



EBMA 2016

Employer Brand Management Awards



Welcome

Tonight's Employer Brand Management Awards event goes beyond staff attraction and retention – it is about an organisation's reputation. An organisation can guide and position its own reputation, but it does not own it; ownership is bestowed to an organisation by its audiences or, to use an unfashionable term, its stakeholders. Stakeholders that include, among others, its customers, its investors and its staff and potential staff. Tonight we focus on that last group, by examining the organisation's reputation as an employer.

It would be wrong, however, to see those audiences as heterogeneous. As the publishing editor of *Communicate* magazine, the UK's leading magazine for corporate communications, and *Transform* magazine, the only global magazine for rebranding and brand development, I interview communications practitioners within many organisations who really grasp the relationship their brands and their reputations have with their different audiences. Among those perceived to excel in their brand management and reputation development is an understanding throughout the whole organisation, from the top down, of a thread that links the relationships between all its stakeholders.

Tonight we honour employer brand management, but it is as likely that tonight's winners excel in their investor relations, their customer communications or their supply chain management as they do in their employer brand management. As much as they understand employer brand management, tonight's winners understand all areas of stakeholder communications. So tonight, raise your glasses to the winners. Not just because they set the benchmark for employer brand management, but because they set the bar for brand communications.

Andrew Thomas

Publishing editor

Communicate and Transform magazines

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Meet the judges



Simon Barrow, creator of the employer brand approach

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



Steven Brand

Steven has worked agency side with the employer brands of organisations like Carphone Warehouse, Unilever, Macmillan Cancer Support and the MoD. He formerly led the recruitment marketing strategy and internal engagement projects across the UK firm Deloitte – on campus and off. He worked closely with global Deloitte teams on issues such as content production and curation and how they used technology to make things the very best we can – for candidates, for colleagues and for themselves.



Jonny Briggs, group head, talent acquisition, Aviva

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



Niall Cluely, global HR director, Fitness First

Niall became Fitness First's global HR director in 2014 after spending two years leading its culture change programme and developing the group's people strategy through a major international rebrand. Before this, he held the role of global head of talent and development and led the group's learning strategy. He implemented a structure to create compelling career pathways and to improve member experience. Before joining Fitness First, Niall held positions as head of access at Vodafone and in organisational development and operations roles for Royal Mail. Niall has also been a project director at consulting firms such as Leaps & Bounds and Together Group.



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

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



Lianne Corriette, global employer brand director, IHG

Lianne is the global employer brand director of IHG, one of the world's leading hotel companies. She leads the company's agenda to drive external awareness, reputation, consideration and preference to improve employee engagement. She has worked for the company since 2007 holding roles that include global employer brand manager and brand executive. During her time at IHG she has implemented an employer brand social media function and strategy, launched a social media ambassador programme, evolved the employer brand identity and launched a new career website.



Natalie Deacon, executive director, brand & corporate communications EMEA, Avon

Natalie started her career in PR, and after several years working agency side, joined Avon to lead the PR team. She created and oversaw the execution of strategies that drove unprecedented levels of media coverage in the UK before expanding her remit to western Europe. She subsequently headed up Avon's internal communications team where she discovered a passion for employee engagement, and connecting people with business strategies. In her current role, Natalie is responsible for communications for the Europe, Middle East and Africa regions.



Urvashi Desai, strategic HR business partner, The Crown Estate

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



Katie Jones, head of strategic communications, Parkinsons

Katie heads up a new internal communications and engagement team who are transforming the charity's approach to inspiring and equipping staff and volunteers to deliver their roles. She is part of a project team that focuses on engaging and retaining talented, committed and motivated people to deliver the charity's strategy. She has chaired the organisation's employee consultation committee and is a school governor, responsible for developing and leading plans to engage potential and existing parents.



Melissa Masterton, head of internal communications, The Crown Estate

Melissa is an internal communications professional with over 10 year's experience in insurance, financial services and the property industry. Her passion for internal communications stems from her belief that employee engagement is a driver of successful businesses. She is currently the head of internal communications for The Crown Estate. Prior to this, Melissa has held roles as head of internal communications at XL Caitlin and also as a marketing consultant for QBR European operations.



