

Winners book





Hearsay *noun*

synonyms: rumour, gossip, tittle-tattle, idle chatter, mere talk

We help organisations to define and manage their employer brand through remarkable talent attraction and engagement communications.



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Employer Branding • Talent Attraction • People Communications

WELCOME



Companies across Europe are recognising the growing importance of a strong employer brand to attract the best talent, drive a corporate culture that retains talent and engage current employees with the organisation. For the past two years, the Employer Brand Management Awards has recognised those companies' successes.

This year, the winners of the Employer Brand Management Awards includes some previous winners in addition to a swathe of brands working on exciting new programmes to address their corporate culture, recruitment efforts and employee experience.

One of those is ForrestBrown, a tax and accountancy firm with a character-filled approach to employer branding. The firm takes home this year's 'Best creative execution of the employer brand' award for its fun, fitting and effective programme. It's fellow premier award winner, taking home the 'Grand Prix of employer brand management' is Teach First. Promoting the brand to a new audience and using a gripping, emotional video as the centrepiece of the campaign helped propel Teach First to excellent recruitment results.

These are the stories that abound in the Employer Brand Management Awards and help craft workplaces that are welcoming, engaging and, ultimately, beneficial to the business. I'm proud to congratulate this year's winners of the Employer Brand Management Awards for their hard work and successes.

Brittany Golob
Editor, Transform magazine

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JUDGES



Naomi Anderson, agency director, Tonic

Naomi has over 12 years of experience in branding and recruitment communications. She works with businesses and brands that require engagement strategies which deliver on both a national and international scale. Whether it's helping create pride and motivation in a business that's gone through sustained difficult change or working with one of the world's most established brands to create a new EVP that was driven by external trends and competitive growth, Naomi works closely with clients to help implement new and innovative strategies.



Jessica Archer, global HR director, Clinigen

Jessica has over 10 years of experience in human resources and leadership positions across the private sector. After joining Clinigen in 2014, she became the global HR director in 2016; supporting the company through three acquisitions. Prior to Clinigen, Jessica was HR manager at Mondeléz International (formerly Kraft/Cadbury) and worked in HR and operations management roles at Barclays and Sainsbury's. A member of the Chartered Institute of Personnel and Development.



Jonny Briggs, head of talent acquisition, Aviva

Jonny joined Aviva as the group head of talent acquisition in 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, the corporate bank and finally as head of resourcing at Coutts.



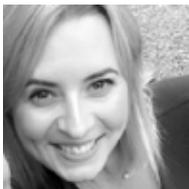
Francesca Campalani, head of candidate attraction and employer branding, Deloitte UK

Francesca runs candidate attraction, employer branding and marketing strategy for Deloitte UK. She is a business focused and creative thought leader with 20 years of experience and a strong track record in talent, employer marketing, branding, diversity and culture. Francesca was previously a board director for the Association of Graduate Recruiters and the global leader of Lloyd's Banking Group's 'Discover What Matters' manifesto.



Mairi Doyle, director of internal communications and wellbeing, Bupa

Football is how it all started for Mairi, having first joined a PR agency in Glasgow where the clients were either football clubs, or cup sponsors. In 1986, she moved to London to work for PR agencies before going in-house with Telewest, then with Thomas Cook. She joined Interbrand as a consultant and worked with Orange on brand engagement before joining Ansbacher, then BDO, as director of communications. She joined Bupa in 2011 as director of internal communications for the group, and in 2017, took on the global remit for employee wellbeing.



Helen Durkin, talent marketing manager, Sage

Helen has 10 years of experience in recruitment marketing and employer branding with client-side roles at Dixons Carphone, Carphone Warehouse and Saudi Aramco, along with agency exposure at TMP Worldwide. She is currently the talent marketing manager for Sage and has been brought in to align the talent marketing strategy globally across social, recruitment marketing, candidate and the talent acquisition team.



Irene Duyn, head of brand engagement, ING

Irene is head of brand engagement at ING. She holds Master's degrees in international business and in cultural sciences. She joined ING in 2004 and is responsible for the company's employer brand, internal branding and brand engagement. Following the restructuring of ING which finalised in 2013, she has been involved in redefining ING's corporate brand, culture, employer brand and more.



Andrew Fisher, director of communications and commercial services, NHS Employers and NHS Confederation

Andrew is a member of the senior management and executive team at both NHS Confederation and NHS Employers, reporting directly to both chief executives. He is the head of a talented team of over 40 across offices in Leeds and London. Andrew leads the NHS Confederation's communications function while also overseeing the programme communications team in NHS Employers and the in-house AV production team. He is also the managing director of the NHS's commercial trading company.



Catherine Hearn, director, resourcing and talent, BBC

Catherine joined the BBC in 2015 initially as director of talent for the television division, before taking on a pan-BBC remit leading the resourcing and talent team. She established a single point of accountability to drive a coordinated workforce strategy and a new approach to the BBC's diverse hiring requirements. She was previously head of talent and attraction at Walt Disney working in EMEA and internationally. Her early career was spent in executive search in the media and consumer sectors.



