing Initiative

Gold – UNIQA Poland and Be About | Hybrid Agency

Silver – Kernel

Bronze – GlobalLogic

Bronze – Keyloop

Best Ongoing Commitment to Employer Brand Management

Gold – Elsevier

Silver – Specsavers and ThirtyThree

SECTOR

Best Employer Brand Management by a Charity, NGO or Not-for-Profit

Gold – Global NGO and Tonic

Silver – Cafcass and Penna

Best Employer Brand Management from the Energy and Utilities Sector

Gold – bp and Symphony Talent

Silver – National Grid

Bronze – Drax Group and Caraffi

Best Employer Brand Management from the Engineering and Manufacturing Sector

Gold – Babcock and Tonic

Silver – MBDA and Ceriph

Best Employer Brand Management from the Financial Services Sector

Gold – BNP Paribas Bank Poland and Be About | Hybrid Agency

Silver – Worldpay and Wiser

Bronze – Aegon UK

Bronze – Standard Chartered Bank with Symphony Talent and Casual

Bronze – UNIQA Poland and Be About | Hybrid Agency

Best Employer Brand Management from the FMCG Sector

Gold – BAT and Tonic

Silver – Church & Dwight and Human Magic

Bronze – ALDI and Brandfizz Employer Branding

Best Employer Brand Management from the Food and Beverage Sector

Gold – McCain and Wiser

Bronze – Coca-Cola HBC and Minio

THE WINNERS

SECTOR

Best Employer Brand Management from the Healthcare and Pharmaceutical Sector

Gold – Johnson & Johnson and CloudFactory

Silver – Sanofi

Bronze – Froedtert Health and Cielo Talent Management

Bronze – mydentist and Creed Communications

Best Employer Brand Management from the Industrial and Basic Materials Sector

Gold – Holcim Poland and Be About | Hybrid Agency

Silver – KUKA Hungary and Brandfizz Employer Branding

Best Employer Brand Management from the Professional Services Sector

Gold – BBL Brockdorff Rechtsanwaltsgesellschaft and DUO Werbeagentur

Silver – Booking Holdings Romania and GRF+

Bronze – Boston Consulting Group

Best Employer Brand Management from the Public Sector

Gold – Cafcass and Penna

Silver – South Gloucestershire Council and WeLove9am

Bronze – Royal Borough of Kensington & Chelsea Council and WeLove9am

Best Employer Brand Management from the Retail Sector

Gold – Currys and Tonic

Silver – Frasers Group and Wiser

Bronze – Kaufland Romania and The M Works

Best Employer Brand Management from the Sports, Travel, Leisure and Tourism Sector

Gold – easyJet and Tonic

Silver – IHG Hotels & Resorts

Best Employer Brand Management from the Technology, Media and Telecommunications Sector

Gold – SoftwareOne

Silver – ZONE3000

Bronze – Cloudera

Bronze – KPN and Clubgeist

Best Employer Brand Management from the Transport and Logistics Sector

Gold – Evri and Creed Communications

Silver – Maersk and TMP Worldwide

Bronze – GOL Linhas Aéreas and HappyHouse

GRAND ACCOLADE

Grand prix

Gaucha and WeLove9am

COMMUNICATION

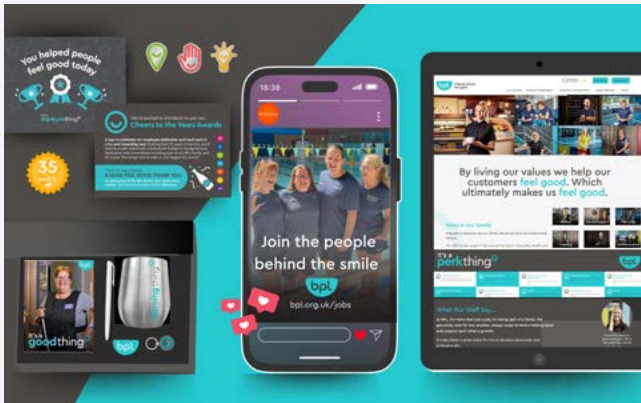


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In this impactful collaboration, wagamama and UnitedUs conjured up immersive ‘Wokshops’ held across nine UK cities. The team rolled out a refined EVP grounded in authenticity and soul, and anchored by the new brand mantra ‘feed yourself, feed others’. The refreshed EVP cut through the noise to unite internal culture with wagamama’s lifestyle-forward ethos.

18 COMMUNICATION

BEST ALIGNMENT OF THE EMPLOYER VALUE PROPOSITION WITH CORPORATE BRAND VALUES



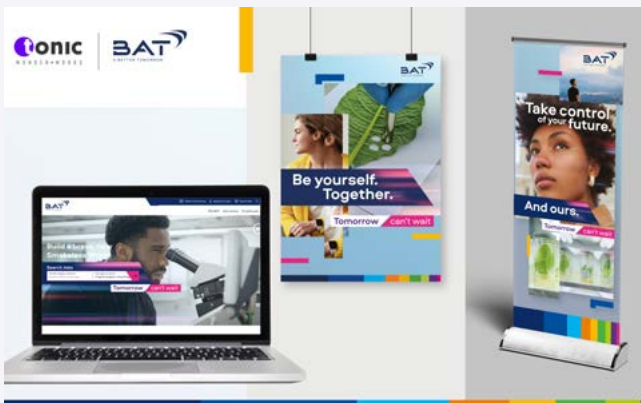
Barnsley Premier Leisure and WPA Pinfold Silver

Barnsley Premier Leisure, alongside WPA Pinfold, reimagined its EVP with a playful, people-first approach rooted in authenticity, co-creation and leadership visibility. The results saw 87% of employees now saying they're proud to work there, with a 40% uplift in development scores and improved retention across the board. "Honest, human and warm," praised one judge.



Foxtons and AMS Silver

Foxtons teamed up with AMS to reimagine estate agency recruitment via an innovative brand film and slick social media content. Emphasising energy, innovation and culture, the campaign boldly challenges stereotypes with polished flair. "A fresh, self-aware approach," commented one judge.



BAT and Tonic Bronze

Produced in association with Tonic, British American Tobacco's global EVP, 'A Better Tomorrow', blends bold optimism with sharp precision. From campus activations to C-suite messaging, this immersive rollout spanned 46,000 employees and 12 regions. And it had strong results: 80% of roles were filled internally and digital engagement grew. Judges praised the entry's strong execution.



Epidemic Sound Bronze

Epidemic Sound's bold EVP declares that 'The world will feel your work'. The brand fine-tuned every employer touchpoint, from career pages to merch, into a harmonious brand experience. Results included a 63% rise in applications, a 163% surge in tech connects and a boost in student brand favourability. One judge described the entry as "emotionally resonant".

BEST COMMUNICATION OF THE EMPLOYER BRAND TO THE EXTERNAL AUDIENCE



ING and TBWA\NEBOKO Gold

ING's 'Make It Your Job' campaign strives to reimagine financial careers with bold visuals, high-impact messaging and a human touch. Grounded in research from Universum and TBWA\NEBOKO's 4C approach (Category, Competition, Corporate talent and Culture), the campaign was pre-tested across markets for cultural nuance.

Flexible by design, localised activations rolled out in 12 countries across platforms from TikTok in the Netherlands to OOH in the Philippines. With a more than 187% spike in Belgian careers page traffic, 87 million impressions and measurable increases in candidate engagement across Europe, the platform exemplifies local-global employer brand harmony. Judges praised how the campaign avoided "corporate clichés", describing it as "well researched" and "agile".

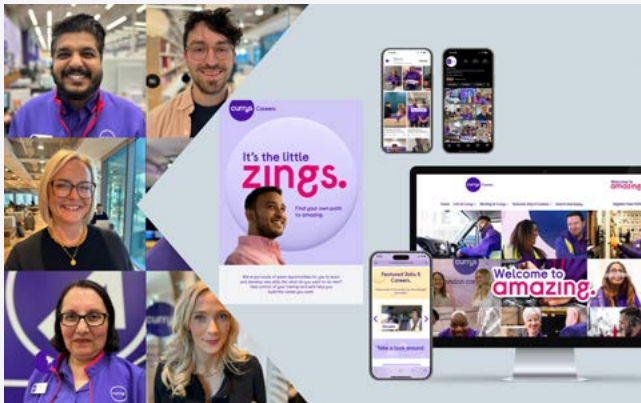


KPN and Clubgeist Gold

Tasked with hiring 190 new mechanics in a tight Dutch labour market, telecom company KPN wanted to break with clichés. Its bold, inclusive 'Green Will Make It' campaign produced with Clubgeist, highlighted real mechanics with diverse backgrounds, from bakers to builders, and swapped generic 'apply now' calls for immersive content, behind-the-scenes storytelling and a high-profile influencer collaboration.

Display ads ran in seven languages, and OOH placements featured everywhere from football stadiums to fitness chains. Instant results showed 2,068 responses in six weeks, 1,553 application starts and 107 hires. Judges praised the campaign as "strategic, inclusive and authentic".

BEST COMMUNICATION OF THE EMPLOYER BRAND TO THE EXTERNAL AUDIENCE



Currys and Tonic Silver

Currys launched its 'Welcome to Amazing' campaign, in collaboration with Tonic, designed to encompass an employer brand refresh, a new design, tone of voice, career site, social channels and TikTok presence. Real colleagues became brand ambassadors, storytelling replaced slogans and job applications soared. "Creative, cohesive and culturally relevant," said the judges.



Kaufland Romania and The M Works Silver

Kaufland Romania's 'A.C.C.E.S.' campaign, produced with The M Works, exemplified progressive employer branding through action. A five-month campaign was launched to normalise disability inclusion, spanning immersive VR exhibits, national caravans and humorous video series. With 7.3 million impressions and record engagement, judges were impressed. "An ambitious, heartfelt campaign," one commented.



The Intelligence Services and Stafford Long Silver

Faced with the challenge of recruiting for roles shrouded in secrecy, The Intelligence Services and Stafford Long reimaged their employer brand through a human-first, insight-led campaign. With messaging centred on culture, curiosity and challenge, the campaign sought to create a feeling of trust and belonging, boosting applications from women and ethnic minorities. Judges were impressed by the campaign's authenticity and results.



BNP Paribas Bank Poland and Be About | Hybrid Agency Bronze

BNP Paribas partnered with Be About | Hybrid Agency to demystify banking careers through authentic employee stories and transparent career paths. The '#UnexpectedJobs' campaign featured four main video spots and robust social media activity, achieving nearly one million YouTube views and a fourfold increase in applications, with exceptional engagement across career pages and social platforms. Judges praised the campaign's "transparency" and "strong storytelling".



BE ABOUT
HYBRID AGENCY

EMPLOYER BRANDING · COMMUNICATIONS · MARKETING · EVENTS

WINNING BRANDS DESERVE WINNING PARTNERS

5

**AWARDS
IN 2024**

9

**AWARDS
IN 2025**

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HOLCIM



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Alcon



reckitt

polpharma
biologics



UNIQO

BEST COMMUNICATION OF THE EMPLOYER BRAND TO THE EXTERNAL AUDIENCE



UNIQA Poland and Be About | Hybrid Agency Bronze

UNIQA's 'Szamuję, nie hejtuję' campaign, created with Be About | Hybrid Agency, aimed to champion respect and inclusivity with authenticity, by spotlighting real employee stories in a theatre-set film. With no script, the campaign evokes emotional truth and breaks stereotypes, reaching nearly 500,000 YouTube views in a month and boosting spontaneous applications by more than 4,600%. One judge described the campaign as "courageous".

WIN

together

Good luck everyone

**DAWSON
WALKER**



**Coca-Cola
HBC**

BEST COMMUNICATION OF THE EMPLOYER BRAND TO THE INTERNAL AUDIENCE



Coca-Cola HBC and Dawson Walker **Gold**

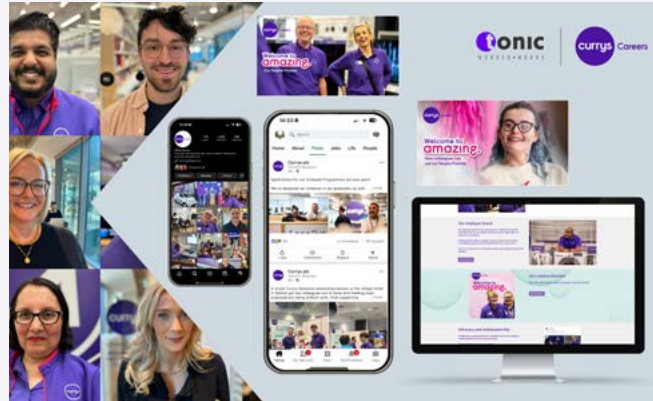
Coca-Cola HBC's employer brand experience, crafted with Dawson Walker, sought to demonstrate adaptability and immersive engagement. Pivoting last minute to extend the event, the team delivered a multi-sensory journey themed around 'Grow Every Day, Lead the Change, Win Together'.

Leaders engaged in digital puzzles, made pledges on a striking digital wall and took branded keepsakes, turning awareness into ownership. The experience achieved 100% attendance, a high engagement score and more than 170 personal pledges, sparking ongoing local activations across 29 markets. Reusable materials extended their impact to leadership roadshows, sustainably embedding the brand's ethos. More than 500 senior leaders now champion the brand. One judge said: "A well-executed blend of creativity and pragmatism."

BEST COMMUNICATION OF THE EMPLOYER BRAND TO THE INTERNAL AUDIENCE

Currys and Tonic Silver

Currys launched an internal SharePoint hub with Tonic, designed to unify employer brand resources, streamlining recruitment and advocacy. Its refreshed social strategy spotlighted colleagues, leveraging TikTok to engage younger talent. The Colleague Ambassadors Programme trained more than 1,000 employees through storytelling workshops, turning staff into authentic brand advocates. Judges praised the campaign as “genuine” and “innovative”.



Syngenta Silver

Syngenta’s ‘Agcelerators’ campaign blends creativity with sustainability, spotlighting real employees driving agricultural innovation. Through multi-format storytelling, interactive content and leader endorsements, it fosters collaboration and behavioural change. Distributed across digital and physical channels, the campaign engages employees regionally and externally, achieving more than 1.3 million social impressions and strong participation in sustainability initiatives. One judge described the campaign as “vibrant”.



UNIQA Poland and Be About | Hybrid Agency Silver

UNIQA’s ‘UNIQUALNY’ initiative, produced with Be About | Hybrid Agency, eschews fanfare for subtle, sustained culture change, embedding hybrid working through everyday moments and genuine employee experiences. Featuring bespoke intranet pages, employee-led posters, quirky gadgets and monthly roundups, it embraces a measured, reflective rollout that prioritises feedback over immediacy. Judges described the campaign as “clever” and “authentic”.



Royal Borough of Kensington & Chelsea Council and WeLove9am Bronze

From human-centred playbooks to everyday touchpoints such as posters and presentation templates, Kensington & Chelsea council engaged audiences through clarity, honesty and genuine staff stories. A new intranet, career site and onboarding journey were launched with WeLove9am, with more than 1,000 toolkit downloads and 86% of managers using the EVP in conversations. One judge praised the campaign’s “empathy” and “accessibility”.



BEST COMMUNICATION OF THE EMPLOYER BRAND TO THE INTERNAL AUDIENCE



Standard Chartered Bank with Symphony Talent and Casual Bronze

Standard Chartered's internal EVP campaign, launched with Symphony Talent and Casual, included four stylish, high-energy films featuring real employees in 16 languages and five global locations. Eschewing corporate tropes, the series celebrated diversity, growth and purpose. One judge described the campaign as "ambitious" and "refreshing".

BEST COMMUNICATION OF THE EMPLOYER BRAND TO A GEN Z AUDIENCE



Barclays and Wisers Gold

Barclays, in partnership with Wisers, transformed its early careers recruitment with The Creator Club, a Gen Z-driven content initiative placing real graduates centre stage on TikTok, amassing more than 35,000 organic impressions. The Barclays Festival, meanwhile, brought the culture to life in three locations, blending Q&As, glitter booths and face painters with talks from senior vice presidents.

A multi-channel digital rollout spanning TikTok, LinkedIn and YouTube drove 3.9 million student impressions and 9,700 applications. The Flip the Script coding challenge attracted diverse tech talent, with more than half of entrants identifying as women. Judges were impressed by the “energised rebrand”, describing it as “playful and purposeful”.



Burger King and d-artagnan Gold

Burger King and d-artagnan developed an innovative employer brand refresh with ‘Work It Your Way’, a punchy, Gen Z-savvy campaign designed to transform fast-food recruitment. With playful, bilingual headlines like ‘Kingsize groeikansen, ook voor Queens’, the message was loud, fun and inclusive.

Rolled out across TikTok, Spotify, YouTube and even tray liners, the campaign creatively engaged its audience, complete with a retro-style campaign jingle on cassette tape. Results saw a 162% increase in job applications and more than 12 million impressions, 65% of which came from Gen Z. The careers site saw visitor traffic increase by 188%. One judge described the campaign as “fun and full of attitude”, while another praised the “unique” campaign.

BEST COMMUNICATION OF THE EMPLOYER BRAND TO A GEN Z AUDIENCE



A&O Shearman and ThirtyThree Silver

A&O Shearman and ThirtyThree's 'Life Experiences' campaign was designed to dismantle legal stereotypes, showing that top lawyers are shaped, rather than born. With sharp content across TikTok, LinkedIn and a dedicated law career guide, the campaign sparked a 148% rise in non-Russell Group applications and boosted access from underrepresented students. Judges praised the entry as "authentic".



BNP Paribas and AMS Silver

BNP Paribas and AMS redefined graduate engagement with a stylish series of sustainability and diversity, equity & inclusion events, from rooftop networking at The Nest and the 'Proud to be B.L.A.C.K' campaign to the GradLife ambassador programme. With more than 180,000 site views and high conversion rates, the bank infused its EVP with purpose. One judge described the campaign as "thoughtful and future-facing".