Melanie Silverman, employer brand manager, GLL

With over 20 years' experience in employment communications, marketing and advertising, Melanie has worked at some of the most well-known and well-respected agencies in the industry. Melanie has delivered campaigns for clients such as the NSPCC, KPMG, Thomas Cook, Accenture, Britvic and HSBC and has delivered everything from employer brand identity work to websites and award-winning employee referral programmes. Having moved in-house, she is currently the employer brand manager for GLL, a charitable social enterprise and the largest operator of public leisure, sport, health and cultural services and facilities.



Jennifer Sproul, chief executive-designate, Institute of Internal Communication

Jennifer, who formally takes over as chief executive 5 May, is responsible for the leadership of IoIC. The leading independent professional body dedicated to internal communication and employee engagement. IoIC is the voice of internal communication, setting standards for more than 65 years through qualifications, careers development, thought leadership and best practice. Prior to joining IoIC, Jennifer worked for 13 years at the Market Research Society, most recently as strategic marketing & sales director, developing and leading on activities across membership, brand marketing, careers, continuous professional development and publishing.



Adam Sunman, global employer brand & social media lead, Vodafone

Adam is the employer brand lead for Vodafone and has responsibility for the employer brand in 30 markets. Adam has a wealth of experience in the recruitment industry having worked for companies such as Matchtec, Britvic and IBM, where he also served as an employer branding specialist. His experience falls heavily in the tech sector, with a stint in FMCG. He's interested in how businesses use social to empower their people and customers.



Nimai Swaroop, former marketing director, British Army Recruiting

Nimai is the former marketing director for British Army Recruiting and was responsible for developing the employer brand for the Army that includes the overall communications strategy, digital capability, social media and various recruitment initiatives. Throughout his career, Nimai has had a strong background in global marketing and building brands. Prior to joining Capita's Army recruiting project, Nimai worked for companies such as British Gas, Royal Dutch Shell and RBS with a focus on strengthening their employer brands and recruitment capabilities.

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The winners

Best alignment of the employer value proposition with corporate brand values

Gold – Fitness First

Silver – Amplifon and Hodes

Silver – Avon

Silver – VSO

Bronze – Dixons Carphone and Hodes

Best short-term or one-off employer brand campaign

Gold – Lucite International and The Allotment

Gold – McDonald's and ThirtyThree

Silver – The British Army and ThirtyThree

Bronze – Transport for London (TfL)

Highly commended – Heathrow and Blackbridge Communications

Highly commended – Schillings and Goosebumps Brand Consultancy

Best employer brand management innovation

Gold – Autism at Work by SAP SE

Silver – Serco and Industry

Bronze – Employment Brand Menu by SAP SE

Best communication of the employer brand to the external audience

Gold – Aldi and Penna

Silver – SAP SE

Silver – GCHQ and Penna

Bronze – IHG

Highly commended – BP

Highly commended – E.ON and Blackbridge Communications

Highly commended – Serco and Industry

Best communication of the employer brand to the internal audience

Gold – BMW Group UK

Silver – ING

Bronze – Deutsche Bank and ThirtyThree

Bronze – Müller UK & Ireland and Emperor

Bronze – Schillings and Goosebumps Brand Consultancy

Best diversity branding

Gold – SAP SE

Silver – E.ON and Blackbridge Communications

Best digital campaign

Gold – Transport for London (TfL)

Silver – SAP SE

Silver – GCHQ and Penna

Highly commended – Hyundai and Penna

Best use of employer brand in customer marketing

Silver – BW: Workplace Experts

Bronze – Rexel Nederland

Best management of employer brand through major corporate change

Gold – ING

Silver – Haringey and Penna

Bronze – Dixons Carphone and Hodes

Bronze – OneFamily and Cherry Tiger

Highly commended – Müller UK & Ireland and Emperor

Best digital campaign

Gold – ODEON and Synergy Creative

Silver – IHG

Bronze – SAP SE

Highly commended – Dixons Carphone and Hodes

Best creative execution of the employer brand

Lucite International and The Allotment

Grand Prix of employer brand management 2016

ODEON and Synergy Creative



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THE NEXT 100 YEARS



Best alignment of the employer value proposition with corporate brand values

Fitness First

Gold

With the health and fitness sector increasingly split between premium and no-frills providers, Fitness First found itself being dangerously squeezed into the market's undifferentiated middle ground. To combat this, the gym giant embarked on an ambitious campaign to reposition itself — both to its customers and to its 14,000-strong staff. The core of the campaign was to establish Fitness First as not just a gym, but as an enabler devoted to helping customers reach their goals. Identifying employee engagement as key to its success, Fitness First created 'Raising the bar,' a global change programme informed by five 'Winning Ways,' designed to promote this new focus. Fitness First's people-focused strategy quickly proved its worth, with great gains in employee engagement, reductions in staff turnover, and improved service for customers. Described by our judges as, "Simple and strong," and "Well-researched and executed," this campaign was undoubtedly a runaway success.