Jane Hubbard, director of HR, Chester Zoo

Jane is director of HR for Chester Zoo, a leading conservation and education charity, and an award-winning visitor attraction. She is responsible for delivering the zoo's people strategy. This includes recruiting and engaging a team of passionate, talented, enthusiastic and expert people, doing everything they can to keep the zoo going, from feeding the animals to discovering new conservation ideas and giving 1.9m visitors an inspirational day out. Jane has over 25 years of experience covering the public, private and not-for-profit sectors.



Penny Illston, HR director, Penny Illston Ltd

Penny works with organisations as an HR leader, director, consultant and coach, helping leaders to develop and deliver better organisational results. Her passion for delivering and creating opportunities is evident in the strategic change programmes she has initiated and led as HR director and interim change agent. Most recently, as global HR director at Benoy, Penny led the employer brand overhaul for the global architectural and design firm. This award-winning initiative led and inspired the employees to come together as brand ambassadors.



Nicky Ivory-Chapman, head of talent acquisition, Channel 4

Nicky is a chartered fellow of the CIPD with 15 years of HR experience. She is currently the head of talent acquisition at Channel 4 and has responsibility for recruitment in the creative, commercial and operational areas from entry to executive level. In addition to recruitment, she has worked in the areas of employer brand, employee engagement and as a generalist, and spent three years on the board of the Institute of Student Employers (formally the AGR).



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

Graeme is global head of employer brand and talent acquisition strategy at BT, and has performed senior leadership roles in talent acquisition for Virgin Media and Accenture. Graeme has a track record for transforming and leading high-performing recruitment teams. Graeme is enthusiastic about the commercial impact of recruitment, employer brand and candidate experience.



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

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

JUDGES



Sian Keane, executive vice president, people, Farfetch

As executive vice president of people, Sian sets the strategy for Farfetch's global people function. As part of the executive board she works closely with senior management and local people teams in Farfetch's 11 international offices. Since joining Farfetch in 2012, Sian has guided the company's global people strategy through a time of fast paced growth from 100 to over 1,900 people. She champions a focus on culture, engagement and the development of people; managing the implementation of Farfetch company values, global career ladder and global employer brand.



Steve Keith, former marketing and communications lead, apprenticeships, EY

Steve has recently started a new career as an early careers consultant focusing on branding and attraction of apprenticeship programmes. He worked with EY for 12 years on early talent development, and previous to that was a secondary school teacher on the Teach First programme. He is a passionate champion of apprenticeships and advocate for informed career choices through the medium of storytelling.



Dominique Mallion, recruitment marketing manager, Philips

Dominique is a recruitment marketing manager at Philips. As part of an in-house employer branding team. She is responsible for integrated employer brand and recruitment marketing strategies for Europe, the Middle East and Africa. She uses local market and target audience insights together with a range of tactics to develop, influence and promote Philips' employer value proposition in a globally aligned but locally relevant way. Her efforts focus on winning the hearts and minds of the people Philips needs to drive its company transformation and success in its next century and beyond.



Euan McNair, talent attraction and employer brand consultant, Standard Life Aberdeen

Euan is currently the talent attraction and employer brand consultant for Standard Life Aberdeen which is a leading global investment company (following the merger of Standard Life and Aberdeen Asset Management). With operations in 50 locations worldwide and £670bn assets managed, Standard Life employs around 9,000 people. Euan leads global talent attraction and employer branding for the distinct business units, Standard Life and Aberdeen Standard Investments.



Penny Newman, chief people officer, Lewis Silkin

Penny is chief people officer at Lewis Silkin. She joined Lewis Silkin in 2007 and has been involved in a variety of employee engagement, CSR and diversity initiatives. She also has a keen interest in HR information systems and business process efficiency. She works closely with Lewis Silkin's leading employment law team to ensure that the firm is at the forefront of employment practices. Before joining Lewis Silkin, Penny qualified as a chartered accountant at Deloitte and worked for two other top 100 UK law firms.



David Osborn, group human resources director, ITV

David joined ITV as HR director for ITV Studios in 2011. He has over 20 years of HR experience in the UK and internationally. David has worked across a wide variety of businesses and industries, including EMI Music, Vodafone, Visa Europe, Mars and Marks & Spencer. Since 2014, David has been group HR director for ITV. As a member of the executive management team he's responsible for developing and delivering the global people strategy. David is experienced in all aspects of HR, with a passion for driving commercial success through people-centric solutions.



Christopher Parkinson, head of learning, development and engagement, TSB

Chris has been working in the people and organisational development area for over 20 years. He has worked at a range of blue chip organisations including Barclays Bank, Deloitte Consulting and American Express. He is currently head of learning, development and engagement at TSB Bank. Outside of the commercial world, Chris has also been heavily involved in the delivery of two major sporting events, the 2006 Melbourne Commonwealth Games, and the 2012 London Olympic and Paralympic Games.



Ton Rodenburg, employer branding and internal branding specialist, ARA creative agency

Ton is strategy director and founder of Rotterdam based ARA M/V, a creative employer/internal branding agency, part of TBWA worldwide. He champions leadership, communications and HR working together in building energetic, authentic and distinctive brand cultures as a key driver in attractive employment. In the past 18 years at ARA, he has acted as consultant for over 100 clients across all industries and sectors.