Kaufland Romania & Moldova and Minio Bronze

In a bold rebrand, Kaufland Romania & Moldova and Minio turned TikTok into a cultural bridge between supermarket floors and Gen Z ambition. With more than 90 mobile-shot videos and 17 million organic views, the campaign celebrated real workers and aimed to reshape retail as a point of pride. Judges praised the campaign's "authenticity."



Kaufland Romania and v8 Interactive Bronze

Kaufland Romania's Jobidon, produced with v8 Interactive, cleverly repurposed in-game recruitment to reach Gen Z via its digital playground. Partnering with Romanian streamers, the campaign linked gaming skills such as teamwork and strategic thinking to real retail work. With livestreams in Valentine's Day chatrooms and interactive workshops, Jobidon transformed job ads into natural, engaging in-game conversations. One judge described the campaign as "inventive".

BEST SHORT-TERM OR ONE-OFF EMPLOYER BRAND CAMPAIGN



Gaucha and WeLove9am Gold

Gaucha, working with WeLove9am, sidestepped convention with a fun, multi-sensory prank that stopped candidates in their tracks with the message that steakhouse Gaucha was “going plant-based”. A cinematic radio teaser, vegan menus, faux social buzz and geo-targeted landing pages built a layered illusion.

Ultimately, an email revealed the final twist: “You didn’t really think we were ditching steak, did you?” The campaign was immersive, emotive and expertly engineered. It aimed to transform perception, resulting in 450 applications in a single day and 98% of roles filled within a week. Judges described the campaign as “bold, sharp and fun”.

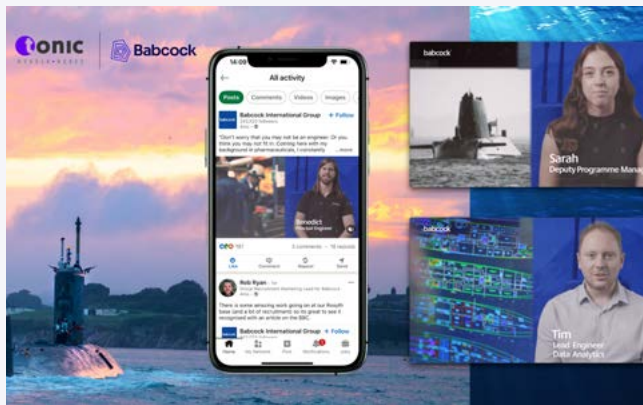


Royal Mail and ThirtyThree Gold

In a flurry of festive cheer, Royal Mail and ThirtyThree reimaged a seasonal recruitment campaign with a colourful, copy-led approach designed to charm and spark conversation. Promoting the message ‘We Deliver MORE’ the campaign turned classic Christmas carols into catchy calls to action across print, social, paid media and even door drops.

A bespoke micro-site served as the campaign’s hub, while real-time optimisations across TikTok, Facebook and Google ensured reach in even the trickiest locations. The campaign resulted in 8,000 recruits, a 300% rise in completed applications and a significant drop in cost per hire, all with less media spend. Judges praised the campaign as “smart and cohesive”.

BEST SHORT-TERM OR ONE-OFF EMPLOYER BRAND CAMPAIGN



Babcock and Tonic Silver

Babcock's recruitment campaign, produced with Tonic, sought to defy sector stereotypes, hiring 110 new engineers, digital specialists and project managers in just three months, well ahead of target. By prioritising attitude over experience and spotlighting Babcock's Submarine Support Engineering's national security role, the campaign forged a strong emotional connection through employee-led storytelling and targeted social media. Judges praised the campaign's "authenticity and heart".



GCHQ and Stafford Long Silver

GCHQ's campaign, produced with Stafford Long, aspired to make a little-known analyst role more attractive to diverse talent. By celebrating curiosity and problem-solving over credentials, it reframed the intelligence data analyst role as relatable and impactful. Sharp creative, animated storytelling and authentic voices drove a surge in diverse applications and record-breaking recruitment. Judges praised the campaign for its strategy and storytelling.



RWE and Havas People Silver

RWE, in partnership with Havas People, launched a cinematic recruitment campaign set in Rødsand, a Danish offshore wind farm, aiming to raise awareness of careers in renewable energy. Through a series of short films and social media cut-downs, the initiative highlighted real employee stories and day-to-day operations, leading to measurable increases in applications across key markets. "Well executed and thoughtful," said one judge.



Sanofi Bronze

Sanofi's campaign turned Olympic sponsorship into an internal movement, using the Games to inspire unity across 90,000 employees, from 26,000 joining a global Sanofi Cup to hundreds carrying the Olympic flame. Blending science and sport, the campaign was designed to imbue employees with pride. Judges praised the "ambitious" campaign.

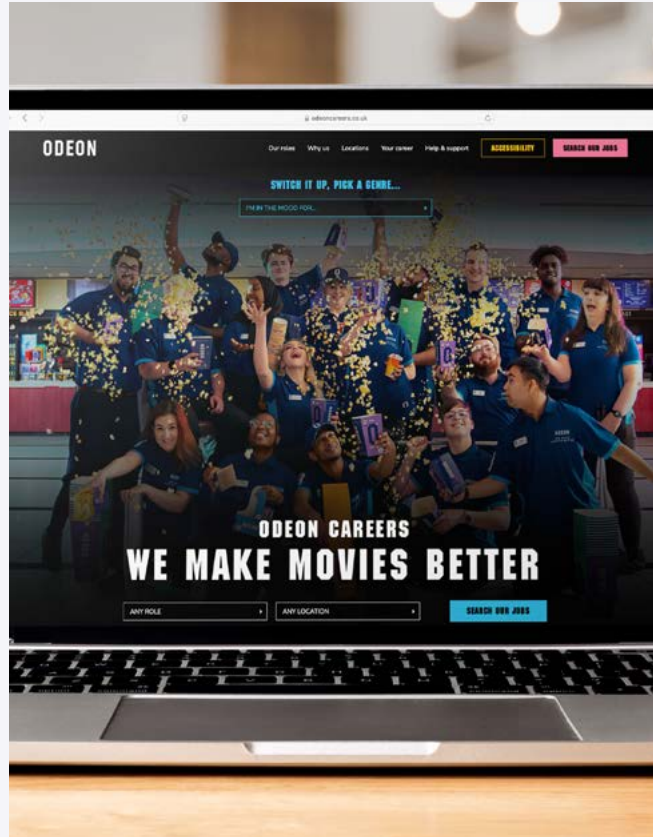
BEST USE OF DIGITAL



Asda and Chatter Gold

To help Asda navigate change and redefine itself as an employer of choice, Chatter delivered a digital campaign centred around a vibrant new employer brand: 'Find Your Everything'. The resulting careers site was designed to feel personalised, playful and packed with personality, featuring friendly fruit animations and role pages tailored by user preference.

The new site was SEO-optimised, accessibility-first and committed to engagement, addressing the hop-on, hop-off candidate trend with richer job pages, custom maps, quizzes and even a 'careers basket'. The campaign saw 3 million unique visitors and more than 17 million page views in seven months. Judges described the campaign as "clever, functional and fun".



ODEON and Creed Communications Gold

ODEON, in collaboration with Creed Communications, launched a careers site dedicated to cinema culture. The platform is designed to wrap accessibility, DE&I and personality into an engaging, story-led experience. Built with future European rollout in mind, the site sought to blend sleek scalability with local flair.

Driven by deep research, ODEON's site is designed to reflect its brand values while prioritising jobseekers. Features like genre-led engagement, tools such as Recite Me and user experience optimisation aim to make every visitor feel seen, included and excited. Since the site's debut, applications have surged 319% and bounce rates dropped 33%. One judge described the campaign as "inclusive and technically brilliant".

BEST USE OF DIGITAL



CD PROJEKT RED

Silver

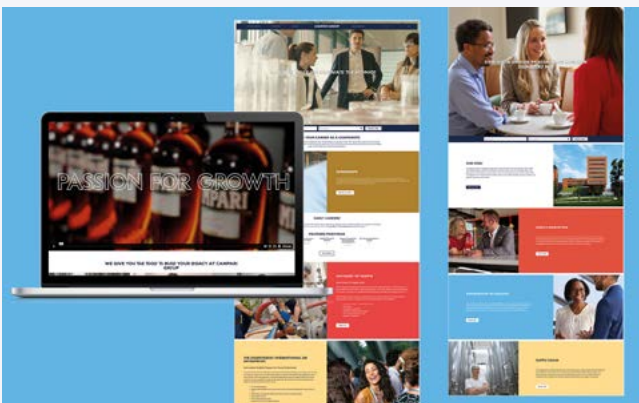
CD PROJEKT RED's AnswerED podcast offers monthly, unscripted dialogue with staff and global industry professionals, highlighting company culture, values and expertise while supporting recruitment across Warsaw and Boston. With more than 1 million YouTube views, it delivers consistent, inclusive content across platforms, and was built in-house on a modest budget. Judges praised the campaign as "thoughtful and well researched".



Kaufland Romania and The M Works

Silver

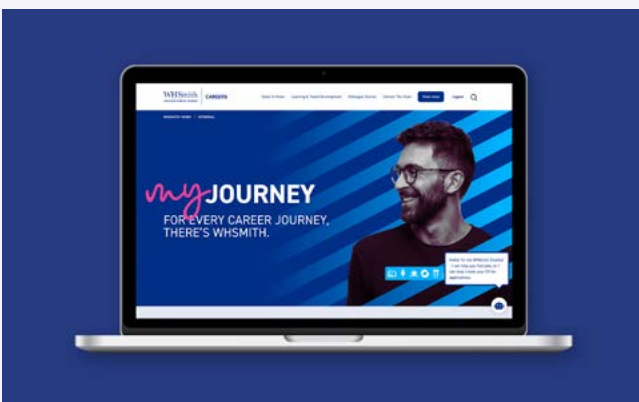
Kaufland Romania's wheelchair shopping video series, produced with The M Works, uses humour to spotlight everyday challenges faced by people with disabilities. Featuring athlete George Balta, the series delivers relatable content to counter stereotypes and foster inclusion. Judges praised the "insightful" and "bold" campaign.



Campari Group and Cielo Talent Management

Bronze

Campari Group worked with Cielo Talent Management to launch its first dedicated careers website in 2023 to strengthen employer branding post-pandemic. Featuring real employee stories, global locations and tailored content, the site delivered a 502% increase in traffic and a 37% rise in applications. Judges described the work as "confident" and "sleek".



WHSmith and Chatter

Highly commended

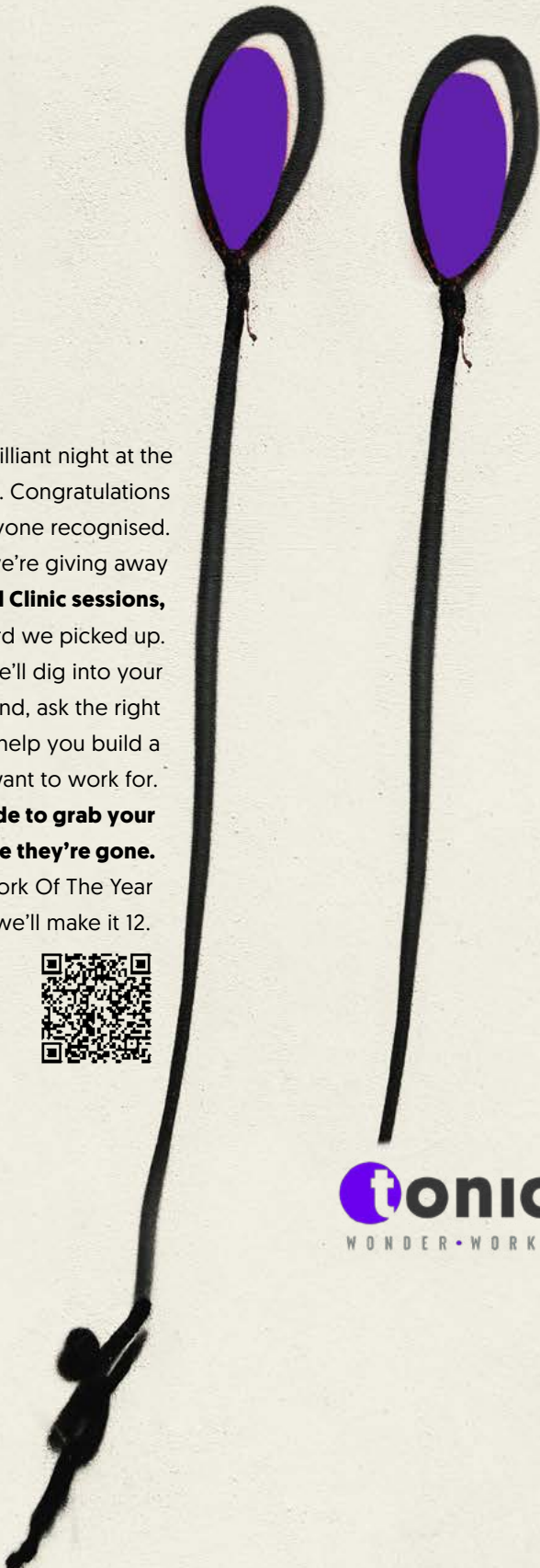
WHSmith and Chatter launched an internal careers site, supporting colleague development through accessible digital tools.

FREE

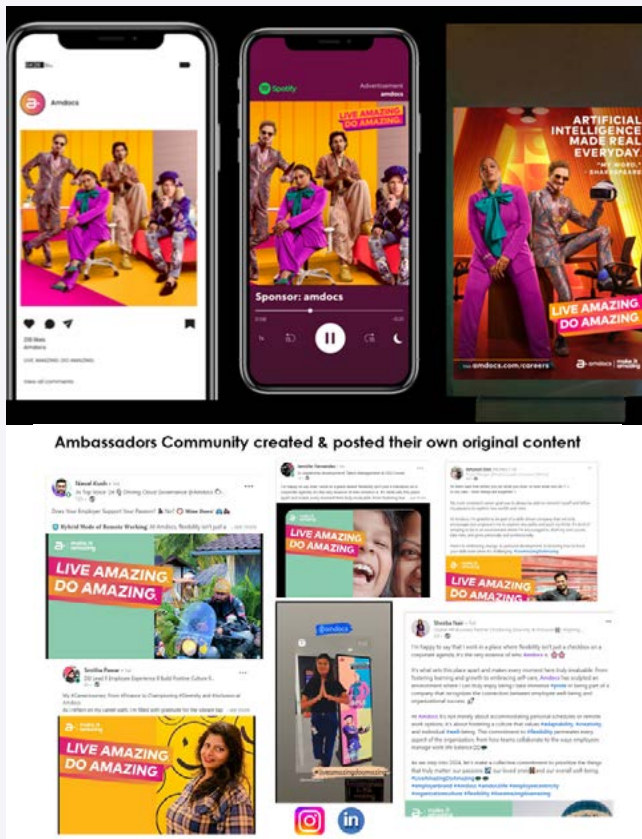
We had a brilliant night at the
EBMA Awards. Congratulations
to everyone recognised.
To celebrate, we're giving away
11 free Employer Brand Clinic sessions,
one for each award we picked up.
In each session, we'll dig into your
employer brand, ask the right
questions, and help you build a
talent brand people want to work for.
**Scan the QR code to grab your
slot before they're gone.**
And if we win Work Of The Year
again, we'll make it 12.



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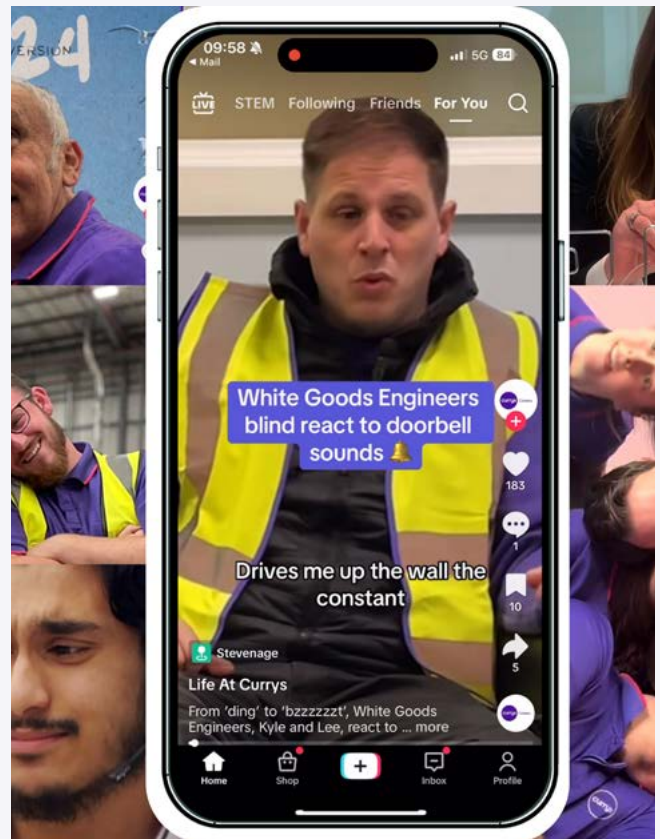
BEST SOCIAL MEDIA STRATEGY



Amdocs Gold

Amdocs launched a bold 10-week social media campaign in India to elevate its employer brand and attract top-tier tech talent. Centred on the 'Live Amazing, Do Amazing' proposition, the campaign featured Grammy-nominated artist Raja Kumari, original music, influencer collaborations and vibrant content.

Eschewing a corporate tone, the campaign rolled out organically, then strategically before revealing its employer-branding roots. With 84.5 million video views, 188 billboards and exceptional engagement, the initiative exceeded benchmarks, improving brand perception across key metrics and increasing Amdocs' India careers site traffic by 1,063%. Judges were impressed by the "stylish" and "unconventional" campaign, with one describing it as "creatively ambitious".