Amplifon and Hodes

Silver

From Brazil to New Zealand, Amplifon is the world's leading hearing specialists, with branches and brands in 22 countries. To unite its disparate team, Amplifon and Hodes built an inspiring, internal narrative and employer value proposition around its core mission — changing the lives of the hearing-impaired. The campaign was both valuable and transformative, leveraging record engagement.



Avon

Silver

Avon delivered consistency, enthusiasm and engagement to its brand with a powerful strategy that harnessed the emotional insights of its team. By aligning its values with what Avon means to its people, the beauty business drove a sense of empowerment among staff, leading to a truly harmonious global brand identity.



VSO

Silver

VSO was able to triumph over its persistent staff recruitment problems by developing a new employer value proposition, strongly aligned with a mission to combat global poverty and informed by the passion and commitment of its team.



Dixons Carphone and Hodes

Bronze

To unite the teams behind its many brands, Dixons Carphone collaborated with Hodes to create an empowering new employer value proposition, indelibly aligned with its corporate values, customer strategy and promise.





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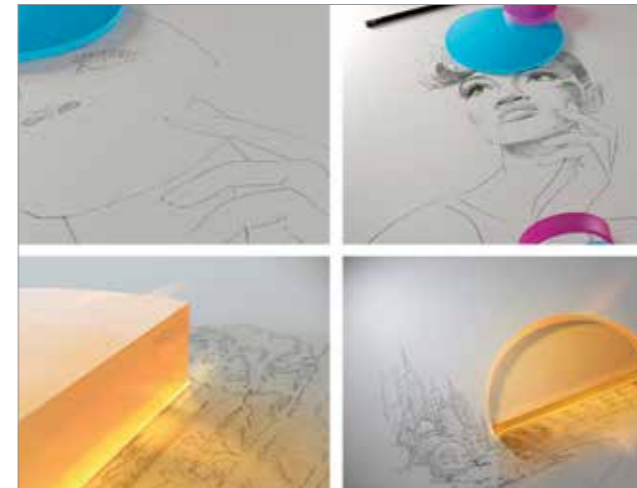
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Best short-term or one-off employer brand campaign

Lucite International and The Allotment

Gold

While millions benefit from Lucite International's innovation every day, few would recognise it as the market leader in MMA, an essential building block for acrylic products such as Perspex. To reverse this lack of recognition and inspire its global workforce, Lucite partnered with the Allotment to instil a new sense of purpose, pride and empowerment across its business with a comprehensive and compelling global employee engagement campaign. The partnership launched a multi-lingual, multi-platform strategy, focused around the tagline, 'Shaping a future that's lighter, brighter everywhere.' The campaign quickly gained traction, promoted and deployed through an on-site poster campaign, an interactive game and employee workshops. Our judges complimented the campaign's, "Stunning art direction and copy," and "Beautiful, creative execution," describing it as, "Surprising, impressive, engaging and aligned." While the results are yet to be released, Lucite has high hopes, predicting a strong rise in employee engagement based on the already palpable increase in enthusiasm throughout the organisation.



McDonald's and ThirtyThree

Gold

To meet the bold target of increasing franchise-owned restaurants from 61% to 81%, McDonald's launched an expansive rethink of its brand strategy. Such an ambitious goal required an equally sophisticated approach, and fortunately, agency ThirtyThree was on hand to help. The agreed ethos, 'Attracting wider, converting better,' was aimed not just at finding new audiences but also ensuring warm leads were converted as quickly and as effectively as possible. The strategy was informed by detailed research, fully describing ideal prospects and how best to market to them. This insight allowed McDonald's and ThirtyThree to build a wide-ranging, disruptive campaign that leveraged the most engaging platforms and channels. Described by our judges as a, "Funny, targeted and successful campaign," and praised for its use of humour and puns, the campaign has already seen hundreds of applications and a number of new franchisees have already signed up.