Niall Ryan-Jones, head of employee experience, Harrods

Niall has worked in retail for most of his career for various companies such as Primark, Debenhams, Alpha Airport Shopping, House of Fraser, Liberty and Harrods. For the last 15 years, Niall has worked specifically in the employee engagement space starting in internal communications. He is currently working as head of employee experience at the world famous retailer, Harrods. His role encompasses many employee touchpoints such as internal communications, benefits and recognition, corporate responsibility, corporate health, employee engagement and employer brand management.



Melanie Silverman, employer brand manager, GLL

With over 20 years of experience in employment communications, marketing and advertising, Melanie has worked at some of the most well-known and well-respected agencies in the industry. Spanning a variety of different sectors, 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 employee referral programmes. Melanie is currently the employer brand manager for GLL, a charitable social enterprise and the largest operator of public leisure, health and cultural services, sport and facilities.



Tim Small, vice-president, employer brand and colleague engagement, InterContinental Hotels Group

Tim's team is responsible for continuing to build the profile of IHG's multi-award winning employer brand, to attract the diverse talent the global hotel group needs as it grows. Another area of Tim's responsibility is understanding how engaged teams feel. Asking for and acting on feedback to drive continuous improvement is a fundamental part of IHG's culture and has led to a dramatic increase in engagement over recent years.



Andrew Soane, associate director, recruitment marketing, Accenture

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



Jörgen Sundberg, employer brand consultant and CEO, LinkHumans

Jörgen is an employer brand consultant and the founder and CEO of Link Humans. He wrote 'Employee Advocacy: The Ultimate Handbook' together with Ben Donkor of Microsoft. He hosts a weekly employer branding podcast, featuring companies like GE, Walmart, Salesforce and Vodafone. Jörgen regularly speaks at business schools and conferences and has been interviewed in the Times, the Guardian and by the BBC.

WINNERS

Best alignment of the employer value proposition with corporate brand values

Gold - Pepsi Lipton and Hodes (part of Symphony Talent)

Gold - Teach First and Tonic

Bronze - Kerry Foods and SMRS

Best communication of the employer brand to the external audience

Gold - Teach First and Tonic

Silver - Dixons Carphone and Hodes (part of Symphony Talent)

Silver - Zalando SE

Bronze - Mencap and SMRS

Highly Commended - BT plc and Ph.Creative

Best communication of the employer brand to the internal audience

Gold - Northwell Health and Home

Silver - Team KnowHow (part of Dixons Carphone) and Hodes (part of Symphony Talent)

Bronze - Givergy

Bronze - Nationwide Building Society and drp

Highly Commended - Barclays and Wardour

Best short-term or one-off employer brand campaign

Gold - Hermes and Creed Communications

Silver - Moneysupermarket Group and Brandguild

Bronze - EVRY and Mission

Bronze - Unilever and Hodes (part of Symphony Talent)

Best diversity brand

Gold - ODEON Cinemas Group

Silver - Travelport and Creed Communications

Bronze - Accenture

Best digital communication of the employer brand

Gold - ForrestBrown and Hodes (part of Symphony Talent)

Gold - Hastings Direct and That Little Agency

Silver - Care UK and Dragonfish

Bronze - Travelport and Creed Communications

Highly Commended - RBS and Tonic

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

Gold - Unilever and Hodes (part of Symphony Talent)

Gold - Zalando SE

Silver - Circle Health

Bronze - Accenture

Highly Commended - Barclays and Tonic

Highly Commended - BT plc and Ph.Creative

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

Gold - intu

Bronze - Ph.Creative

Best employer brand management programme following a merger or acquisition

Gold - Suez and MerchantCantos

Bronze - Renewi and Wardour

Bronze - Standard Life Aberdeen

Best brand ambassador programme

Gold - ODEON Cinemas Group

Silver - Assurant and Creed Communications

Silver - Principality Building Society and Mr B & Friends

Bronze - VESTEL

Best employee experience

Gold - Northwell Health and Home

Silver - Team KnowHow (part of Dixons Carphone) and Hodes (part of Symphony Talent)

Bronze - Accenture

Bronze - Fuller Smith & Turner PLC

Best localisation of a global employer brand management programme

Gold - Philips and MerchantCantos

Best employer brand management event

Gold - Arval UK and Synergy Creative

Silver - Nationwide Building Society and drp

Bronze - Kerry Foods and SMRS

Highly Commended - InterContinental Hotels Group and Mr B & Friends

Best employer brand innovation

Gold - Care UK and Dragonfish

Gold - Jewish Care and We Love 9am

Silver - EY

Bronze - Kerry Foods and SMRS

Best ongoing commitment to employer brand management

Gold - Dixons Carphone and Hodes (part of Symphony Talent)