Currys and Tonic Gold

Faced with the challenge of modernising its employer brand for a younger, digitally native workforce, Currys launched @lifeatcurrys with Tonic, a TikTok-led strategy built not on employee-generated content, but on a scalable content engine. Combining 'content farming' and agile 'trend jams', the channel struck a balance between authenticity and branding.

In just 300 days, Currys reached more than 335,000 users, 99% of whom were non-followers, and boosted job applications by 272% and job page views by 492%. TikTok outperformed legacy platforms and even uplifted LinkedIn and Instagram engagement. "A bold move that delivered measurable, lasting impact," said one judge.

BEST SOCIAL MEDIA STRATEGY



Kaufland Romania & Moldova and Minio

Gold

Kaufland Romania & Moldova worked with Minio to tackle rising Gen Z attrition by transforming TikTok into an authentic employer branding platform. With one in five employees under 30, the brand reframed retail as a career, not a stopgap, through raw, phone-shot content grounded in employee reality.

Rooted in biometric testing and co-creation workshops, the 'Make It Work' campaign prioritised emotional honesty over gloss, celebrating grit, pride and purpose. Over eight months, more than 90 videos earned 17 million organic views, 400,000 interactions and a 26% increase in Gen Z applications. One judge described the work as "heartfelt and authentic".

BEST SOCIAL MEDIA STRATEGY



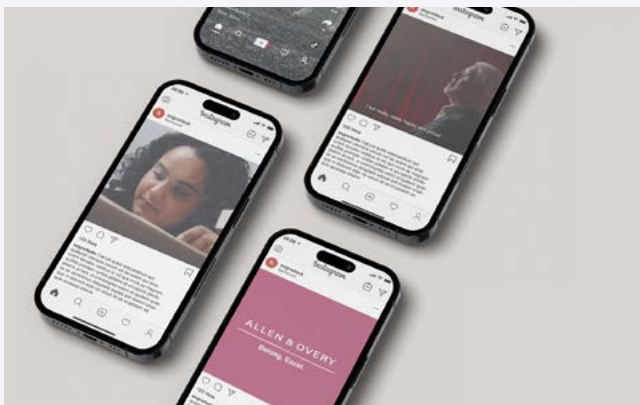
Kaufland Romania and v8 interactive Silver

Kaufland Romania worked with v8 interactive to attract Gen Z by integrating gaming culture into its job campaigns through Jobidon, an in-game avatar recruitment tool. Targeting young job seekers lacking professional experience, it expanded awareness and boosted applications by engaging gamers authentically. Judges were impressed by the innovative use of immersive gaming channels and understanding of its audiences.



KPN and Clubgeist Silver

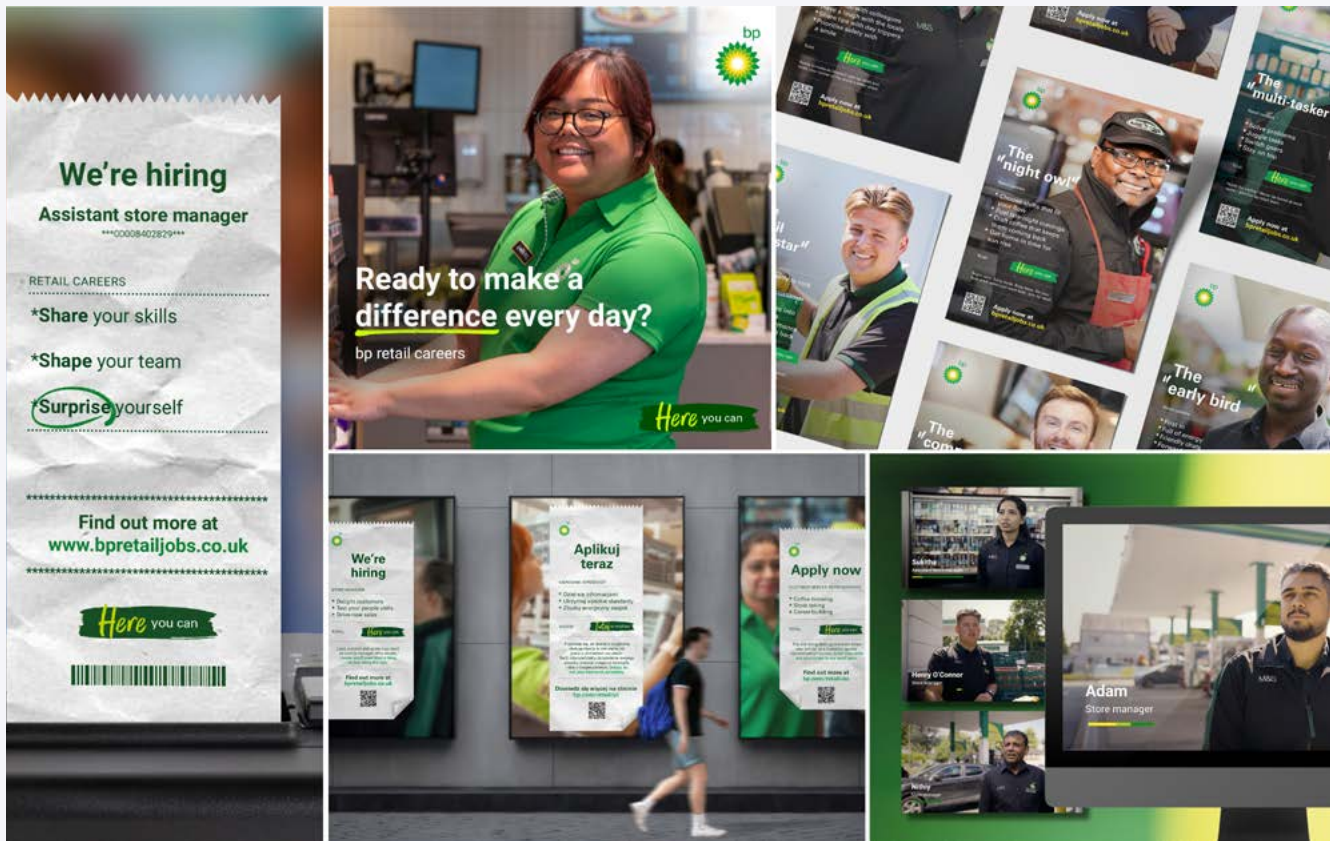
KPN launched a bold recruitment campaign for 190 new mechanics, in partnership with Clubgeist, under the concept 'Green Will Make It' emphasising inclusivity and emotional engagement, it targeted a broad technical audience with multi-channel media and influencer partnerships. Within six weeks, 107 hires doubled expectations. Judges praised the "sharp" and "intelligent" campaign.



A&O Shearman and ThirtyThree Bronze

A&O Shearman's 'Life Experiences' campaign by ThirtyThree challenged the notion that lawyers are born, not made. Deployed via Instagram, TikTok and LinkedIn, it engaged diverse Gen Z talent and boosted applications by 65%, with significant rises among non-Russell Group, non-law students and underrepresented groups. Judges commended the "digitally savvy" initiative.

BEST INTEGRATION OF THE EMPLOYER BRAND IN COMMUNICATION STRATEGY

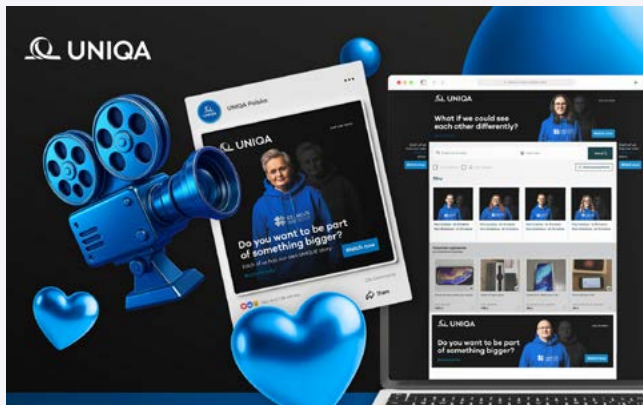


bp and Symphony Talent Gold

The retail recruitment campaign of oil giant bp, produced with Symphony Talent, put employees front and centre, capturing more than 50 staff across five countries in authentic, dynamic videos and visuals. Employees were given playful yet meaningful nicknames, reflecting their role, making the campaign relatable and personable. Strategically deployed through in-store posters, social media and localised digital screens, the initiative showcased bp's diversity, inclusion and community spirit.

This integrated, culturally nuanced approach raised employer awareness from 29% to 33%, boosted retail role appeal by 4% and increased positive sentiment and candidate consideration. Across markets, millions viewed the content, with thousands completing applications, demonstrating clear impact. Employees were transformed into authentic brand ambassadors, giving the employer brand a genuine voice rooted in real stories and lived experience. Judges described this campaign as "authentic, human and warm".

BEST INTEGRATION OF THE EMPLOYER BRAND IN COMMUNICATION STRATEGY



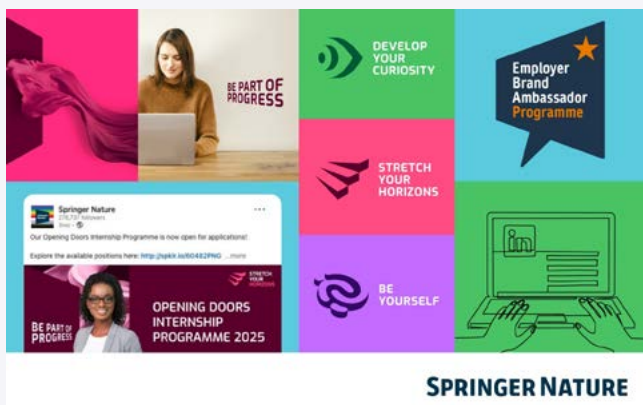
UNIQA Poland and Be About | Hybrid Agency Silver

UNIQA's campaign, 'Szanuję, nie hejtuję', developed its cultural programme with Be About | Hybrid Agency, promoting respect and emotional safety at work. Featuring real employees sharing unscripted stories on a symbolic theatre stage, it balanced difficult social issues with a positive, inclusive narrative. Judges praised the campaign's authenticity, with one describing it as "emotionally resonant".



BNP Paribas Bank Poland and Be About | Hybrid Agency Bronze

BNP Paribas' campaign, designed with Be About | Hybrid Agency, spotlighted real customer advisers' stories to humanise retail banking careers. Through candid videos and authentic narratives, it challenged stereotypes, showcasing transparent career paths and development opportunities. One judge described the entry as "honest and genuine".



Springer Nature Highly commended

Springer Nature's ambassador programme boosted its employer brand through authentic employee advocacy and LinkedIn engagement.

BEST EMPLOYER BRAND INNOVATION



Kaufland Romania and v8 interactive

Gold

Kaufland, a well-known German hypermarket chain with extensive European reach, sought to distinguish itself through innovative recruitment tailored for Gen Z. The brand recognised the challenges young Romanians face in entering the workforce, marked by professional insecurity and a fragmented job market. Kaufland partnered with Jobidon and v8 interactive to pioneer a digital recruitment campaign aimed at gamers.

Launching on Valentine's Day, this initiative replaced traditional messaging with a more youthful and engaging format, aligned directly with Gen Z's gaming culture and demonstrating how gaming skills can translate into employability. The campaign successfully raised awareness among 19 to 25-year-olds, encouraging applications despite limited prior experience.

BEST EMPLOYER BRAND INNOVATION



bp and Symphony Talent Silver

Oil company bp's campaign with Symphony Talent blended art, digital media and authentic female voices to champion workplace gender equality. Featuring Atia Sen's mural and immersive storytelling, it boosted female applications across all levels, especially senior roles. Internal advocacy and multi-platform reach sparked engagement and pride. One judge commented: "An impressive blend of creativity and strategy."



Kaufland Romania and The M Works Silver

Kaufland Romania's pioneering VR campaign, produced with The M Works, immerses participants in sign-language learning and mobility challenges faced by people with disabilities. Combining AI and VR, it fosters empathy through interactive experiences, including wheelchair navigation. Garnering wide social media reach, the initiative powerfully elevated awareness on accessibility while reinforcing Kaufland's innovative employer brand.



IHG Hotels & Resorts Bronze

IHG, a global hospitality leader, launched IHG Metaverse, an immersive digital platform designed to revolutionise talent acquisition by engaging Gen Z through virtual events and video chats. This innovation sought to amplify IHG's employer brand, fostering inclusivity and adaptability in recruitment. One judge praised the initiative as "bold and forward-thinking".

BEST USE OF DATA



KPN and Clubgeist Gold

Dutch telecom giant KPN, aiming to recruit 190 mechanics in 2024, launched a bold, data-driven campaign titled 'Green Will Make It' with Clubgeist. Challenging traditional recruitment clichés, it broadened the target to technically skilled candidates beyond existing mechanics, highlighting diversity and inclusivity. The campaign combined social media, influencer Qucee's engaging content, radio and digital out-of-home advertising in gyms and football stadiums. It showcased the practical, varied and autonomous nature of the mechanic's role, emphasising emotional connection over mere job promotion.

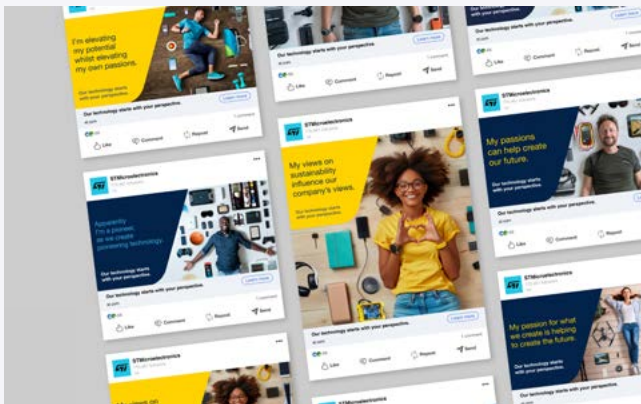
Results showed 2,068 responses and 1,553 application starts in six weeks, yielding 107 hires – double the initial target – and a 6.9% conversion rate. Cost per click dropped 27%. One judge described the campaign as a “thoughtful, inclusive strategy that delivered exceptional recruitment success.”

BEST USE OF DATA



ALDI and Brandfizz Employer Branding Silver

ALDI Hungary employed a data-driven employer branding strategy, in collaboration with Brandfizz Employer Branding, leveraging Sparkle Studio's real-time AI insights to optimise multi-channel campaigns. Combining offline events with rich digital content, ALDI increased brand visibility and recruitment efficiency, converting 25% of 'Hiring Day' attendees into hires. Judges praised the entry as "agile" and "data-led".



STMicroelectronics and Human Magic Silver

STMicroelectronics worked with Human Magic to transform its employer brand through eight weeks of rigorous, multi-country research involving more than 43,000 data points and diverse talent personas. Aligning EVP with business strategy, it tackled low visibility and workforce engagement challenges. External validation refined messaging, positioning STMicroelectronics as a compelling, inclusive employer amid global tech competition. One judge praised the work as "nuanced and research-driven".



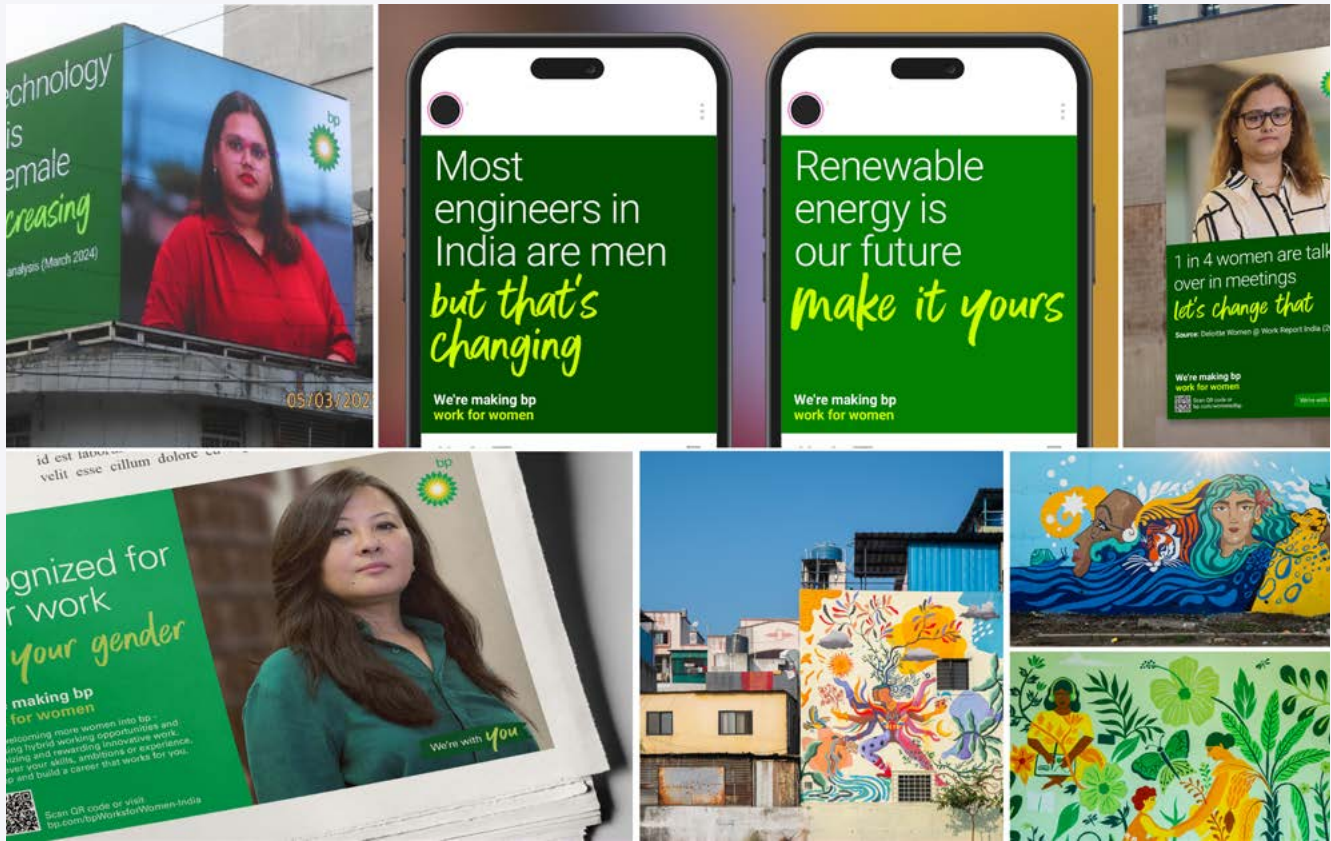
NatWest Group and AMS Bronze

NatWest Group and AMS collaborated to develop AIMIS, a recruitment platform focused on uncovering hidden potential. The campaign emphasises nurturing talent in unexpected places, delivering consistent messaging while adapting to varied audiences. It targets both early careers and lateral hires in the UK and India, reflecting a flexible, values-driven approach. Judges praised its clarity, coherence and cultural sensitivity.