The British Army and ThirtyThree

Silver

The British Army called in the cavalry for its latest recruitment drive, contracting agency ThirtyThree to develop a campaign that would help attract candidates for a diverse set of specialised roles — from Scots Guards to geotechnicians. A retooled job board and social media played a large part in the campaign's success, successfully reaching and engaging the Army's target audience.



Transport for London (TfL)

Bronze

TfL launched a creative, content-led brand campaign to get more tech-savvy job applicants on board. By effectively targeting its audience and speaking directly to it, TfL found itself on the right track, receiving over 2,900 applications.



Highly commended – Heathrow and Blackbridge Communications

Highly commended – Schillings and Goosebumps Brand Consultancy

Best employer brand management innovation

Autism at Work by SAP SE

Gold

Enterprise software experts SAP SE know that diversity is key when competing in a highly innovative market. That's why it launched Autism at Work, a programme designed to not just encourage those with autism to apply for positions, but to help them truly flourish and excel. With an ambitious goal of having 1% of its total workforce — around 650 people — on the autistic spectrum by 2020, the organisation had its work cut out for it. SAP SE more than proved itself up to the task. As well as training managers and hirers on how to be more supportive and understanding to autistic applicants, the company also adjusted its interview and training procedures to be more inclusive and specialised. SAP SE is already on track to its target, having placed a number of autistic applicants in roles. Our judges described the campaign as, "a great way of linking diversity objectives and business needs", and, "clearly effective."



Serco and Industry

Silver

As a business committed to providing behind-the-scenes support to vital government services, Serco isn't often in the spotlight. That's why, along with agency Industry, the firm engaged in a powerful campaign, underpinned by engaging visuals and animation, to drive recruitment and promote its values to staff.



Employment Brand Menu by SAP SE

Bronze

SAP SE's Employment Brand team revolutionised how it worked with a new 'Employment Brand Menu'. The new system has streamlined requests coming to the team and ensures its hard work is recognised, while providing valuable tools for other business functions.



Best communication of the employer brand to the external audience

Aldi and Penna

Gold

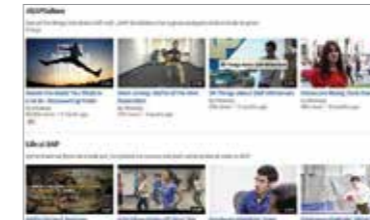
Despite offering the highest published graduate starting salaries in the UK, discount supermarket titan Aldi found itself struggling to attract the top university talent. Aldi teamed up with HR expert Penna to build a new employer brand from scratch — one that wouldn't just increase the calibre of applicants, but openly advertise the hardworking, no-frills efficiency required for successful candidates. Aldi's first step was to revitalise its graduate website, adding rich, engaging and interactive content that would capture the imagination of browsers. Quizzes featured heavily, allowing applicants to 'self-screen', funnelling the best of the best toward their new career. Aldi and Penna carefully managed the selection process, ensuring graduates were prepared for the rigorous process ahead. The partnership also developed a training video to help the staff recruiting new area managers to wholeheartedly promote Aldi's values. With graduate applications up 150% on the previous year, it's clear the campaign, described by our judges as, "Comprehensive and excellent," was a success.



SAP SE

Silver

To maintain its momentum in a competitive IT market, SAP SE launched a truly transformative overhaul of its employer brand, signalling a significant sea change for the software multinational. Diversity drives, a redesigned corporate careers site, a new graduate recruitment programme and a raft of new content were all part of SAP SE's innovative campaign.



GCHQ and Penna

Silver

Operating at the cutting-edge of technology to fight crime takes talent. That's why GCHQ called on HR expert, Penna, to rejuvenate its employer brand and capture the cream of the crop. The new brand, informed by GCHQ's values and packed full of punch, proved perfectly positioned, highlighting the dynamic culture and diversity of roles available.



IHG

Bronze

To meet its growing demand for staff, IHG launched an engaging rebrand, promoting its position as a premiere employer in the hotel industry. The campaign met all of its objectives, vastly increasing IHG's social reach and encouraging a host of new job applicants.