Best employer brand management by a charity, NGO or NFP

Gold - Jewish Care and We Love 9am

Silver - Mencap and SMRS

Best employer brand management from the education sector

Gold - Teach First and Tonic

Best employer brand management from the engineering and manufacturing sector

Silver - Laing O'Rourke and Wardour

Best employer brand management from the financial services sector

Gold - Moneysupermarket Group and Brandguild

Silver - Hastings Direct and That Little Agency

Bronze - Assurant and Creed Communications

Bronze - RBS and Tonic

Highly Commended - Barclays and Wardour

Best employer brand management from the food and beverage sector

Gold - Kerry Foods and SMRS

Silver - Pepsi Lipton and Hodes (part of Symphony Talent)

Best employer brand management from the healthcare and pharmaceuticals sector

Gold - Philips and MerchantCantos

Best employer brand management from the professional services sector

Gold - ForrestBrown and Hodes (part of Symphony Talent)

Silver - EY

Best employer brand management from the retail sector

Gold - Dixons Carphone and Hodes (part of Symphony Talent)

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

Silver - EVERY and Mission

Bronze - BT plc and Ph.Creative

Bronze - Vodafone and Creed Communications

Best employer brand management from the transport and logistics sector

Gold - Hermes and Creed Communications

Best creative execution of the employer brand

Winner – ForrestBrown and Hodes (part of Symphony Talent)

Grand prix of employer brand management

Winner – Teach First and Tonic

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S M R S . C O . U K

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BEST ALIGNMENT OF THE EMPLOYER VALUE PROPOSITION WITH CORPORATE BRAND VALUES



Gold - Pepsi Lipton and Hodes (part of Symphony Talent)

Pepsi Lipton is a joint venture between Unilever and PepsiCo that produces and promotes a range of tea brands, including Lipton Ice Tea and Pure Leaf. Its challenge was to raise awareness of Pepsi Lipton as an employer within Unilever and PepsiCo. It blended the best of the core values of both parent companies to reflect the unique combination of opportunities and experiences Pepsi Lipton employees enjoy – and the tea they all love – supported by four emotional drivers. This was represented through a new visual identity, brand book and manifesto film, by Hodes, which bring the employment opportunities to life. The judges agreed that a clear, well-executed and compelling employer brand had been created, “Not just a mix of the two corporates they have behind them but a genuine sharp definition of who they are, how they stand out and why you should want to work for them.”



Gold - Teach First and Tonic

Teach First is a charity that finds and develops inspirational leaders in schools and the wider economy. The challenge put to Tonic was to deliver a campaign that increased applications both to its leadership development programme and its range of undergraduate opportunities. Tonic's strategy sought to appeal to those who had never considered teaching as a career option. It included a digitally-led, content-driven campaign to communicate Teach First's mission through Instagram Stories, Facebook Canvas, user-generated content and short films which provide candidates with guidance at different stages of the application process. Results included a 10% increase in website visitors and a 11% increase in the number of people being made an offer following assessment. As one judge said, “The way they defined their EVP directly resembles how you make a difference working for them. It perfectly connects the core of the company to the employee they recruit.”



Bronze - Kerry Foods and SMRS

To find out how the values of UKI frozen food supplier Kerry Foods shape and influence the working experience, SMRS didn't just conduct interviews, focus groups, surveys and site visits. It also asked 70 of Kerry Food's HR team to script and shoot mini films – and foods – to bring those values to life.

BEST COMMUNICATION OF THE EMPLOYER BRAND TO THE EXTERNAL AUDIENCE

Gold - Teach First and Tonic

Teach First is a charity that finds and develops inspirational leaders in schools and the wider economy. However, research had revealed that its brand was often misperceived. Tonic was tasked to deliver a campaign that increased applications both to Teach First's leadership development programme (LDP) and its undergraduate opportunities. The driving insight was that 'if you're not given a fair chance in the classroom, you're not given a fair chance in life'. This became: 'Each child. Each future.' Tonic created a short, powerful film featuring a Teach First teacher telling of the clear and important role LDP participants play in people's lives and in society, and it became a manifesto that would underscore all its communications. Results included a 10% increase in website visitors and a 11% increase in the number of people being made an offer following assessment. The judges agreed the campaign was "authentic, rich, inventive and inspiring."



Silver - Dixons Carphone and Hodes (part of Symphony Talent)

To bring its employer brand to life for external audiences, Hodes' campaign for mobile phone supplier Dixons Carphone included a new, innovative website that featured interactive animation, in-depth people profiles and a social hub. The judges liked the way "the varied audiences had a different campaign and approach."



Silver - Zalando SE

Online fashion platform Zalando SE's play icon was transformed into 'the PLAYline' – a visual device that bridged personal/team impact and organisational purpose. Through distinctive photography and a series of campaigns across paid, owned and earned media, Zalando made its employees icons of a new, empowering and contemporary attitude to work.



Bronze - Mencap and SMRS

To show what it feels like to work at the UK's leading learning disability charity, SMRS created a series of authentic films for Mencap – revealing the lows as well as the highs. They created short, sharable edits for social media and promoted the films online.