EMPLOYER BRAND POSITIONING



BEST DIVERSITY AND INCLUSION STRATEGY



bp and Symphony Talent Gold

In collaboration with Symphony Talent, bp launched a campaign focused on empowering women by highlighting the multi-faceted roles they play in balancing career, family and social life. Atia Sen's mural visually represented this flexibility and strength. The internal promotion encouraged employees to engage by sharing selfies and stories, amplifying the initiative across bp's channels.

To expand the reach, ads were placed on Spotify, radio and TV, featuring authentic stories from female employees. The transparent, inclusive approach of bp resonated, leading to significant increases in female applications, particularly for leadership roles. The campaign, aimed at inspiring women to envision themselves in top positions, achieved impressive results, with notable growth in female representation at all levels. One judge commented: "This campaign stands out for its authentic and impactful approach to empowering women."

BEST DIVERSITY AND INCLUSION STRATEGY



National Grid Silver

Beamery's AI-driven recruitment system is designed to ensure fair, unbiased hiring by focusing solely on candidates' skills and experience, avoiding personal characteristics such as gender or race. National Grid's integration of Beamery sought to enhance diversity, reduce unconscious bias and improve the efficiency of talent sourcing, while also offering transparency in decision-making. Judges praised the work as "forward-thinking" and "rigorous".



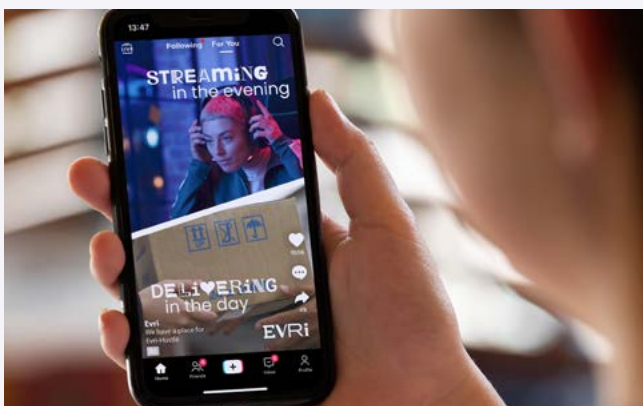
RWE and Havas People Silver

RWE's 'Power Looks Good On You' campaign, developed with Havas People, features six female role models from diverse backgrounds in the energy industry. Through inspiring interviews and visuals, they share their journeys to leadership, empowering women to break stereotypes. One judge commented: "This campaign is a powerful example of how authentic role models can reshape perceptions."



Elsevier Bronze

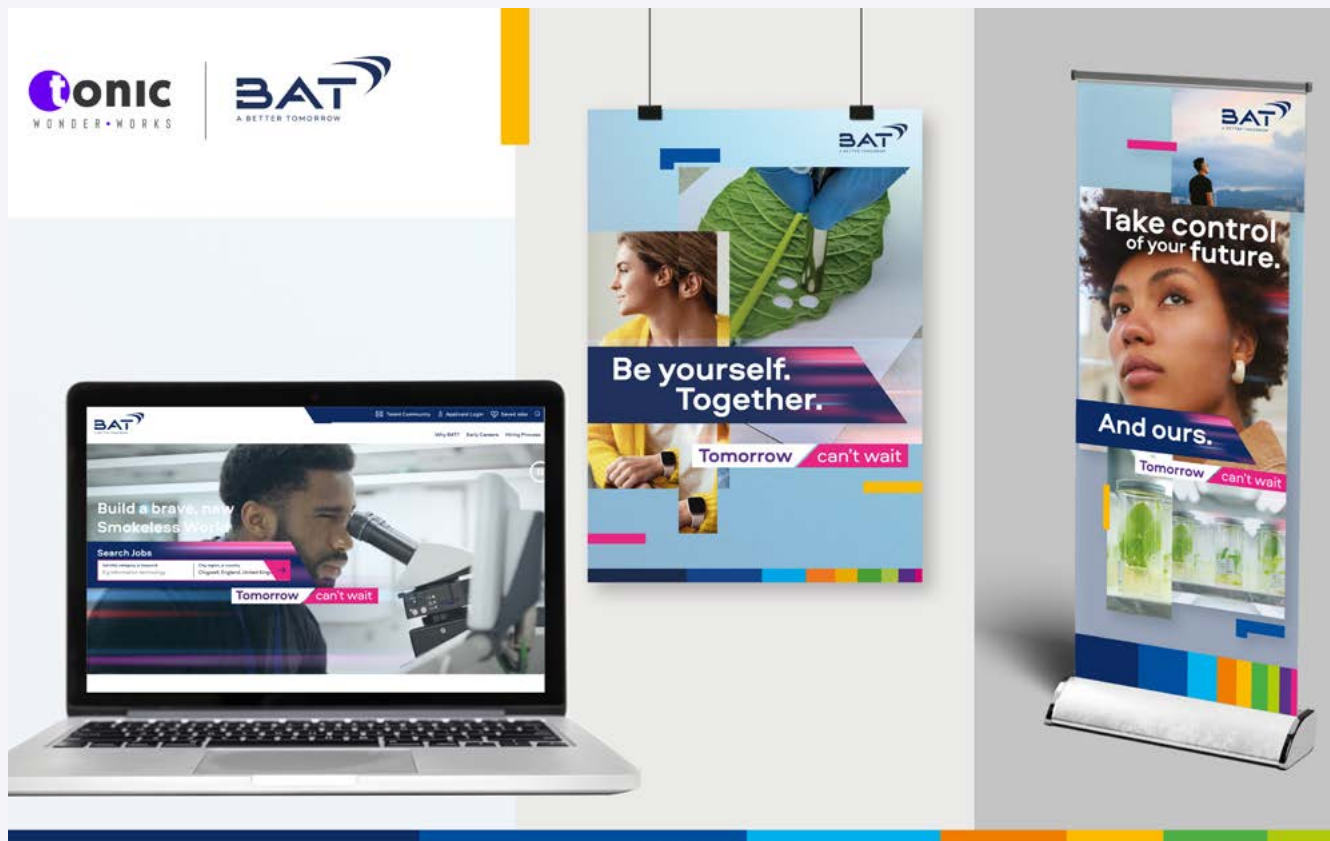
Elsevier's diversity and inclusion strategy has led to measurable improvements in employee engagement, increased applications from diverse talent pools and enhanced recognition as a top employer. Through aligning its narrative with company values, Elsevier fostered a stronger sense of belonging and inclusivity. Judges praised the "results-driven approach".



Evri and Creed Communications Bronze

Evri partnered with Creed Communications to create the inclusive 'Evri Hustle' campaign, targeting diverse talent such as parents, neurodivergent individuals and side hustlers. By promoting flexibility and autonomy, the firm redefined recruitment, leading to a 69% increase in engagement per pound spent. The campaign successfully attracted a more diverse workforce. Judges praised the "bold, cohesive campaign".

BEST MANAGEMENT OF THE EMPLOYER BRAND FOLLOWING A CHANGE OF MISSION, POSITIONING OR MANAGEMENT



BAT and Tonic Gold

BAT's EVP transformation represents a strategic shift toward a smokeless future, with a strong focus on internal engagement and external visibility. Through the launch of toolkits, messaging frameworks and comprehensive training sessions, the company wanted to ensure its employees became ambassadors of this vision.

The EVP was integrated into multiple channels, including career site transformation and global activation campaigns, resulting in significant outcomes: a 17% increase in content engagement, a 23% rise in net promoter score and a 16% improvement in job description conversion. External success included 1 million impressions on the launch video and more than 43,000 social media engagements. The initiative not only strengthened BAT's employer brand but also contributed to an 80% internal promotion rate. One judge commented: "An ambitious and expertly executed strategy."

BEST MANAGEMENT OF THE EMPLOYER BRAND FOLLOWING A CHANGE OF MISSION, POSITIONING OR MANAGEMENT



KPN and Clubgeist Silver

KPN's 'What do you do it for?' campaign, launched with Clubgeist, used personal motivation tests to match candidates with relevant roles, driving deeper engagement. The campaign featured three phases: touch (inspiring videos), tell (personalised matching) and do (direct applications). One judge said it was "a creative, personalised approach."



Sanofi Silver

Sanofi's partnership with Paris 2024 ignited internal transformation through its 'Torch Relay' initiative. The Sanofi Cup, an Olympiad-style event, saw 26,000 employees participate globally, fostering unity and engagement. With more than 2,000 Sanofi volunteers and torchbearers involved, the company's culture strengthened significantly. Post-Games, employee advocacy surged by more than 190%. One judge commented: "A truly innovative approach to employee engagement."



Aegon UK Bronze

Aegon UK launched a comprehensive strategy to strengthen its employer brand, highlighted by its Big Tune In event, where colleagues engaged with the new visual identity and strategy. The launch of Mylo, a customer finance tool, was supported by recruitment marketing assets and events, attracting 800 candidates. The enhanced career site, immersive interview process and improved onboarding contributed to higher engagement and a 98% acceptance rate, while reducing recruitment costs by £150,000. One judge praised the entry as "a well-rounded and impactful strategy".



Mimecast and Human Magic Bronze

Mimecast's 'We're Agents of Change' initiative, produced with Human Magic, engaged 20% of its workforce across seven global locations in a high-energy, gamified campaign. Employees were tasked with completing secret agent missions within tight timelines, fostering urgency and collaboration. One judge said it was "a good blend of gamification with employee involvement."



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Or, say hello@wearewiser.com

wiser

Hey there, we are **wiser**.

We change the way people think about work, creating beautiful, impactful employer brands that help the world's biggest companies attract and keep the best talent.

And we have an absolute blast while doing it.

EVP

Careers sites

Social media

Employee advocacy

Recruitment marketing

Early talent RPO

Film & photography

Campus campaigns

L&D programmes

“

Wiser are the guardians of our employer brand. We simply would not be where we are today without them.

I think that they are on the front lines of what the future of work looks like and how to really empower and elevate employee experiences. They have made my life happier and have made our business stronger.

KraftHeinz

“

If you're looking for a smart, reliable, and imaginative partner to elevate your brand and strengthen your team, Wiser is exactly that.

What truly sets Wiser apart is the trust we've built with their team. They feel like a seamless extension of our own, bringing fresh ideas, creative energy, and real passion to everything they do.

King

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TESCO

COMCAST

Coca-Cola

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Microsoft

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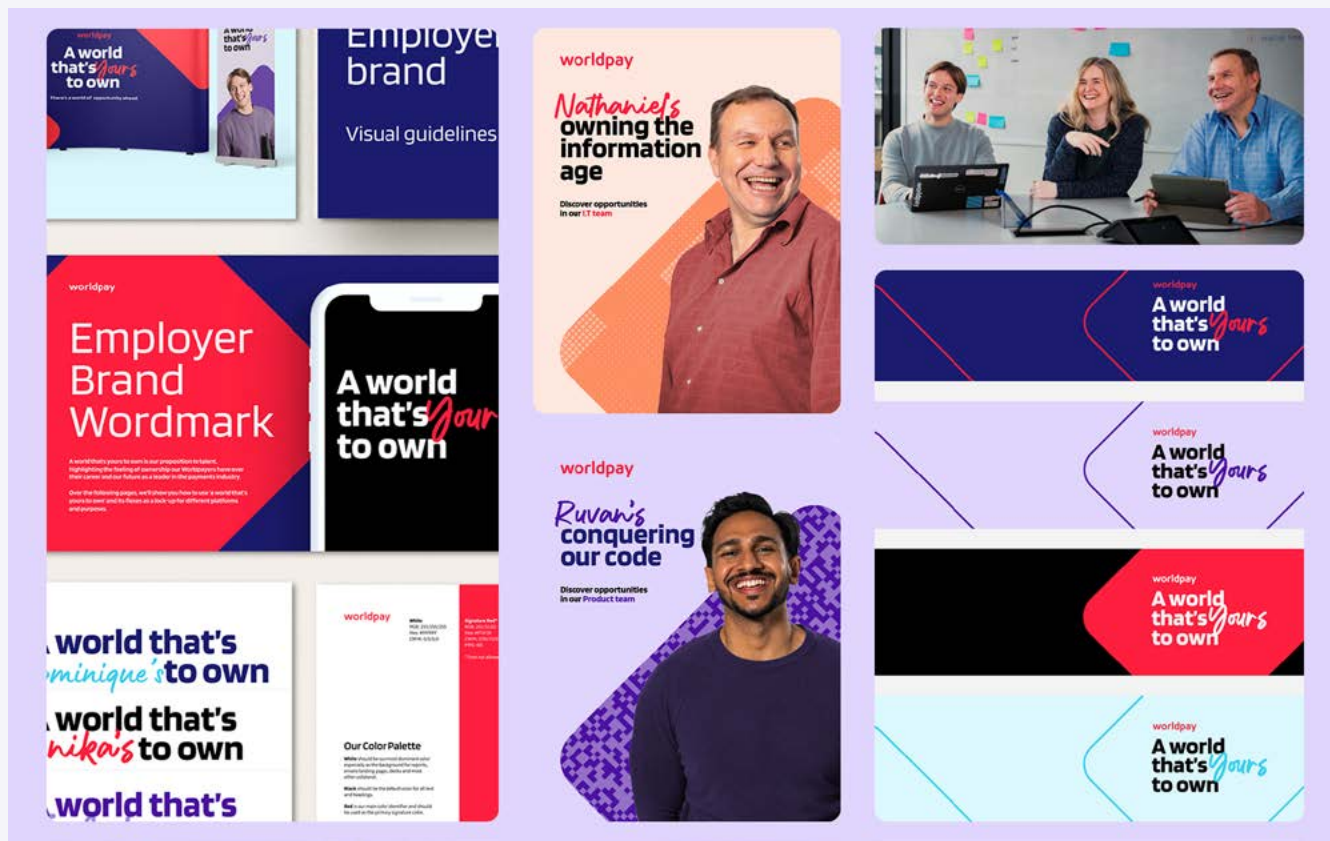
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Santander

McCain

Loro Piana

BEST MANAGEMENT OF THE EMPLOYER BRAND FOLLOWING A MERGER OR ACQUISITION



Worldpay and Wiser Gold

Worldpay's rebranding effort, produced with Wiser, followed its separation from FIS and focused on embedding a new EVP and values, co-created with more than 2,000 employees. The launch included a global online event, followed by toolkits for managers to integrate values into daily operations.

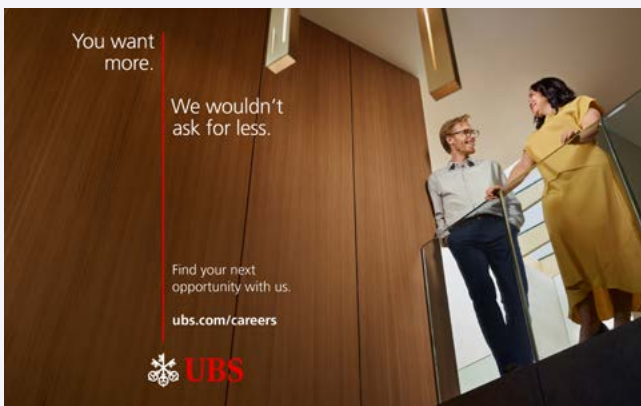
A new careers site and values-led early careers programme reinforced the new identity. Post-launch, employee engagement soared and many employees felt connected to the new values. The initiative strengthened internal pride and aligned the workforce with Worldpay's future direction. "A remarkable and effective approach to culture change post-separation," said one judge.

BEST MANAGEMENT OF THE EMPLOYER BRAND FOLLOWING A MERGER OR ACQUISITION



Drax Group and Caraffi Silver

Drax Group's new EVP, produced with Caraffi, centres around three pillars: 'We Care', 'We Shape the Future' and 'We Deliver Our Promise'. It was rolled out globally with a focus on engaging employees, featuring interactive toolkits, digital resources and leadership involvement. One judge described it as "a comprehensive and thoughtful approach".



UBS and Prophet Silver

UBS refreshed its EVP with a focus on global inclusivity and employee engagement, incorporating various initiatives, such as an updated careers website, video content and branded coffee carts for face-to-face interactions. The launch was supported by dynamic activations, including an International Women's Day video and recruiter guides, enhancing brand visibility and employee connection. "A unified and engaging experience," said one judge.



Roquette and Brunswick Group Bronze

Roquette partnered with Brunswick Group to build an employer brand rooted in the company's values and designed to unify employees across diverse backgrounds, particularly after recent acquisitions. The project included co-creating the employer brand with employees, focusing on engagement and embedding it into the entire employee lifecycle. Judges praised the campaign's "authenticity".