Highly commended – BP

Highly commended – E.ON and Blackbridge Communications

Highly commended – Serco and Industry

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Best communication of the employer brand to the internal audience

BMW Group UK

Gold

When BMW Group UK decided to move three distinct companies — fleet, finance and sales — to one location, the automaker faced more than a mere geographical challenge. It wasn't just moving offices; it was moving minds. Keen to turn this challenge into an opportunity for organisational change, the company hit upon 'What moves you?' a campaign designed to inspire all 1,500 affected employees. A key focus of the campaign was the revitalisation of employee culture into one that encouraged innovation and dynamism, while also reflecting group's history of engineering excellence. The campaign, powered by internal insights and centred on cooperative, communal thinking, culminated in an all-employee cast film, demonstrating how far BMW Group UK had come. Another highlight was a collaborative Scalextric track-build and rally, which successfully brought together a diverse group of staff in an entertaining way. The campaign, simply described by our judges as, "Bold, interesting, focussed and open-minded," put it in pole position — significantly boosting employee morale, engagement and satisfaction.



ING

Silver

In the wake of the financial crisis, ING instituted the Orange Code — a project that drew on the power of staff engagement to redefine the banker's culture. By inviting contributions from every aspect of its business, ING was able to leverage employee insight to significantly boost internal morale.



Deutsche Bank and ThirtyThree

Bronze

Deutsche Bank and ThirtyThree joined forces to create a simple yet engaging set of communications, bringing consistency to the finance specialist's many branches of employee and candidate messaging.



Müller UK & Ireland and Emperor

Bronze

To aid in its push to become the UK's biggest and best dairy company, Müller and Emperor launched a striking campaign that aimed to turn its company's vision and values into a force for employee engagement and inspiration.



Schillings and Goosebumps Brand Consultancy

Bronze

Despite tight deadlines and limited resources, London-based solicitor, Schillings, managed to motivate its staff with a new brand strategy — devised by Goosebumps Brand Consultancy — centred around transforming its business values into potent, inspiring artwork.

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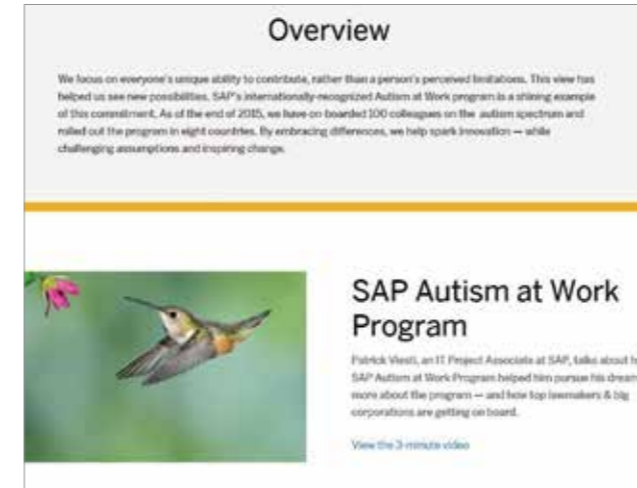
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Best diversity branding



SAP SE

Gold

SAP SE's comprehensive diversity and inclusion strategy lived up to its name when the enterprise software developer recently instituted a truly transformative recruitment campaign, Autism at Work. It was designed to encourage autistic job applicants and then support them in the workplace and has already reaped major benefits — not just enhancing diversity, but providing rich opportunities for both SAP SE and its new staff. The focus of the campaign was twofold: to encourage autistic applicants for job positions with SAP SE and to ensure that the candidacy and interview process were specifically designed to assist in their success. SAP SE developed a unique, personalised process, demonstrating to candidates how they could fit into the business and make valuable contributions to the company's work. A buddy system, job coaches and bespoke orientation programmes were all instituted, contributing significantly to the campaign's success. SAP SE is already on its way to reaching its ambitious goal of hiring 1% of its global workforce — around 650 people — from autistic applicants.



E.ON and Blackbridge Communications

Silver

Following an employee diversity survey, leading power and gas company, E.ON, discovered it could do more to help all of its employees reach their full potential. Working with Blackbridge Communications, its award-winning programme has driven on-going success and already reduced E.ON's application to hire percentage for disabled colleagues from 70% to 12%.