Highly Commended - BT plc and Ph.Creative

BEST COMMUNICATION OF THE EMPLOYER BRAND TO THE INTERNAL AUDIENCE



Gold - Northwell Health and Home

Northwell Health is the biggest private health care provider in New York state, with over 62,000 employees. For its internal communications campaign, 'Made for this,' Northwell worked with Bristol-based Home to speak to 2,000 people from across the business to find out what it's really like to work there. Hundreds of employees submitted stories for the chance to create fonts based on their handwriting, while others were trained to take photos. The brand launched with two films featuring employees in various roles across the organisation, with each employee speaking a line from the campaign. Right from the start the employees loved the fact that they saw themselves reflected in the campaign, while 98% of senior leaders agreed that it was a true reflection of their culture. The judges thought it had an authentic connection to the organisation, with one saying it was "the best for audience engagement as it involved employees from the very beginning."



Silver - Team KnowHow (part of Dixons Carphone) and Hodes (part of Symphony Talent)

With 10,500 staff to engage, Hodes' strategy for mobile phone supplier Dixons Carphone needed to be both detailed and far-ranging. Its campaign was launched across print, digital and internal social channels, with execution targeted at different employee audiences, including a practical managers' 'toolbox,' an HTML game and a competition.



Bronze - Givergy

For fundraising technology company Givergy, research for creating an employer brand included an internal satisfaction survey completed by 138 employees globally. But the journey really got underway once Givergy brought in an artist to help senior management visualise and draw the journey, before communicating the project to the whole company.



Bronze - Nationwide Building Society and drp

Over five days at the NEC Birmingham, Nationwide Building Society worked with drp to engage more than 12,000 employees. The event was a result of its 'the Big Conversation' campaign which gained strategic ideas from everyone in the business. It generated 55,000 employee interactions and 22,000 pieces of individual feedback.

Highly Commended - Barclays and Wardour

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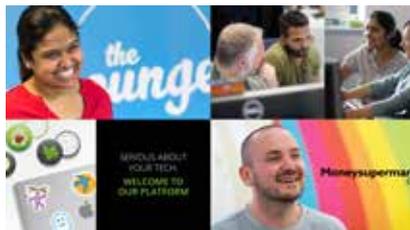


BEST SHORT-TERM OR ONE-OFF EMPLOYER BRAND CAMPAIGN



Gold - Hermes and Creed Communications

Every year, Hermes has to significantly ramp up its seasonal courier recruitment, which is highly competitive and notoriously difficult to prepare for. For 2017, Hermes forecasted a requirement of 6,440 seasonal couriers, with attraction to take place over three months running up to December. Creed Communications put together a tailored attraction strategy, delivered within the strict budget guidelines, and provided Hermes with a real-time reporting dashboard. This dashboard was available to Hermes for the full campaign duration which meant it was able to see that Creed was completely transparent in the performance of all its bought media. Results showed a total of 7,916 couriers were hired, which put Hermes 22.92% above its target. The judges were impressed with the innovative use of insight to craft emotive messaging that hit the target. One said, "Brilliant positioning to avoid potential negative implications of flexible or temporary working."



Silver - Moneysupermarket Group and Brandguild

Following major investment in its new technology platform, Moneysupermarket needed to recruit for its digital hub in Manchester, which was building the Moneysupermarket Go app. Brandguild's campaign delivered the required tech recruitment and enabled the company to achieve its highest NPS scores from existing tech teams in its engagement survey.



Bronze - EVRY and Mission

EVRY is a leading IT services provider in the Nordic region. With the likes of Google and Microsoft competing for talent, Mission identified that EVRY's projects provided great opportunity to learn, with far-reaching social impact. It introduced a new EVP and, within nine months, all 700 positions had been filled.



Bronze - Unilever and Hodes (part of Symphony Talent)

The campaign to revitalise Unilever's three-year graduate leadership programme involved poking fun at traditional employer brand marketing and deployed user-generated content to showcase what life was really like on the programme. Hodes' approach allowed Unilever to reach a total of 1.8 million people and achieved 807,156 video views.

BEST DIVERSITY BRAND

Gold - ODEON Cinemas Group

ODEON Cinemas Group is Europe's largest cinema operator. It began formal work on diversity and inclusion (D&I) in January 2017, involving research, insight gathering, focus groups, testing ideas and D&I training. The aim was "not to solve a particular problem of diversity, but to bring our promise of a culture of inclusion and celebration of difference to reality." In November 2017, it launched its long term strategy to promote D&I through a London-based event, 'Our Incredible Differences,' which was introduced by MD Mark Way and CPO Kathryn Pritchard. More than 530 hours have been spent on training while 1,000 hours have been dedicated to D&I. One judge said, "What I liked about this was the sense of peer networks and onus on individuals to take responsibility. While it was introduced by senior leaders, it was clear that this was something that's part of the culture and a long-term strategy."



Silver - Travelport and Creed Communications

Travelport provides distribution, technology and payment solutions for the travel and tourism industry. Creed Communications produced a 12-month strategy to continually promote inclusive and diverse ways of both working at, and recruiting into, Travelport. The visual identity used employees to promote positive, personal, people stories into the business.



Bronze - Accenture

Launched in November 2017, StrategyEquals is a year-long integrated communications programme to bring together Accenture's various inclusion and diversity communications and marketing efforts. The programme asks employees to make a personal commitment to support diversity and encourages them to share that commitment via an innovative web-based technology platform.