BEST LOCALISATION PROGRAMME



Amdocs Gold

Amdocs launched an innovative 10-week localisation programme in India to attract top-tier tech talent amid fierce competition. Central to the campaign was an original song by Grammy-nominated rapper Raja Kumari, aligning with Amdocs' global employer brand 'Live Amazing, Do Amazing'. The campaign also featured local celebrities portraying historical icons and targeted influencers, such as family and friends, alongside the primary demographic of 18 to 35-year-olds.

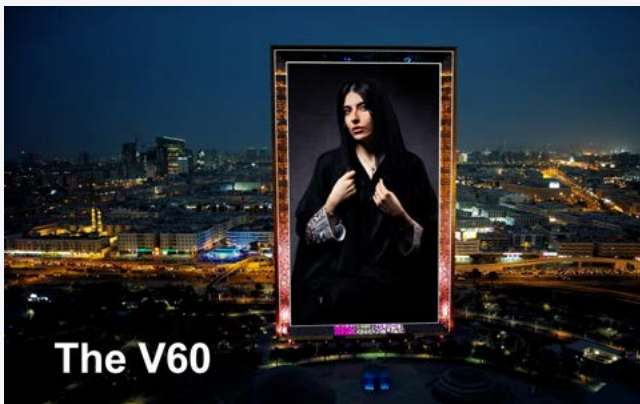
The multi-channel approach, including social media, digital ads and billboards, saw outstanding results, including more than a 1,050% increase in page views and a 70% improvement in Amdocs' reputation. Additionally, nearly 25% of respondents now consider Amdocs a potential employer, showcasing the effectiveness of the strategy in engaging the Indian tech market. "A brilliantly integrated, creative and targeted campaign," commented one judge.

BEST LOCALISATION PROGRAMME



SoftwareOne Silver

SoftwareOne's localisation strategy tailored its global employer brand to resonate with diverse local markets through authentic storytelling and cultural relevance. The campaign, spanning multiple languages and regions, featured employee-led initiatives and partnerships focused on diversity and inclusion. "Highly impactful and culturally attuned," one judge observed.



Boston Consulting Group Bronze

Boston Consulting Group launched the BCG V60, celebrating 60 pioneering women in sustainability, energy and climate innovation. Through awards, exhibitions and a high-profile gala in Dubai, the initiative boosted BCG's visibility in the Middle East while strengthening its recruitment pipeline. Judges commended the campaign's bold narrative and tangible impact, calling it a compelling blend of "purpose and engagement."

EMPLOYEE JOURNEY



BEST EMPLOYEE EXPERIENCE



Sanofi Gold

Sanofi's internal transformation found its cultural catalyst in The Sanofi Cup, a global Olympiad-style initiative engaging 26,000 employees across 65 countries. Designed to unite its workforce post-integration, the campaign combined sport, volunteering and event support through a bespoke app and local challenges, culminating in a live final at Paris's Stade Charléty.

The results show 5.4 million hours of activity, 7 million km covered and the company's largest-ever participation in an engagement campaign. From dragon boat races on the Thames to beach clean-ups in the Philippines and handbike trials in Italy, employees redefined what internal branding could achieve. The grand finale, with 10,000 attendees and live-streamers, sought to bring Sanofi employees together in a display of unity. One judge commented: "An ambitious, high-energy campaign that was masterfully executed."

BEST EMPLOYEE EXPERIENCE



Aegon UK Silver

Aegon UK reimagined its end-to-end joining experience, embedding a refreshed employer brand and visual identity throughout every stage, from assessment and induction to leadership engagement. Immersive assessment events and training for all hiring managers, including senior leadership, boosted inclusivity and efficiency. Judges commended the initiative's measurable impact, human-centric design and commitment to culture-building from day one.



Keyloop Silver

Keyloop introduced a comprehensive suite of enhanced employee benefits, designed to support life's complexities with empathy and flexibility. Covering everything from bereavement and fertility to gender transition and birthday leave, the offering reflects a commitment to wellbeing and inclusion across global teams. Judges applauded the authenticity, practical impact and thoughtfulness underpinning this campaign.



Merlin Entertainments and Human Magic Bronze

Merlin Entertainments and Human Magic launched a values-led campaign during a leadership event in Italy, using covert filming, interactive design and surprise tactics to show that employees were already living the brand's core values. The multi-sensory experience culminated in a global reveal. Judges praised the inventive execution, emotional impact and powerful ripple effect across 30,000 colleagues worldwide.

BEST EMPLOYER BRAND MANAGEMENT EVENT



Kaufland Romania and The M Works Gold

Kaufland Romania and The M Works launched a multi-sensory campaign to promote empathy and inclusion for people with disabilities. Featuring Romania's first VR sign-language experience and a powerful simulation of urban mobility challenges, participants engaged with both digital and physical installations, including real wheelchair routes.

The ALT Portraits exhibition humanised disability through accessible multi-media storytelling. The initiative reached more than 200,000 people via social media, events and earned media. Its immersive format helped reinforce Kaufland's positioning as an inclusive employer and societal ally, aligning with its A.C.C.E.S. programme goals. By creating shared experiences that spark deeper understanding, the campaign effectively bridged emotional and educational engagement. Judges commended the initiative's bold creativity, inclusive accessibility and cultural significance in making unseen realities visible to a wider public.



Sanofi Gold

To unify a workforce of more than 90,000 following major global integration, Sanofi launched The Sanofi Cup, a year-long, company-wide Olympiad involving 26,000 employees across 65 countries. Designed to foster culture change through genuine participation, the campaign offered everything from dragon boat races and volunteering to inclusive sporting events.

Culminating in a high-energy stadium finale in Paris, it featured a global livestream, CEO appearances and performances by international talent. With 5.4 million hours of activity logged and record-breaking engagement on internal platforms, The Sanofi Cup delivered a visceral sense of One Sanofi, breaking down silos across disciplines, geographies and abilities. Judges praised the initiative's scale and emotional resonance, with one describing it as a "powerful example of global culture transformation".

BEST EMPLOYER BRAND MANAGEMENT EVENT



Coca-Cola HBC and Dawson Walker Silver

Coca-Cola HBC and Dawson Walker transformed their leadership conference into a dynamic, multi-sensory employer brand experience. Through interactive storytelling, digital pledges and playful challenges, more than 500 leaders embraced and championed the new brand. Judges praised its ingenuity, emotional resonance and embedding of the brand across all markets with lasting impact.



Atlassian Williams Racing and Wiser Bronze

In just four weeks, AWR and Wiser delivered a high-impact, F1-inspired campus tour across top UK engineering universities. Despite brand changes and a sponsorship leak, the team engaged more than 1,000 STEM students and boosted brand perception. Judges found the campaign “smartly targeted” and “creatively delivered”, with one praising its resilience under pressure.



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BEST BRAND AMBASSADOR PROGRAMME



Springer Nature Gold

Springer Nature's ambassador programme aims to put people first, offering hands-on, three-month training in LinkedIn storytelling, content strategy and personal branding, supported by expert partner Dr Irène Kilubi. Ambassadors are given time, tools and trust to share authentic stories: no pre-approved scripts, just their voice. With monthly themes, expert Q&As and dedicated coaching, they are supposed to become confident advocates, raising employer brand visibility while developing their own networks and careers.

The initiative is now open to all employees via custom e-learning, and has boosted LinkedIn traffic, grown external audiences by 18% and earned a 100% recommendation rate. One judge praised the work as "elegant, scalable and genuinely empowering".

BRUNSWICK

CONGRATULATIONS TO ALL THE WINNERS

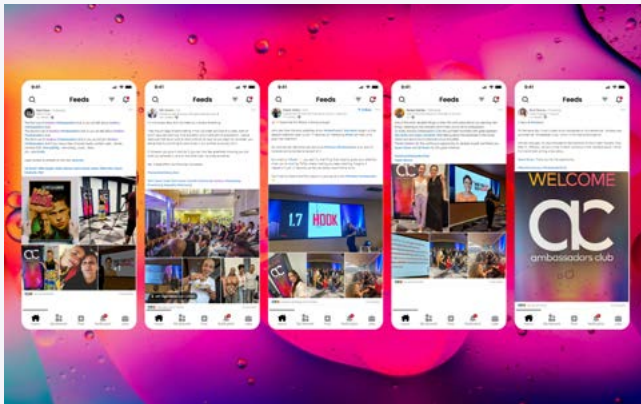
Employer Brand Management
Awards 2025

BEST BRAND AMBASSADOR PROGRAMME



Coca-Cola HBC and Minio Silver

To sharpen its appeal to Gen Z talent, Coca-Cola HBC worked with Minio to reimagine its International Leadership Training Program recruitment with radical authenticity. Trainees became creators, filming more than 50 unfiltered, peer-led videos in 27 countries. These raw, relatable stories reached 13 million graduates and drove 85% of applications via social media. “Bold” and “innovative” was how judges described the campaign.



Amdocs Bronze

Amdocs empowered employees to tell their own stories through its global ambassador programme. With no scripts and full creative freedom, ambassadors created more than 2,000 posts, generating more than 2 million impressions and a 14% rise in job applications, all organically. Judges praised the campaign’s authenticity.



Wiser Academy X Bronze

Wiser Academy X redefined brand ambassadorship with a mission to authentically engage diverse student talent and futureproof early careers pipelines. Starting with Deutsche Bank, the programme recruited ambassadors from underrepresented groups, equipped them with storytelling skills and ongoing support, and activated real advocacy across social media and campuses. “Authentic and well executed,” said one judge.



IHG Hotels & Resorts Highly commended

IHG’s global ‘Career Storytellers’ programme empowers employees to share authentic stories, boosting employer brand.

BEST EMPLOYEE WELLBEING INITIATIVE



UNIQA Poland and Be About | Hybrid Agency Gold

Rather than launching a conventional internal campaign, UNIQA, in collaboration with Be About | Hybrid Agency, curated an evolving internal experience: UNIQUALNY. Emphasising subtlety over spectacle, the initiative introduced everyday touchpoints, such as Rubik's cubes and monthly articles, anchored in real employee moments.

With posters featuring staff, snackable surprises and taboo-breaking conversation cards, the campaign sought to foster genuine engagement across the organisation. Strategic pacing ensured the programme grew organically, creating space for reflection and iteration. One judge said it was “a refreshingly understated approach”, adding that the campaign’s impact lay in its “consistency and human-centred design”.

BEST EMPLOYEE WELLBEING INITIATIVE



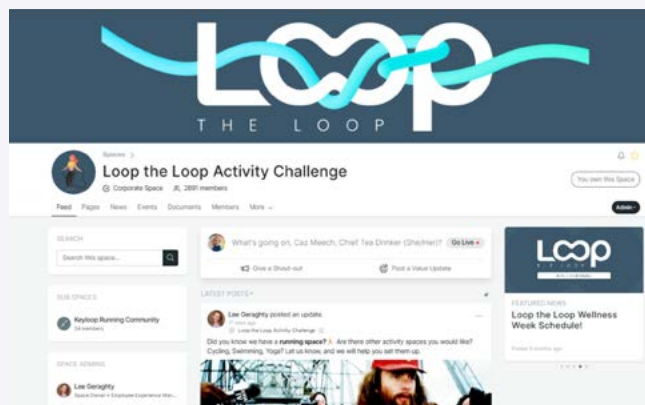
Kernel Silver

Launched during wartime, Kernel's wellness programme supports 11,000 employees across Ukraine with a calm, comprehensive focus on mental, physical, social and creative health. Accessible even in rural areas, the initiative offers webinars, challenges, psychological support and creative outlets. With more than 70% participation, it improved retention and boosted morale. "A compassionate, data-led response," said one judge.



GlobalLogic Bronze

GlobalLogic's 2024 Moving Challenge engaged 718 employees across six EMEA countries in outdoor activities, logging more than 530,000 km and saving 109kt CO₂e. The initiative raised \$20,000 for Romanian NGOs, promoted wellbeing and aligned with the UN Sustainable Development Goals. With a high satisfaction rating, it became a flagship internal programme, set to expand further in 2025. Judges described the work as "purposeful".



Keyloop Bronze

Keyloop launched a global health and wellbeing campaign to unite its hybrid workforce across multiple countries. Branded 'Loop the Loop', it encouraged physical activity, boosted morale and built community through live sessions, shared challenges and social engagement. Judges praised the campaign's "creativity and innovation".

BEST ONGOING COMMITMENT TO EMPLOYER BRAND MANAGEMENT

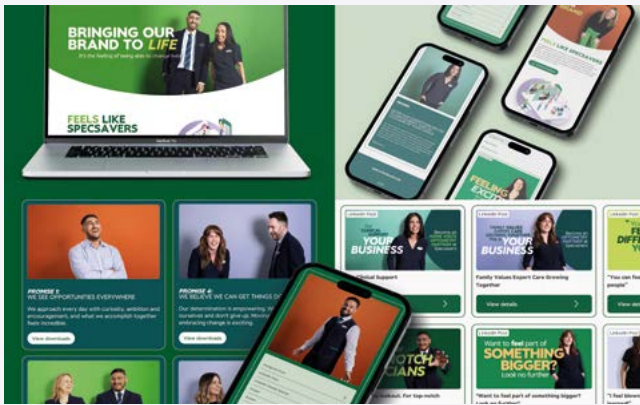


Elsevier **Gold**

Elsevier's DE&I strategy has delivered significant returns, including higher employee engagement, stronger brand perception and an 8,000 increase in job applicants from diverse talent pools. Strategic storytelling aligned with company values fostered a culture of belonging and boosted external reputation.

The campaign generated millions of social media impressions, engagements and video views, resulting in increased global visibility and press coverage. Leadership praised the initiative's creativity, impact and authenticity, highlighting its role in shaping Elsevier's inclusive culture. The campaign not only amplified Elsevier's global diversity and inclusion message, but also brought local stories to life, embedding diversity at every level. Judges praised the entry as "inspiring" and "thoughtful", with "measurable" impact.

BEST ONGOING COMMITMENT TO EMPLOYER BRAND MANAGEMENT



Specsavers and ThirtyThree Silver

To mark its 40th year, Specsavers launched a mobile-first employer brand hub, giving all colleagues, whether in stores or offices, easy access to brand assets. The platform is designed to ensure consistency and ease of use and empower teams to bring the brand to life locally. With strong engagement and praise across roles, one judge commented: “This is a smart, inclusive, mobile-first solution.”

SECTOR



BEST EMPLOYER BRAND MANAGEMENT BY A CHARITY, NGO OR NOT-FOR-PROFIT



Global NGO and Tonic Gold

Open Society Foundations' first-ever employer brand campaign redefined how the world sees this Global NGO. Partnering with Tonic, it built a strategy that didn't just advertise jobs, but also invited people to imagine their own role in global change.

The campaign responded to narrative challenges with purpose-driven storytelling, delivering more than 2.8 million impressions and increasing daily career site visits by more than 250%. By reframing purpose as 'Work Worth Doing', the campaign reached high-impact professionals across borders, doubling click-through rates on both LinkedIn and Meta. Creative A/B testing revealed that what resonated most was authenticity, clarity and impact. In a climate of disillusionment, the campaign offered hope and action, amplifying not just Open Society Foundations' voice, but also its potential. "Brave, emotionally intelligent and beautifully executed," said one judge.

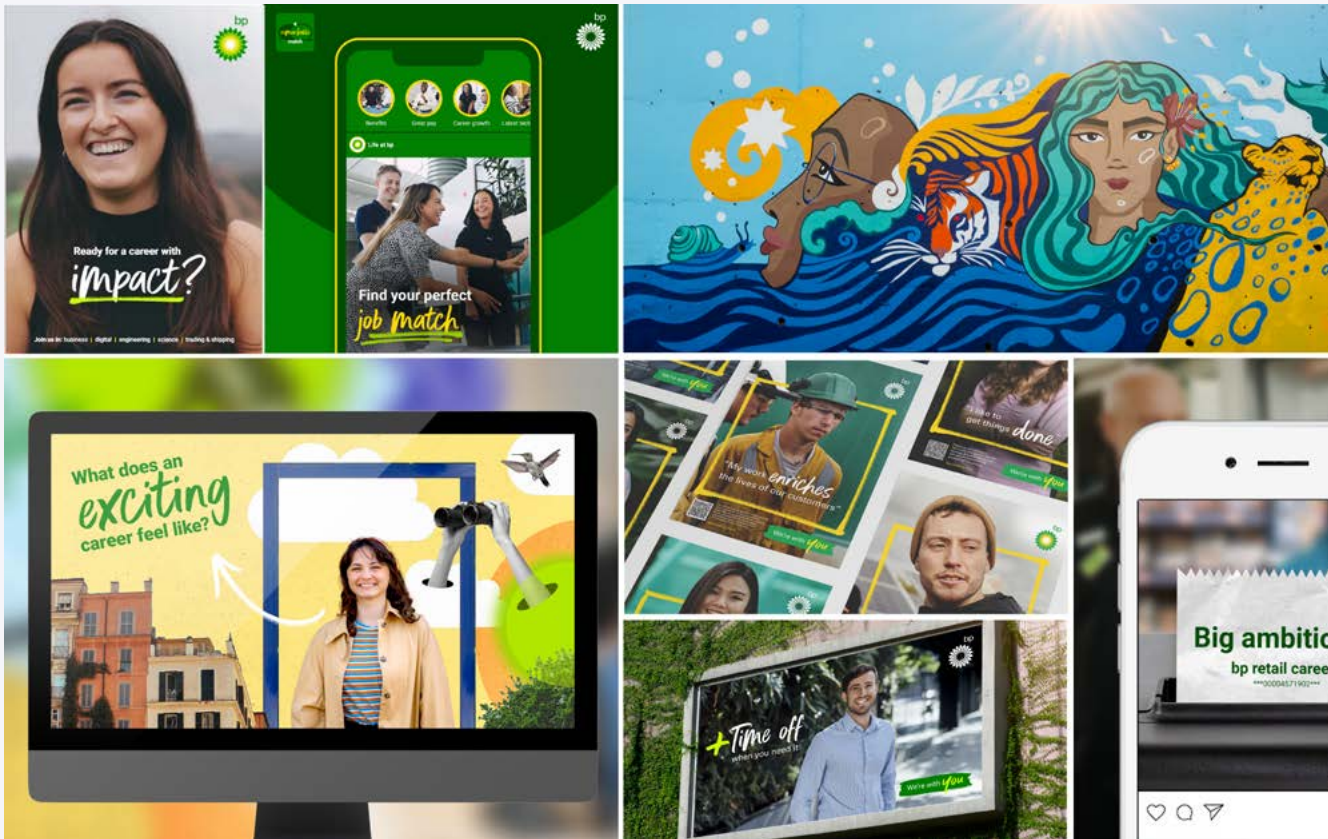
BEST EMPLOYER BRAND MANAGEMENT BY A CHARITY, NGO OR NOT-FOR-PROFIT



Cafcass and Penna Silver

To shift perceptions and attract more social workers, Cafcass partnered with Penna to launch 'Be Their Voice', a purpose-driven employer brand campaign and emotive awareness film. Rooted in deep research and powered by storytelling, the work debunked myths and showcased the reality of life at Cafcass: inclusive, flexible and child-focused. Judges praised the entry as "heartfelt" and "authentic".