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Best digital campaign

Transport for London (TfL)

Gold

Running one of the largest and most used transport systems in the world is no small task. That's why TfL is constantly working to attract the best possible tech talent. And while ubiquitous to those that work in the capital, TfL can sometimes lose out to employers with a more global cachet. To reverse its recruitment fortunes, TfL embarked on a new sort of campaign using a mix of social media, program and content creation to enthuse and inspire potential candidates about the many opportunities available. By splitting its focus between banner ads on tech hubs such as Wired and the Register and a social media campaign centred around Facebook, TfL was able to reach audiences effectively, gaining maximum bang for its buck. The campaign, which reached over 1.3m people on social media, was described by our judges as, "Highly innovative, integrated and content rich." Small wonder that after the campaign, 79% of job candidates said that it had positively influenced their decision to apply.



SAP SE

Silver

SAP SE found recruitment success with its 'Life at SAP' social channels, devoted to telling the real-life stories of its employees. By allowing potential candidates to see 'behind the curtain' and get a real taste of how the company works, SAP SE significantly raised its profile and won a raft of employment awards to boot.



GCHQ and Penna

Silver

To entice both graduates and experienced candidates into joining GCHQ's mission to protect the UK, the cyber expert partnered with Penna to launch a powerful digital campaign. New targeted, interactive videos, a knowledge hub and refreshed site design all garnered an overwhelmingly positive response.

Highly commended – Hyundai and Penna

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Best use of employer brand in customer marketing



BW: Workplace Experts

Silver

BW, one of the UK's leading workplace fit out and refurbishment experts, successfully boosted its brand by focusing on its most powerful asset: helpful, friendly and knowledgeable staff. By playing to its strengths, BW was able to craft a clear, concise brand that resonated with what its customers valued most.



Rexel Nederland

Bronze

Following a challenging few years in the market, Rexel, a leading French electrical supplies distributor, transformed its brand by harnessing employee values and leveraging them as a key market differentiator.






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Best management of employer brand through major corporate change

ING Gold

Following a traumatic time in the financial crisis of 2008, Dutch banking giant ING was keen to re-energise its workforce and boost its brand. After seemingly endless restructuring, the bank needed to give its 50,000 staff a new sense of purpose and confidence in their employer. To succeed, ING realised it would need to draw on every aspect of its business and harness the ingenuity, talent and opinions of its own employees. Enter the Orange Code. Instead of handing down rules from on high, ING's management talked to employees, embraced their ideas and defined them through concrete values and goals. With feedback from 13,000 employees and 1,200 senior leaders, ING was able to build a genuinely valuable blueprint for what it needed to achieve. Only six months after launch, awareness of the Orange Code was at 93%, with 71% of employees agreeing that it had helped them reach their goals and 56% citing it as a source of inspiration.



Haringey and Penna Silver

Haringey Council launched a comprehensive rebrand that cut to the heart of its organisation with the help of agency, Penna. Through in-depth research and flawless execution, the campaign, which married communications with organisational development, managed to boost staff morale while also saving over £1.2m.



Dixons Carphone and Hodes Bronze

'Bring your passion, make amazing happen,' was the rallying cry that summoned success for the merger between Dixons Retail and Carphone Warehouse, forming the basis of an employer brand that was informed, emotive and inspiring.



OneFamily and Cherry Tiger Bronze

The result of a merger between two major mutual insurers, OneFamily needed a cohesive brand, fast. Partnering with Cherry Tiger, OneFamily launched a powerful internal communications campaign that has inspired interaction and boosted employee engagement.



Highly commended – Müller UK & Ireland and Emperor



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Best ongoing commitment to employer brand management

ODEON and Synergy Creative

Gold

Operating cinemas across the UK, Ireland and mainland Europe, ODEON is a big name in film. And with a surge of high profile movie releases on the horizon, the screen barons knew 2015 was the perfect time to boost its brand. Working with Synergy Creative, ODEON launched a new, insight-driven employer brand as a long-term strategy to future-proof its business, attract quality employees and encourage them to go above and beyond in their customer service. So far, the exercise has included two vision and values campaigns, as well as systematic updates to employee touchpoints, new manager training, incentive programmes, a new careers website and promotion of 'brand heroes'. Our judges described the campaign as, "Appealing, holistic, planned and thorough," and praised its, "True understanding of employer brand and ongoing commitment." The campaign fostered widespread awareness and support among ODEON's employees, with 98% sold on its vision and values.



IHG

Silver

As a hospitality business, IHG knows that its people are its most powerful asset. That's why it established an employer brand that was no mere flash in the pan — but an ongoing strategy to promote and encourage excellence. By developing a set of 'Winning Ways' that everyone could get behind, IHG raised engagement from 26% to 86%.