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Employee Engagement
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Shortlisted in 2017

BEST DIGITAL COMMUNICATION OF THE EMPLOYER BRAND

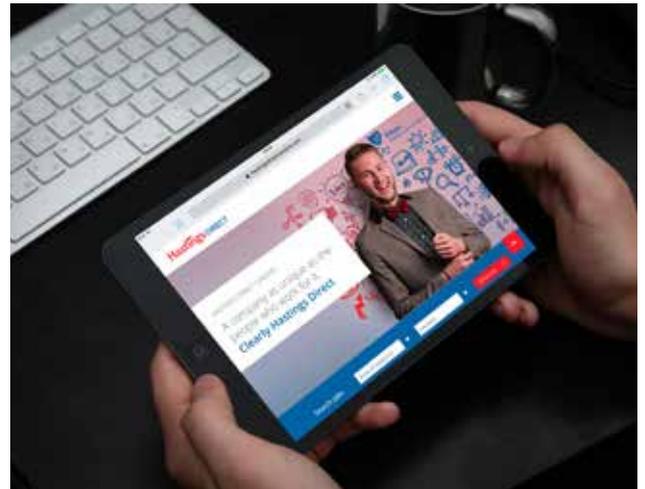
Gold - ForrestBrown and Hodes (part of Symphony Talent)

ForrestBrown is a firm of chartered tax advisers specialising in research and development tax credits. Playing on the organisation's distinctive startup roots, Hodes combined bespoke illustration with birds' eye photography to showcase the shared purpose of ForrestBrown's business and its clients. The range of collateral and channels included a new careers site that combined innovative features with fresh design to bring the employer brand to life in the digital space. Results have shown a 1,488% increase in applications via the website, 259% increase in unique visits to the website and 13,032 views of the careers animation via YouTube. The judges agreed the campaign had a clearly defined purpose and objectives with attractive visuals and well-constructed video. One judge said it "made a dry subject matter look interesting," while another commented that it made "innovative use of digital communication in a market where it is difficult to attract talent."



Gold - Hastings Direct and That Little Agency

Hastings Direct is a relatively small player in the UK insurance market and as such finds it difficult to attract financial and insurance professionals to join. Knowing that much of its attraction was done through digital platforms, Hastings worked with That Little Agency to focus on ensuring its profile and messaging were prominent on the company's careers website, digital advertising and social media platforms. Since launching in 2017, the 'Clearly Hastings Direct' people proposition has returned an 87% increase in website visitors, 44% increase in the average number of pages viewed on the website and 29% increase in completed applications. Among the website's features are fifteen different landing pages dedicated to 15 specific job seeking audiences, which aims to ensure audiences receive relevant content. The judges particularly liked the live feed with Glassdoor and the Indeed ratings. One said it was a "very clear articulation of the challenge and vision in building a digital engagement proposition."



Silver - Care UK and Dragonfish

Care UK is an independent care provider that believes in attracting and retaining the right people through an engaging brand. By listening to colleagues and partnering with Dragonfish, it used digital channels to connect with its target audience. After one month, the rate of applications had increased by nearly 330%.



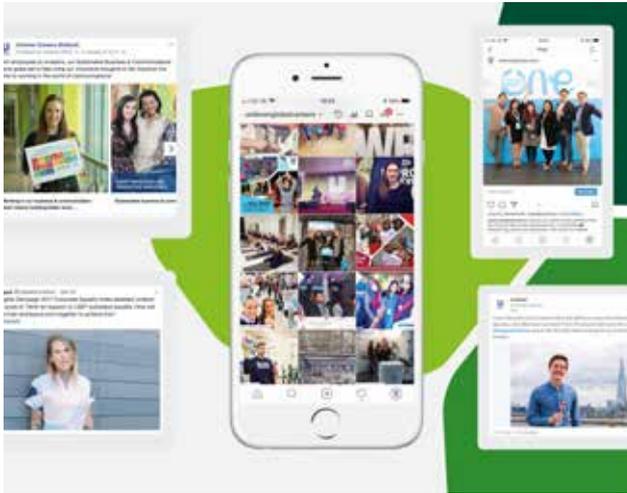
Bronze - Travelport and Creed Communications

Creed Communications was tasked with digitising the recruitment process for Travelport, which provides distribution, technology and payment solutions for the travel and tourism industry. Its solution is now the only way for hiring managers to conduct interviews, meaning all potential employees will have gone through the same, fair recruitment route.



Highly Commended - RBS and Tonic

BEST USE OF SOCIAL MEDIA IN THE MANAGEMENT OR PROMOTION OF THE EMPLOYER BRAND



Gold - Unilever and Hodes (part of Symphony Talent)

For Unilever, providing individuals around the world with a personalised and effective insight into life at a global organisation is key to its recruitment marketing and employer brand activity. Across LinkedIn, Twitter, Facebook, Glassdoor and Instagram it has a combined audience of over 4.4m followers globally, with updates posted daily. Through its #UniquelyUnilever campaign alone it generated over 17m impressions and saw a per post engagement rate of 0.7%. The judges were impressed with the way it recognised country differences across a global scale and felt it demonstrated the power of showcasing employees on external channels. They particularly liked the measurement of hits to the careers page from current employees. One judge commented it was “encouraging to see employees being placed at the heart of the brand,” and that it was a “smart way of using tech to allow visibility of content from around the globe.”