BEST EMPLOYER BRAND MANAGEMENT FROM THE ENERGY AND UTILITIES SECTOR



bp and Symphony Talent Gold

With the help of Symphony Talent, bp launched a series of region-specific campaigns to shift perceptions and attract talent across retail and energy. In the UK and globally, the campaigns tackled low awareness of bp as a retail employer, using real employee stories, in-store media and digital takeovers. In India, a bold, female-focused campaign challenged gender norms and promoted career progression through murals, hyper-local storytelling and omnichannel content. The EVP message, “We’re with you”, unified all executions, emphasising support and opportunity.

The results were significant: 259 million views, more than 21,000 completed applications globally and, in India, a 240% increase in senior female applications. This campaign successfully repositioned bp as a diverse, inclusive employer committed to transformation. “A smart, multi-faceted campaign,” commented one judge. Another observed: “Exceptional regional tailoring.”

BEST EMPLOYER BRAND MANAGEMENT FROM THE ENERGY AND UTILITIES SECTOR



National Grid Silver

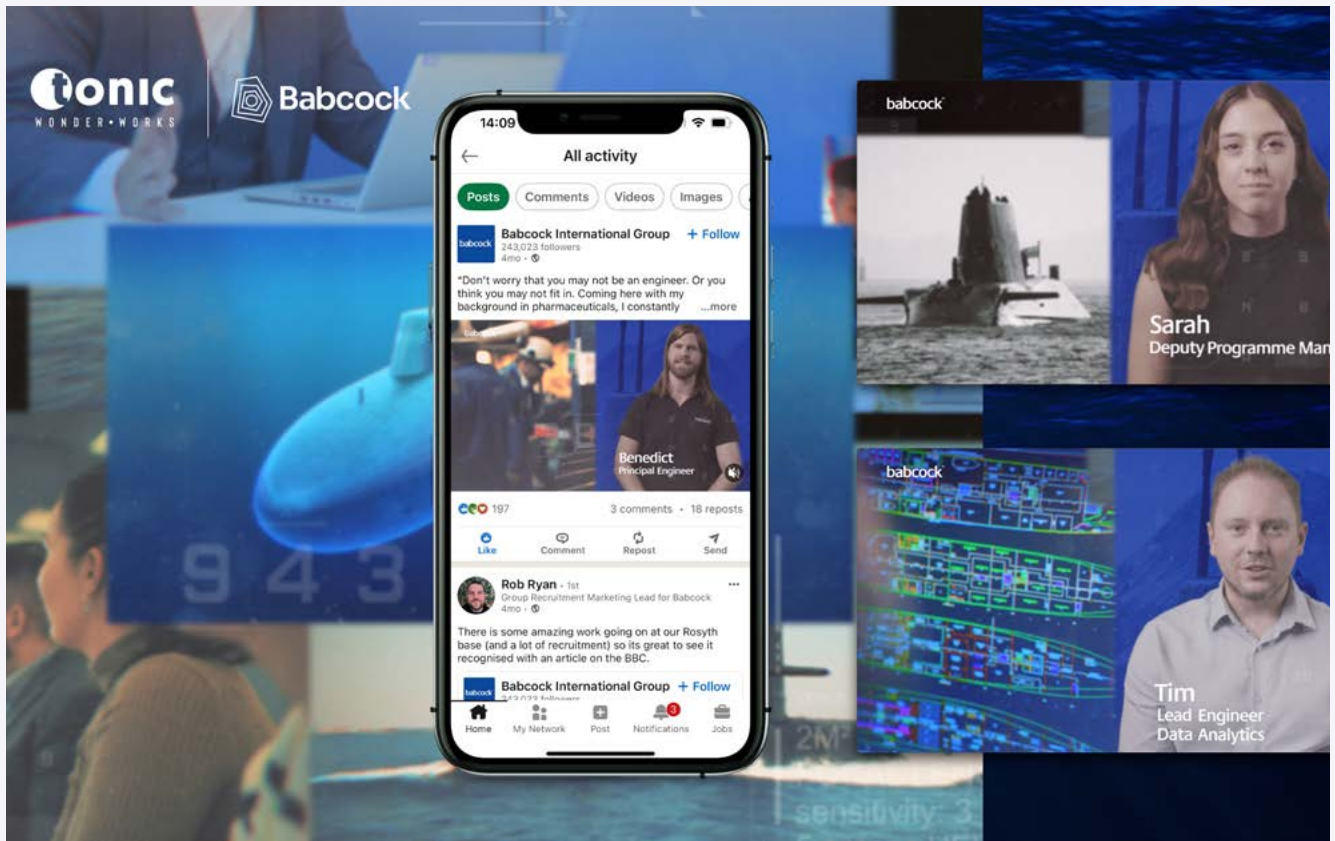
National Grid's employer brand refresh aligns with its ambition for a clean energy future. Developed with extensive employee input, it promotes inclusion, purpose and innovation across diverse audiences. Since its launch, it has driven a 186% Instagram reach growth, doubled early careers applications and improved hiring metrics. Judges described the work as "compelling" and "authentic".



Drax Group and Caraffi Bronze

Drax Group's aspirational EVP, 'Together, we make it happen', is underpinned by three pillars and four core values, emphasising safety, potential and future-shaping. Developed with Caraffi, the brand was launched via senior leadership and interactive toolkits for managers. "Well structured and inclusive," said one judge.

BEST EMPLOYER BRAND MANAGEMENT FROM THE ENGINEERING AND MANUFACTURING SECTOR



Babcock and Tonic Gold

Babcock, in partnership with Tonic, developed a targeted employer brand campaign to recruit 100 employees across engineering, digital and project management roles for SSE, a division working in defence. Faced with misconceptions about the industry, low awareness and competition, the team shifted focus from job listings to purpose-driven storytelling.

The campaign, 'Protecting the Protectors', used emotive messaging, real employee stories and short films across LinkedIn, Instagram and a bespoke landing page. The approach emphasised career development, culture and work-life balance, attracting career-switchers and younger talent. The campaign received more than 1,600 applications, filling 69 roles and delivering results two months ahead of schedule. Social engagement exceeded benchmarks, especially among the target audience. "A strong example of strategic, purpose-led storytelling," said one judge.

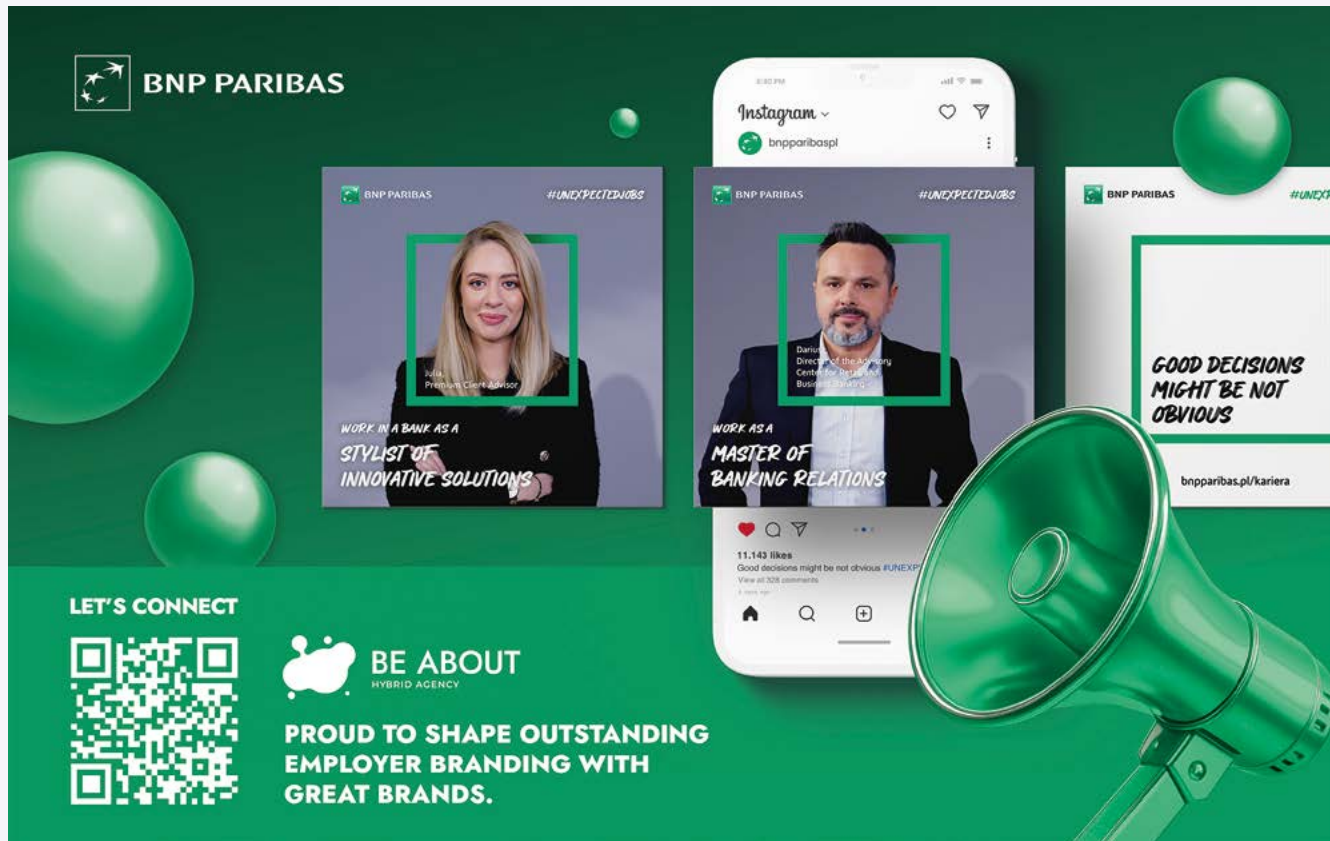
BEST EMPLOYER BRAND MANAGEMENT FROM THE ENGINEERING AND MANUFACTURING SECTOR



MBDA and Ceriph **Silver**

MBDA, in partnership with Ceriph, unified its fragmented employer branding across four national entities by launching a group-wide identity and messaging framework. Through co-creation, research and stakeholder engagement, a consistent EVP was developed to improve talent attraction, retention and internal alignment. Judges praise the work as “complex” and “impressive”.

BEST EMPLOYER BRAND MANAGEMENT FROM THE FINANCIAL SERVICES SECTOR

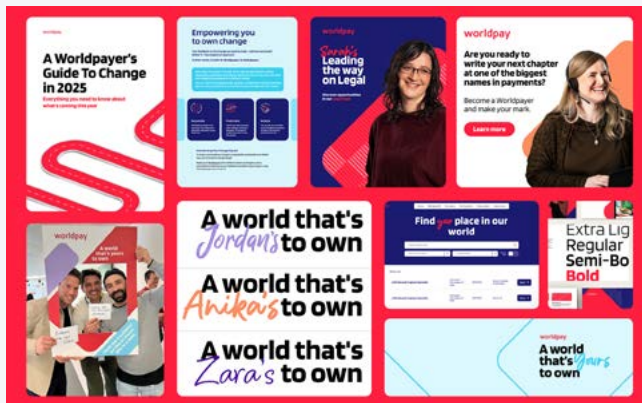


BNP Paribas Bank Poland and Be About | Hybrid Agency Gold

BNP Paribas, collaborating with Be About | Hybrid Agency, launched a campaign addressing misconceptions about retail banking roles. Using authentic employee stories from customer advisers, the campaign highlighted career paths, daily work and development opportunities. Four main videos and supporting teasers were distributed via social media, display ads, mailings and online job boards, ensuring consistent messaging across all candidate touchpoints.

The campaign surpassed KPIs with nearly 1 million YouTube views, more than 5 million unique users reached and a fourfold increase in applications for the sales network, alongside shorter recruitment times. Career pages saw dramatic traffic growth, with increases up to 10,000%. By transparently showcasing real employee experiences and emphasising a people-focused culture, BNP Paribas challenged industry stereotypes and elevated its employer brand in a traditionally low-prestige sector. Judges praised the work's authenticity, with one commenting: "Exceptional digital performance and consistent messaging."

BEST EMPLOYER BRAND MANAGEMENT FROM THE FINANCIAL SERVICES SECTOR



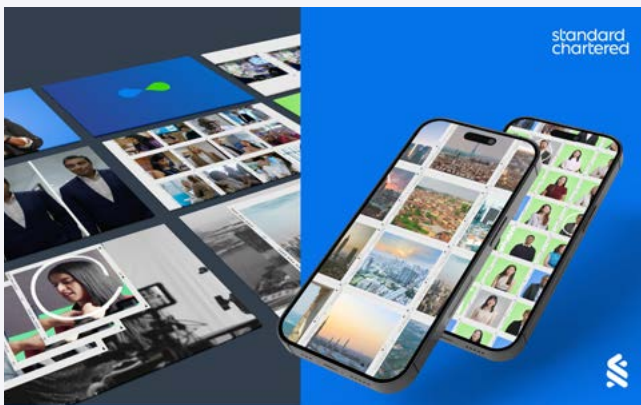
Worldpay and Wiser Silver

Worldpay developed a new employer brand and EVP post-separation from FIS, co-created with employees and leaders. A new careers site, manager toolkits and a values-led early careers programme embedded the brand across 25 markets. This fostered unity, clarity and pride. Judges praised the work as “thoroughly collaborative and strategic”.



Aegon UK Bronze

Aegon UK significantly enhanced its employer brand and talent acquisition in 2024, filling a record 729 vacancies with a 68% increase in applications. Through a new careers site, immersive assessments and targeted attraction strategies, the company improved engagement scores to 83%, reduced attrition to 6% and cut agency spend by 99.7%, fostering diversity and candidate satisfaction. “A good integration of data-driven innovation,” said one judge.



Standard Chartered Bank with Symphony Talent and Casual Bronze

Standard Chartered Bank partnered with Symphony Talent and Casual to produce 12 dynamic EVP-focused videos showcasing employee diversity and authentic stories. Filmed globally, the campaign redefined banking perceptions, targeting diverse audiences with fast-paced visuals and multiple languages. One judge commented: “A strong combination of storytelling and innovation.”



UNIQA Poland and Be About | Hybrid Agency Bronze

UNIQA's campaign centred on the internal cultural programme “Szanuję, nie hejtuję” (“I Respect, I Don't Hate”) to authentically promote inclusivity, respect and emotional safety externally. Produced with Be About | Hybrid Agency, it featured real employees sharing unscripted stories in a theatre setting and drove nearly 500,000 video views in a month and a near 4,670% increase in spontaneous job applications. “An authentic and positive campaign,” commented one judge.

BEST EMPLOYER BRAND MANAGEMENT FROM THE FMCG SECTOR



BAT and Tonic Gold

BAT's employer brand campaign by Tonic, centred on the EVP 'Tomorrow can't wait', powerfully communicates the urgency of its industry transformation and the mindset required to realise it. The campaign employs a bold, kinetic design and an inspiring tone, adaptable across global markets and diverse settings, from corporate offices to campus events.

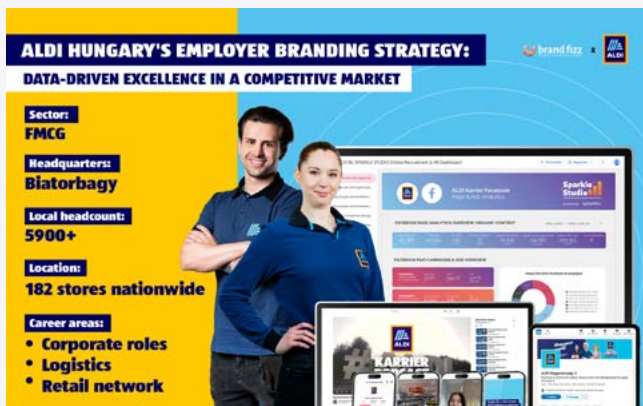
A comprehensive suite of digital, social, print and activation toolkits supports consistent messaging. The campaign has driven significant engagement, including more than 1 million impressions on the launch video, a 3.74% click-through rate and a 17% increase in career site content interaction. Notably, 80% of new roles are now filled internally, demonstrating strong employee belief in BAT's vision. The brand's presence was reinforced through award-winning activations and personalised communications to more than 46,000 employees worldwide. Through the initiative, BAT sought to position itself as a sector leader offering not only career paths, but also the chance to transform an entire industry. "This campaign combines creative boldness with strategic precision," said one judge.