SAP SE

Bronze

SAP SE affirmed its commitment to an inspiring, aspirational employer brand with a radical and ongoing overhaul. It included bold initiatives around diversity, company culture, graduate recruitment and even an SAP SE alumni network.

Highly commended – Dixons Carphone and Hodes

Herd, or heard?

If you want the right people to listen, make sure you start the right conversation.

Contact zoe.freeman@thirtythree.co.uk

Best creative execution of the employer brand



Lucite International and The Allotment

Winner

Lucite International partnered with the Allotment to create a colourful campaign that both inspires its team and promotes awareness of the brand. Though its acrylic product, Perspex, was well known, the profile of Lucite International was not as high, despite its status as a market leader in the supply of MMA, an essential component in all acrylics.

Lucite and the Allotment crafted an employer brand campaign that would unite all of Lucite's 2,200 employees, and all of its global franchises, under one unifying purpose. It was decided that the proposition, 'Shaping a future that's lighter, brighter everywhere,' symbolised the essence of its brand and experience.

The new proposition was brought to life with a creative and artistic set of materials that included brightly-coloured acrylic shapes and contrasting, delicate pencil illustrations. The raw acrylic was a fitting symbol of the innovation that sits at the heart of Lucite's business, it suggests unlimited application and untapped potential.

Through multi-language rollout and cross-channel and cross-platform deployment, Lucite and the Allotment cleverly maximised the campaign's exposure. An on-site poster campaign across Lucite's global sales and manufacturing sites, cascade packs for key managers, an animated film and even an interactive game all helped to raise awareness of Lucite's new employer brand, quickly gaining traction with staff. While the results of the branding are yet to be revealed, early indications are positive — our judges described the campaign as, "Colourful, clever and creative," praising it for its, "Stunning art direction."

Grand prix of employer brand management 2016

ODEON and Synergy Creative

Winner

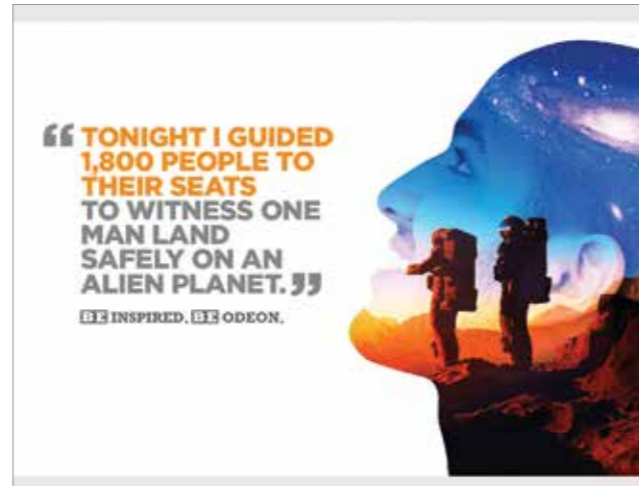
In order to stand out in a competitive industry, ODEON & UCI Cinemas Group needed to ensure that its staff contributed to the fun and immersive experience of going to the cinema.

Anticipating 2015's slew of big releases – from Star Wars to Fifty Shades of Grey – ODEON partnered with Synergy Creative to give its staff a starring role in the blockbuster bonanza. However, this was not a one-off engagement project, it was a long term engagement strategy with an insight-driven employer brand, EVP and employer brand design.

Following a period of extensive research, ODEON developed an inspiring employer brand strategy that included vision and values campaigns, an update to employee touchpoints, new training initiatives, incentives and the promotion of 'brand heroes'. Employees were asked to deliver, 'Inspiring Entertainment Experiences for Every Guest.'

The new brand promises that, as well as having fun, ODEON employees can learn skills that will prepare them for life outside of the business, though there is the opportunity for them to build a fun and long-term career with the multiplex brand if they choose to. ODEON's employees were quick to respond, with 98% expressing support for the new vision and values – translating into a more engaged team and red carpet service for customers.

The campaign has already helped to future-proof ODEON's business, attract quality employees and inspire teams to higher standards of service – all contributing to a successful year for the cinema icons. With such high levels of internal and external support, ODEON's campaign received five star reviews all round. Our judges praised ODEON and Synergy Creative for their holistic approach, understanding of employer brand and ongoing commitment to their strategy.



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