Gold - Zalando SE

Instead of using its social channels to tell top-down, corporate success stories, online fashion platform Zalando SE decided to let its people speak for themselves, with minimal corporate influence. At the same time, it wanted to leverage the scale of the community and its platform to empower them. Across Instagram, LinkedIn, Twitter and Facebook, its ‘People Stories’ format allows employees to present themselves, their goals, their projects and their achievements in their own words. It also creates a forum for dialogue, both inside and outside the organisation. Combined with its ‘PLAYline’ visual device, this campaign sought not only to boost traffic to Zalando’s career page but also to grow and engage its online communities. The judges approved of the fact that the social media campaign was largely employee generated. One said, “Loved the authenticity – the stories felt real. The ‘play’ EVP worked well across all channels.”



Silver - Circle Health

Public and private healthcare provider Circle Health operates Circle Nottingham, the largest NHS Treatment Centre in the UK. It wanted to trial a social media strategy for recruiting nurses quickly and cost-effectively. Its #NurseHeroes campaign was the ideal solution for raising brand awareness and to recruit for Circle Nottingham.



Bronze - Accenture

Accenture Strategy’s Global Case Challenge gives students the opportunity to work with a real client, developing a real strategy. Social media plays a pivotal role, telling the story of the students’ experiences. The competition, which runs from September to March, uses paid and organic social channels to engage its audiences.

Highly Commended - Barclays and Tonic

Highly Commended - BT plc and Ph.Creative

BEST EMPLOYER BRAND MANAGEMENT PROGRAMME FOLLOWING CHANGED MISSION, POSITIONING OR MANAGEMENT

Gold - intu

intu owns and manages several popular shopping centres in the UK and Spain. In 2012, it sought to transform its traditional real estate business to a consumer-focused experience brand which included a new set of values and visual identity. Integral to its success was its employer brand management programme, so staff could understand, be motivated by and deliver the new brand experience, whatever their role. Before its consumer launch, intu delivered a comprehensive engagement and education programme to all 2,300 staff. It changed and enhanced its communication approach and channels, created a brand-led induction, insourced its staff, introduced a reward programme and developed business and individual KPIs to support delivery of the strategy. In 2018, intu is a different business, with strong staff metrics, a net promoter score, customer feedback tool, a staff magazine written by non-marketing colleagues, a redeveloped intranet – and a winning employer brand management programme.



Bronze - Ph.Creative

Ph.Creative is an employer brand agency with offices in Liverpool, London and New York. As part of its repositioning, it produced a short film – whereby a job candidate rebels against data-driven recruitment processes – and linked it to an interactive quiz, as well as deploying an Instagram collage and Facebook updates.



BEST EMPLOYER BRAND MANAGEMENT PROGRAMME FOLLOWING A MERGER OR ACQUISITION



Gold - Suez and MerchantCantos

When Paris-headquartered, global water and waste business Suez bought its US peer GE Water, it needed to work quickly to bring its 8,000 new, mainly US, colleagues and 2,000 existing water colleagues on board. From day one, its compelling, content-driven internal engagement campaign centred around Suez's and GE's shared passion for water and Suez' brand promise, 'Ready for the resource revolution.' MerchantCantos tailored content for each audience and across six languages. The project reached every GE Water and Suez Water employee, from the US to Lebanon. The judges were particularly impressed by what they saw as a clear strategy across multiple countries and multiple touchpoints. One judge said, "They have clearly thought about the issues, including likely concerns that GE staff will have had, and have developed clear messaging to emphasise the synergies of the two business and why there is a natural fit."



Bronze - Renewi and Wardour

Renewi is a FTSE 250 waste recycling company, formed in 2017 by the merger of UK-based Shanks Group plc and Dutch-based Van Gansewinkel. Given that the merged team was so diverse and multilocational, a new internal magazine, developed by Wardour, was deemed the most effective way to communicate a united employer brand.



Bronze - Standard Life Aberdeen

Financial services company Standard Life Aberdeen plc was formed in 2017, following the merger of Standard Life plc and Aberdeen Asset Management plc. Two campaigns were launched while many employees faced potential redundancy, yet the resilience required to deliver them showcased what was so special about all the people involved.

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BEST BRAND AMBASSADOR PROGRAMME



Gold - ODEON Cinemas Group

ODEON Cinemas Group is Europe's largest cinema operator. As part of its EVP 'Colleague Journey' it created 'Your Incredible Discovery,' which describes the path employees take throughout their ODEON career. It's a map that shows the ways its employees learn and the opportunities available for them at work. It launched talent development programmes and eight talent promises to identify and stretch its star people. Its fast-track programmes, Brand Heroes and Experience Heroes, are a way to extend employees' learning and development, work on business challenges and be brand ambassadors for its vision and values with their cinemas and teams. The judges felt the campaign really engaged the company's employees. They recognised the challenge of engaging a young demographic and agreed it was a fun and people-focused piece of work. One judge said they "liked how the creative really linked back to the business' core purpose."