BEST EMPLOYER BRAND MANAGEMENT FROM THE FMCG SECTOR



Church & Dwight and Human Magic Silver

Church & Dwight revitalised its social media with Human Magic to authentically showcase employee stories and boost engagement by 58% and impressions by 124%. A strategic, 12-month plan targeted paid campaigns and a custom insights dashboard drove a 315% increase in job apply clicks. One judge said the entry “combined authenticity with data-driven strategy.”



ALDI and Brandfizz Employer Branding Bronze

ALDI Hungary, in collaboration with Brandfizz Employer Branding, implemented a data-driven, multi-channel employer branding strategy to attract talent in a competitive retail market. Utilising the Sparkle Studio dashboard for real-time analytics, ALDI optimised recruitment campaigns across digital and offline platforms. Judges were impressed by the use of real-time data.

BEST EMPLOYER BRAND MANAGEMENT FROM THE FOOD AND BEVERAGE SECTOR



McCain and Wiser Gold

McCain's employer brand campaign, 'The Makers', highlights the company's support for employees balancing work and life, portraying careers as more than just jobs. Through a social-first approach, produced with Wiser, the campaign used authentic storytelling and diverse, relatable moments, from everyday interactions to innovation. It captured more than 523 interviews and 112 focus groups globally.

Tailored regional content ensured cultural relevance while maintaining a consistent global identity. The campaign achieved broad reach with 28 million impressions and 3 million video views, generating 47,000 completed applications and nearly doubling the average click-through rate. Using data-driven insights, McCain refined messaging to resonate across markets including the US, UK, ANZ and Europe. One judge observed that the campaign "successfully blends global consistency with local authenticity, using heartfelt storytelling and data to create a compelling employer brand."

BEST EMPLOYER BRAND MANAGEMENT FROM THE FOOD AND BEVERAGE SECTOR



Coca-Cola HBC and Minio Bronze

Coca-Cola HBC and Minio addressed a critical shortage of skilled business developers through the 'BD Talent Attraction Sprint' pilot in Romania. The programme reduced recruitment time by 25%, increased applications by 50% and boosted social media engagement. "A strategically insightful and authentic approach," said one judge.

BEST EMPLOYER BRAND MANAGEMENT FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



Johnson & Johnson and CloudFactory Gold

Amid the post-pandemic great rethink, Johnson & Johnson identified an opportunity to attract top digital and tech talent seeking meaningful careers. Facing strong competition from high-profile tech firms and startups, Johnson & Johnson needed to overcome perceptions of being a slow, bureaucratic organisation.

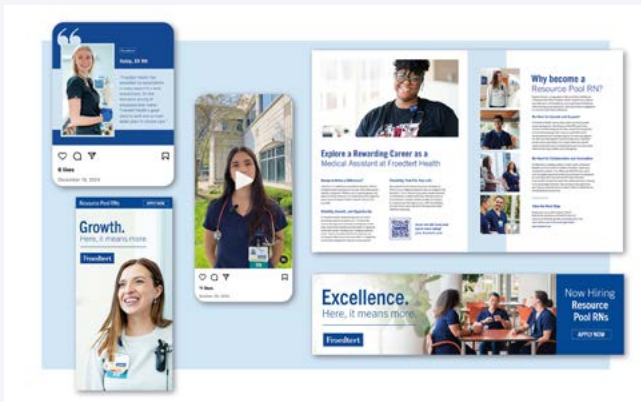
The 'All Sci, No Fi' campaign, produced with CloudFactory, redefined Johnson & Johnson as a forward-thinking healthcare innovator, showcasing cutting-edge projects such as 3D organ modelling and robotic surgery. Utilising film, interactive web content and out-of-home advertising at universities and SXSW (South by Southwest Festival), the campaign successfully highlighted career opportunities that align with people's passion for transforming healthcare. This strategic rebranding aims to position Johnson & Johnson as a compelling destination for exceptional talent to drive future growth and innovation. "A thoughtful, well-executed campaign that successfully repositioned a legacy brand," said one judge.

BEST EMPLOYER BRAND MANAGEMENT FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



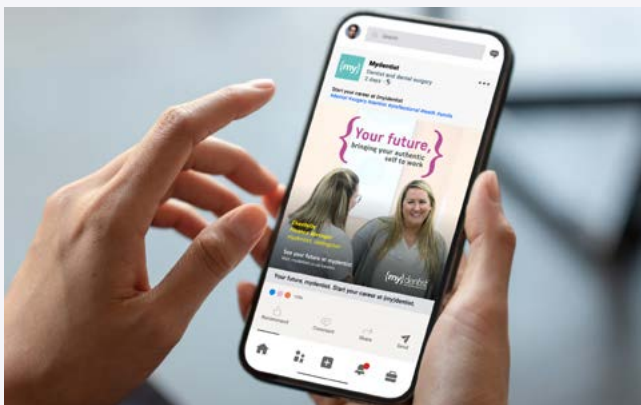
Sanofi Silver

Sanofi used its Paris 2024 Olympic sponsorship to ignite culture change during a global integration of more than 50 businesses. The Sanofi Cup, an internal Olympiad, engaged 26,000 employees worldwide, while more than 2,000 volunteers supported the Games. The HQ hosted an immersive exhibition, boosting employee advocacy by 191%. Judges praised its scale, creativity and authenticity.



Froedtert Health and Cielo Talent Management Bronze

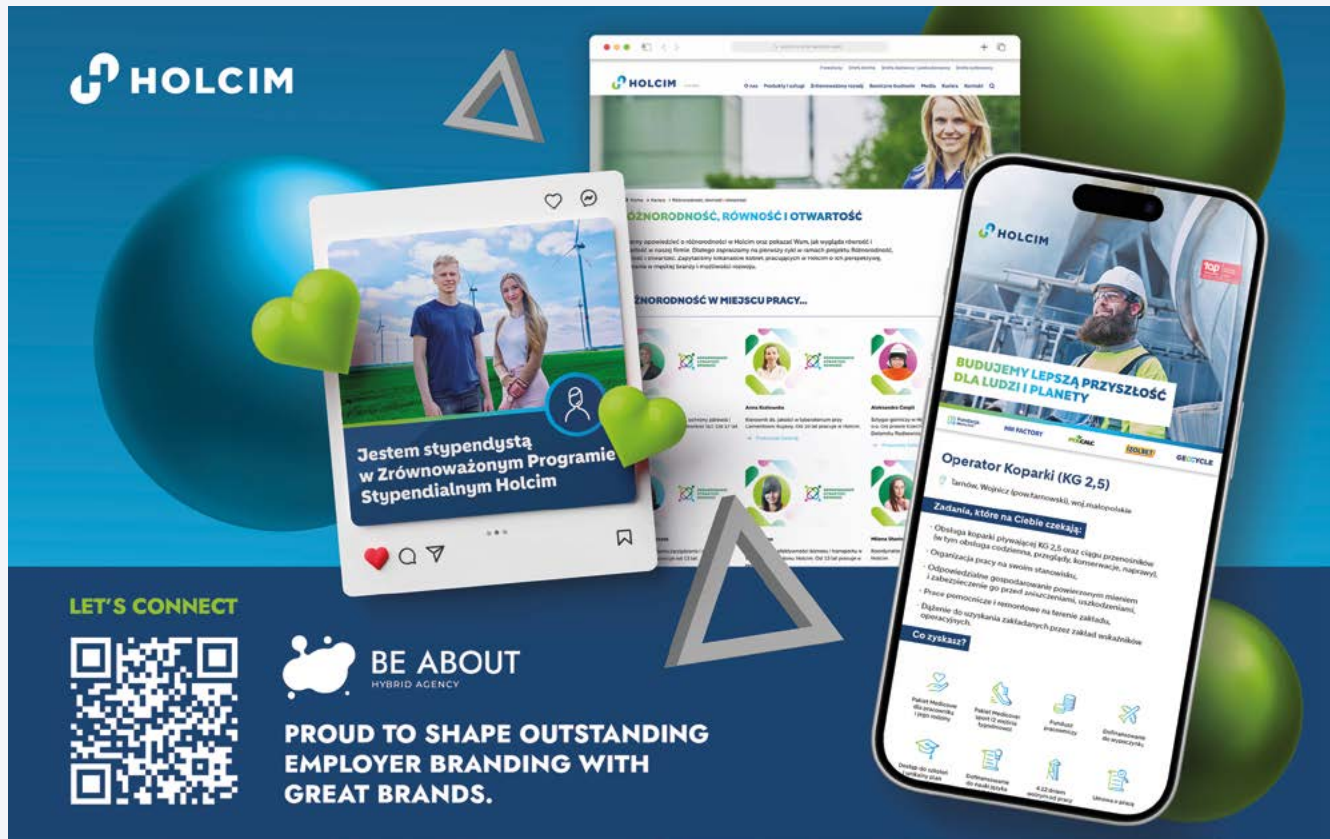
Froedtert Health addressed Wisconsin's nursing shortage with a research-driven, nurse-specific talent value proposition, produced with Cielo Talent Management. The 'Here, it means more' campaign used authentic nurse storytelling, digital innovation and targeted messaging to attract and retain talent. Judges were impressed by its utilisation of data.



mydentist and Creed Communications Bronze

Dental treatment provider mydentist transformed its employer brand to attract dentists amid sector challenges including burnout and a competitive market. Partnering with Creed Communications, it used extensive research and authentic storytelling to reshape its image from clinical to approachable. Judges described the campaign as "insightful".

BEST EMPLOYER BRAND MANAGEMENT FROM THE INDUSTRIAL AND BASIC MATERIALS SECTOR



Holcim Poland and Be About | Hybrid Agency Gold

Holcim aimed to attract young talent to the building materials industry through an honest, engaging recruitment campaign, produced with Be About | Hybrid Agency. Targeting high school and university students, it refreshed online materials, updated onboarding content and launched an internship programme with competitive pay. Central to the campaign was 'We know how it is. And you?', a raw video series featuring real employee stories that broke stereotypes about working in production.

Utilising TikTok, VR experiences at universities and participation in student events such as the Juwenalia Festival, Holcim created immersive and authentic connections with young audiences. Collaborations with 12 high schools and numerous technical universities complemented the efforts, supported by targeted social media advertising and branded student zones. "A refreshingly candid and multi-channel approach," said one judge.

BEST EMPLOYER BRAND MANAGEMENT FROM THE INDUSTRIAL AND BASIC MATERIALS SECTOR

I AM AN AMBASSADOR!

IS IT WORTH IT?

Enhancing efficiency with AI in ambassador communication for employer brand building

Target Group:
Productive, Engineer, Administrative

Sector:
Industrial and basic materials

Number of Employees:
1700

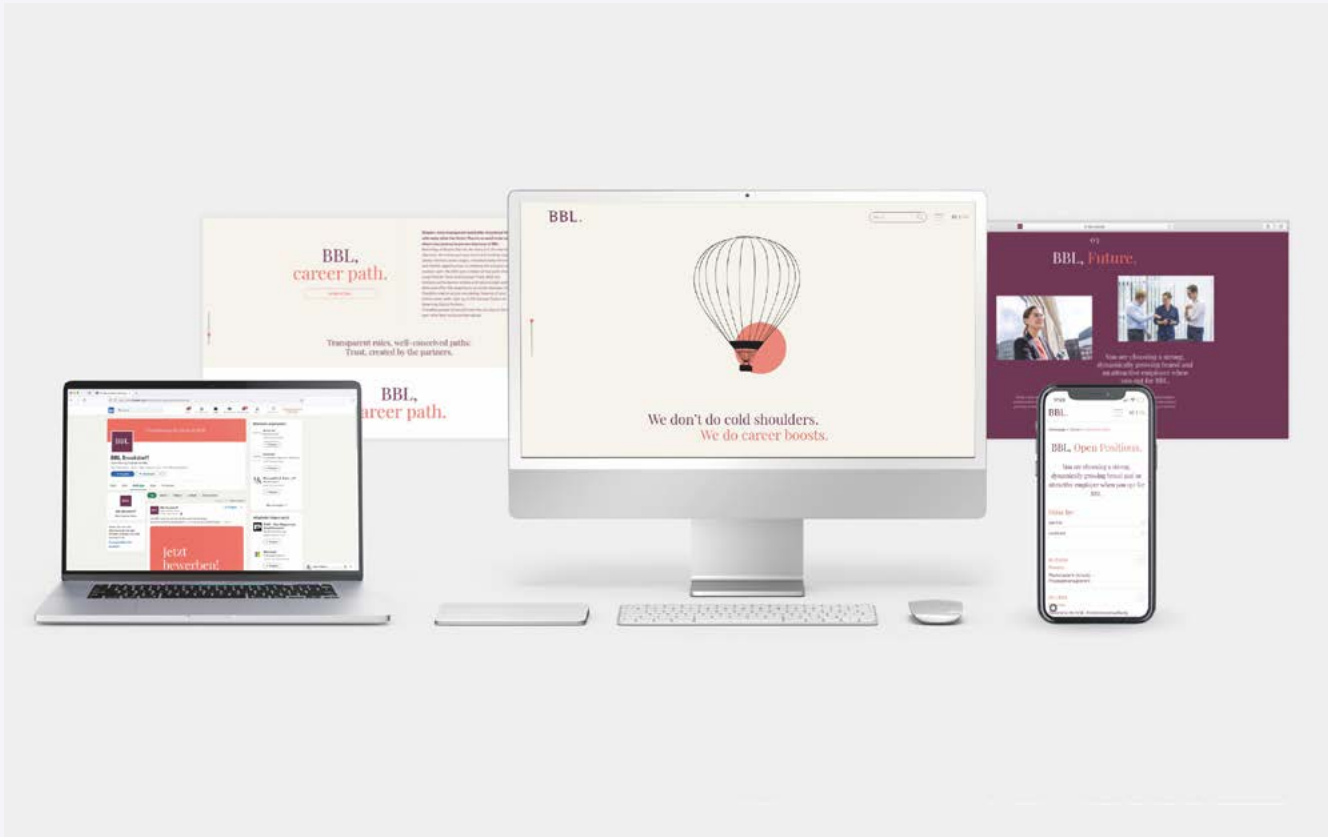
Developed Experience Points:
Ambassador Community, Retention, External Communication

The infographic features a grid of employee portraits, a smartphone displaying a social media post, and a laptop showing a website. A small orange robot icon is also present.

KUKA Hungary and Brandfizz Employer Branding Silver

KUKA, in partnership with Brandfizz, revitalised its ambassador programme by integrating AI to support structured, authentic employee storytelling across three locations. AI training enhanced social media content creation and improved internal engagement. The initiative focused on strategic KPIs, visual branding and cross-site community building. “An innovative, future-forward approach,” said one judge.

BEST EMPLOYER BRAND MANAGEMENT FROM THE PROFESSIONAL SERVICES SECTOR

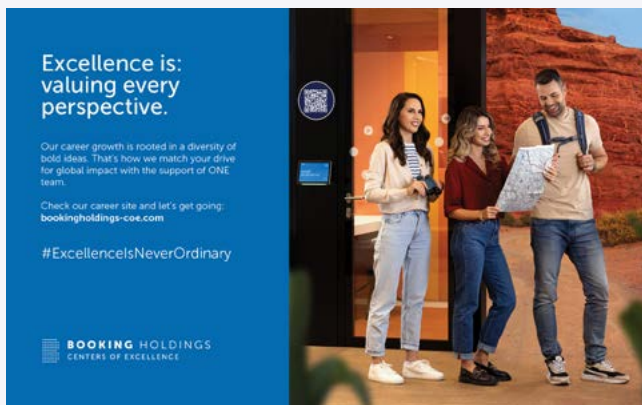


BBL Brockdorff Rechtsanwalts-gesellschaft and DUO Werbeagentur **Gold**

BBL, a German law firm, redefined its employer brand with the slogan 'Change starts with BBL' to attract top legal talent and retain employees in a competitive market. Partnering with DUO Werbeagentur, the firm implemented a comprehensive, data-driven strategy based on employee feedback. Key initiatives included a modern EVP, flexible working, rebranded visuals, improved onboarding, transparent communication and targeted digital campaigns. Notable outcomes included a 520% increase in applications, doubled positive internal ratings and strengthened team cohesion via cross-location events and a new informal work culture.

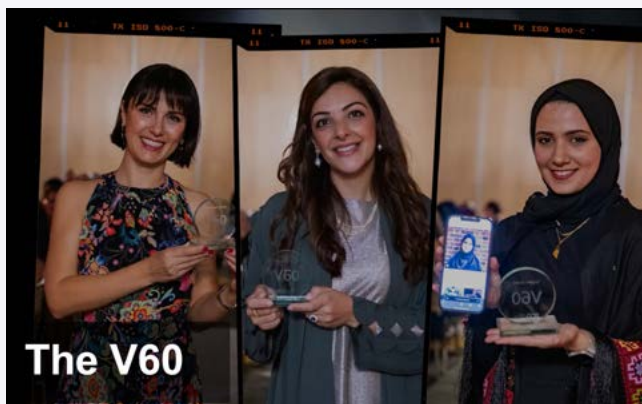
The campaign featured distinctive visual identity, creative job ads, employee benefits and an open-door exit policy. Continuous internal surveys ensure relevance and impact. "An impressive, all-encompassing transformation," said one judge. Another described it as "strategically bold and visually striking".

BEST EMPLOYER BRAND MANAGEMENT FROM THE PROFESSIONAL SERVICES SECTOR



Booking Holdings Romania and GRF+ Silver

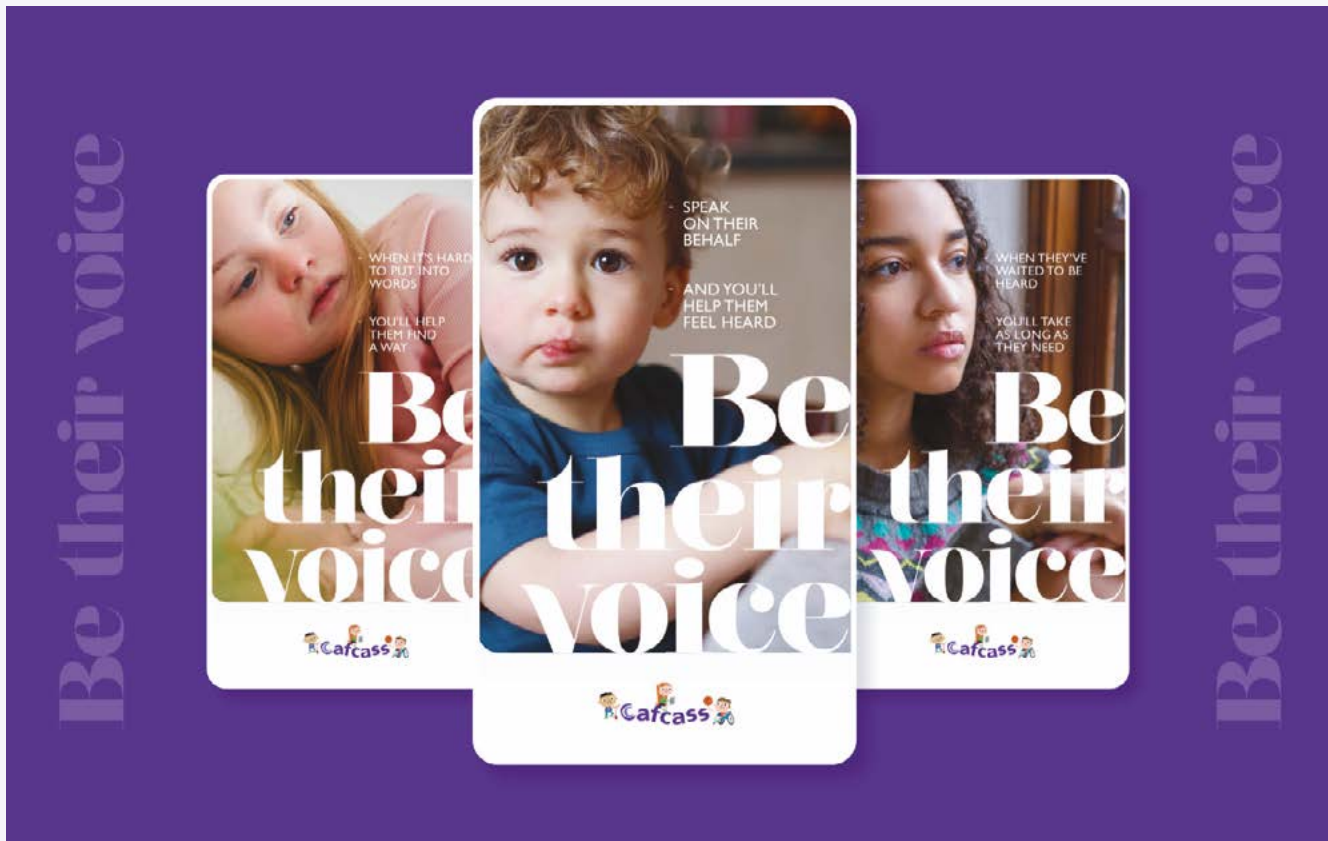
Booking Holdings Romania (BHR) launched the '#ExcellenceIsNeverOrdinary' employer brand campaign, in partnership with GRF+, to attract top ICT talent amid fierce competition. With a new EVP – Exploration into Excellence – BHR combined internal ambassador engagement, high-impact external advertising and immersive culture trial events. "A compelling and well-executed campaign," said one judge.



Boston Consulting Group Bronze

Boston Consulting Group's 'V60' initiative spotlighted 60 leading women innovators in climate, sustainability and energy, addressing gender imbalance in these sectors. Through high-profile awards, city exhibitions and a gala event in the Middle East, the group enhanced brand awareness and talent attraction. Judges described the initiative as "inspiring" and "impactful".

BEST EMPLOYER BRAND MANAGEMENT FROM THE PUBLIC SECTOR



Cafcass and Penna Gold

Cafcass, an organisation supporting children through family court proceedings, faced declining social worker applications due to misconceptions about its work and accessibility. To address this, Cafcass and Penna developed a clear, emotive EVP titled 'Be their voice', supported by a compelling brand awareness film.

The film authentically depicted the organisation's impact on children's lives, informed by extensive research and consultation with young people and staff, reflecting diversity and inclusion. The campaign effectively challenged outdated myths, highlighted Cafcass' supportive culture and showcased career development opportunities. Delivered cost-effectively at £25,000, the film achieved significant engagement with more than 1,300 YouTube views and 2,500 site visits. "A powerful and authentic campaign that effectively redefined Cafcass' employer brand," said one judge.

BEST EMPLOYER BRAND MANAGEMENT FROM THE PUBLIC SECTOR



South Gloucestershire Council and WeLove9am **Silver**

South Gloucestershire Council and WeLove9am created an authentic employer brand reflecting real staff voices and stories. The campaign emphasised purpose over recruitment, making the brand visible across digital and physical spaces. “Refreshing” and “genuine” were how judges described the work.



Royal Borough of Kensington & Chelsea Council and WeLove9am **Bronze**

Royal Borough of Kensington & Chelsea Council, with WeLove9am, created an EVP that connected staff to the council’s values through accessible tools and authentic storytelling. The EVP was embedded in everyday work life and onboarding, fostering belonging and pride. “A thoughtful, human-centred approach,” said one judge.

BEST EMPLOYER BRAND MANAGEMENT FROM THE RETAIL SECTOR

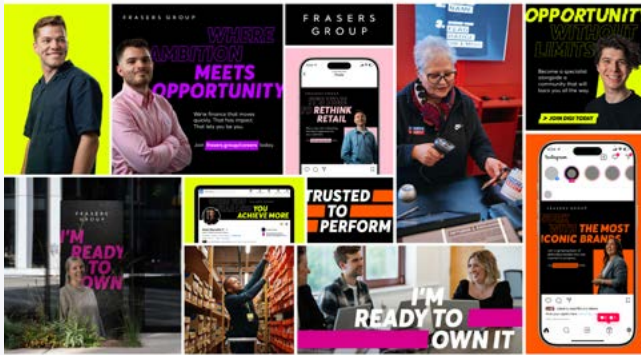


Currys and Tonic Gold

Currys revitalised its employer brand with Tonic by embracing new platforms such as TikTok to engage fresh audiences and spotlight colleagues in authentic storytelling. The strategy centred on real voices, diverse representation and a warmer tone of voice, highlighting skills development and inclusivity.

A structured, multi-year approach integrated advocacy through a colleague ambassadors programme with tailored workshops, content toolkits and leadership support. The refreshed brand extended beyond recruitment, embedding into culture and wellbeing initiatives. Key results included a 12% increase in careers site visits, a 272% rise in job applications and nearly double the TikTok reach, signalling enhanced candidate engagement and colleague pride. The approach ensured the brand was not only visible, but also felt genuine and inclusive. “An impressive, holistic employer brand transformation that combines digital innovation with authentic storytelling,” one judge enthused.

BEST EMPLOYER BRAND MANAGEMENT FROM THE RETAIL SECTOR



Frasers Group and Wiser Silver

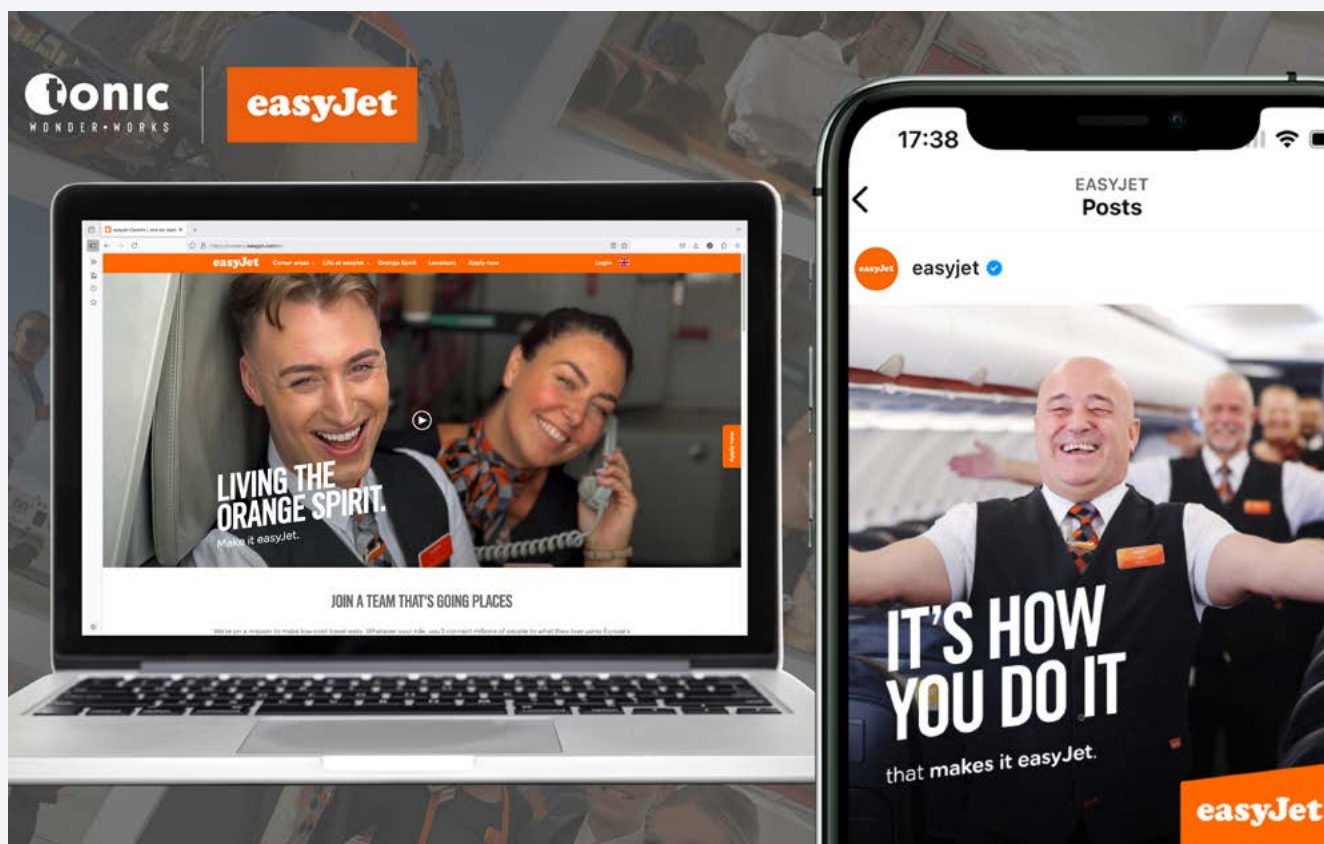
Frasers Group aimed to transform perceptions of its Shirebrook HQ from a remote retail location to a digital centre of excellence. To attract bold, high-potential talent, the elevation programme was created with Wiser, offering fast-tracked progression and hands-on experience for university students, school leavers and existing employees. Judges described the work as “dynamic” and “well executed”.



Kaufland Romania and The M Works Bronze

Kaufland Romania's A.C.C.E.S. programme hires and supports more than 500 people with disabilities, promoting diversity and accessibility. The 2024 campaign, produced with The M Works, used immersive experiences and storytelling to raise national awareness and reinforce Kaufland's leadership in disability inclusion within retail. “A compelling, purpose-driven campaign,” said one judge.

BEST EMPLOYER BRAND MANAGEMENT FROM THE SPORTS, TRAVEL, LEISURE AND TOURISM SECTOR



easyJet and Tonic Gold

One of Europe's largest airlines, easyJet undertook an employer brand transformation targeting cabin crew, pilots, engineers and ground staff through multi-channel campaigns, including social media, influencer partnerships and events such as National Apprenticeship Week and the Big Bang Careers Fair. The approach, developed in partnership with Tonic, combined engaging content with AR filters and collaborations, notably with the Bristol Flyers, to attract younger audiences.

Results included more than 14,000 quality applications, a 50% reduction in cabin crew hiring time and a 30% cut in media spend. easyJet also became the only airline in the UK's Top 50 Best Places to Work and ranked sixth overall on Glassdoor. The relaunch of the careers website boosted page views by 34%, while a STEM initiative reached 40,000 students. "An impressive, data-driven campaign that effectively balanced creative engagement with tangible recruitment outcomes," said one judge.

BEST EMPLOYER BRAND MANAGEMENT FROM THE SPORTS, TRAVEL, LEISURE AND TOURISM SECTOR



IHG Hotels & Resorts

Silver

The global talent acquisition strategy at IHG aimed to create an innovative, cohesive recruitment framework addressing post-Covid challenges, talent shortages and evolving candidate expectations. Extensive research shaped targeted campaigns for four talent segments, focusing on DE&I and sustainability. One judge described the campaign as “well researched” and “adaptive”.

BEST EMPLOYER BRAND MANAGEMENT FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR



SoftwareOne Gold

SoftwareOne, a global software and cloud solutions provider headquartered in Switzerland, employs more than 9,000 people in more than 60 countries. Its employer branding strategy combines global vision with local authenticity, prioritising employee-driven storytelling in native languages to enhance talent attraction and engagement. Key initiatives include tailored content, regional events and diversity-focused programmes such as Women in Technology talks and career return schemes.

The strategy's cost-effective, in-house approach has boosted social media followings significantly, by 50% on Instagram and 600% on Facebook. Candidate applications rose by 27% in key markets. SoftwareOne's commitment to ESG and community impact is demonstrated through partnerships and volunteer projects. "A compelling, authentic approach that balances global consistency with local relevance," praised one judge.

BEST EMPLOYER BRAND MANAGEMENT FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR



ZONE3000

Silver

ZONE3000, a fully remote company including employees in wartime Ukraine, prioritised asynchronous, accessible wellbeing content through its Z3K Balance Hub. Leadership fostered psychological safety via clear communication, while peer-led initiatives and wellness partnerships supported a resilient culture. "A sensitive, inclusive approach," one judge commented.



Cloudera

Bronze

Cloudera's talent branding leverages authentic employee storytelling and data-driven insights to boost employer appeal and engagement across LinkedIn, Instagram and Glassdoor. Focusing on culture, belonging and CSR, the programme achieved a 123% rise in Glassdoor brand awareness and improved employee connection through initiatives such as the Preboarding Hub. Judges praised the campaign's authenticity.



KPN and Clubgeist

Bronze

KPN's 'Green Will Make It' campaign with Clubgeist successfully recruited 107 mechanics in six weeks, doubling targets amid a competitive market. The inclusive approach broadened the candidate pool beyond traditional mechanics, using diverse media channels and influencer Qucee to highlight the role's emotional and practical appeal. Judges praised the campaign's inclusivity.

BEST EMPLOYER BRAND MANAGEMENT FROM THE TRANSPORT AND LOGISTICS SECTOR



Evri and Creed Communications Gold

Evri, the UK's largest parcel delivery firm, partnered with Creed Communications to revamp recruitment amid fierce competition for self-employed couriers. The 'Evri Hustle' campaign targeted a diverse, underrepresented talent pool, including parents, neurodivergent individuals and side hustlers, focusing on flexibility, autonomy and work-life balance.

Moving away from traditional job adverts, the campaign employed data-driven personas and programmatic advertising with inclusive messaging, reaching beyond standard job-seeker audiences. The strategy generated 69% more clicks and engagement per pound spent, attracted higher-quality applicants who stayed longer and enhanced workforce diversity with new skills and perspectives. This people-first, inclusive approach not only met recruitment needs but also redefined the courier role, demonstrating smarter, fairer employer brand management in the transport and logistics sector. "A highly effective campaign that innovatively broadened candidate reach through inclusivity, delivering measurable engagement," praised one judge.

BEST EMPLOYER BRAND MANAGEMENT FROM THE TRANSPORT AND LOGISTICS SECTOR



Maersk and TMP Worldwide Silver

Maersk expanded into warehousing with a fresh talent strategy, 'Go Big. Join Maersk', produced with TMP Worldwide to attract new candidates. The campaign combined bold, playful visuals and inclusive messaging, rooted in research and employee insights. "A confident, research-driven approach," said one judge.



GOL Linhas Aéreas and HappyHouse Bronze

GOL Linhas Aéreas partnered with HappyHouse to create a bold, employee-centred Instagram campaign leveraging native tools and authentic storytelling. Over 17 months, 217 posts generated 15 million impressions and 100,000 followers, with engagement rates tripling the industry benchmark. Judges praised the demonstration of strategic creativity.

GRAND ACCOLADE



GRAND PRIX



Gaucha and WeLove9am Winner

Faced with the challenge of hiring across 17 locations in a crowded hospitality market, steakhouse group Gaucha partnered with agency WeLove9am to create a short-term recruitment campaign that broke tradition. Rather than add to the industry's noisy hiring efforts, the team crafted a sensory-led, multi-platform experience that blurred the line between brand and prank.

The campaign's premise was simple but inspiring: Gaucha, the UK's best-known Argentinian steakhouse, was going fully plant-based. The announcement landed via radio spots in key cities, supported by redesigned menus, social media teasers and location-based landing pages. Candidates were engaged through layered, cinematic storytelling and sharp digital execution. Then came the twist: automated emails playfully clarified that Gaucha had no intention of ditching its signature steaks. Instead, the message that landed was that this was a company with personality, humour and a fresh take on work culture.

Results saw more than 450 applications received in one day, with a 98% vacancy fill rate within a week. More significantly, managers noted a shift in candidate quality, citing alignment, warmth and enthusiasm in interviews. Judges praised the campaign's courage and craft, calling it "an excellent show of controlled disruption" and "proof that great employer branding doesn't need to be loud, but innovative and fresh." One enthused that the campaign was designed to make you "chuckle, think and press apply, all within 30 seconds."

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