Silver - Assurant and Creed Communications

Risk management service provider Assurant wanted to refresh its referral brand and increase the number of brand ambassadors with a fun, memorable campaign. It has been a huge success both in terms of employee sentiment and referral engagement – including 695 active users and a 90% increase in engagement.



Silver - Principality Building Society and Mr B & Friends

Following a comprehensive piece of brand strategy work and brand identity redesign, Mr B & Friends devised a brand ambassador programme to identify and train ambitious and energetic employees, empowering them to interpret the new brand positioning, purpose and supporting values, and communicate it to colleagues and customers.



Bronze - VESTEL

Vestel's 25 companies operate in electronics, white goods and IT. The group wanted to increase its graduate reach, so it created the 'VesTELLer' brand ambassador programme. There are now 21 brand representatives in different universities, each assigned to promote the brand using a range of social media, blogs, campus event announcements and campaigns.

BEST EMPLOYEE EXPERIENCE

Gold - Northwell Health and Home

Northwell Health is the biggest private health care provider in New York state, with over 62,000 employees. For its campaign, 'Made for this,' Northwell worked with Bristol-based Home to speak to 2,000 people from across the business to find out what its really like to work there. The careers website was redesigned so that external candidates could understand the culture, and all new colleagues are invited to attend a half-day immersive session ran by senior leaders that covers the 'Made for this' promise. Meanwhile, myRecognition is a digital platform that allows colleagues to recognise peers that have shown how they reflect the campaign in their day to day role. The judges liked the way the campaign ties to internal communications and recognition, and the people promises that sit within it. One judges said, "The breadth of the challenge was clear and the execution slick, while the end to end experience set this entry apart."



Silver - Team KnowHow (part of Dixons Carphone) and Hodes (part of Symphony Talent)

With 10,500 staff to engage, Hodes' strategy for mobile phone supplier Dixons Carphone needed to be both detailed and far-ranging. Its campaign, Team KnowHow, was launched across print, digital and internal social channels, with execution targeted at different employee audiences, including a practical managers' 'toolbox,' an HTML game and a competition.



Bronze - Accenture

Accenture Strategy's Global Case Challenge gives students the opportunity to work with a real client, developing a real strategy. As they progress, students experience what it's really like to work there and their experiences are brought to life through a variety of rich media on Accenture's social and digital channels.

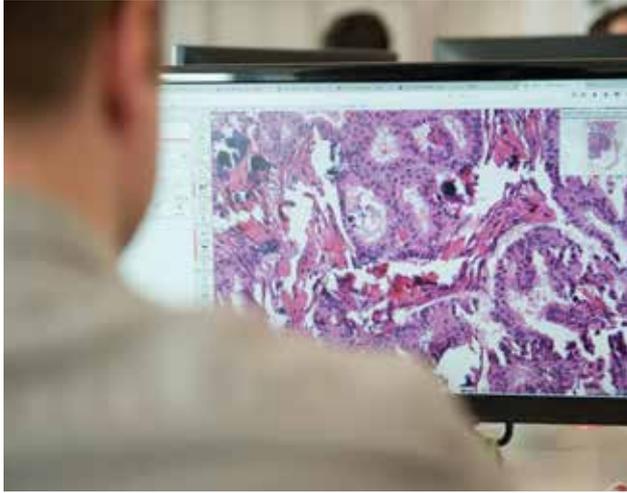


Bronze - Fuller Smith & Turner PLC

Those embarking on Fuller's graduate scheme can look forward to a highly personal recruitment process, a month-long induction, senior management mentoring, rotating work placements and online idea sharing. It's all designed to immerse graduates in every aspect of brewery life, while helping them to find their own career path.



BEST LOCALISATION OF A GLOBAL EMPLOYER BRAND MANAGEMENT PROGRAMME



Gold - Philips and MerchantCantos

Consumer and healthcare technology company Philips was looking to cut through the fiercely competitive and sometimes uniformly bland world of recruitment. In 2017, Philips Global Recruitment Marketing team created a manifesto, 'Embrace the Unexpected', which united its tactical executions under one 'creative roof' and ensured it captured attention with a differentiating positioning for Philips employer branding, globally. Philips' EMEA recruitment marketing team saw an opportunity to further drive awareness and engagement by executing the new creative platform. It worked with MerchantCantos to leverage leading consumer and digital marketing principles, deep insights about its regional target audience and took a tailored approach to launch an EMEA-centric 360-degree integrated campaign. Its aim was to disrupt the recruitment space and engage candidates in a meaningful way. The campaign ran until February 2018 across 12 markets. It featured a reach of 5.6m impressions and achieved 430,000 video views, with a 97% view rate on YouTube.

BEST EMPLOYER BRAND MANAGEMENT EVENT

Gold - Arval UK and Synergy Creative

As a team of people behind millions of safe journeys, business trips and holidays every year, everyone at Arval is a journey maker. However, low awareness of the brand drove the need to create an employer brand, 'the Journey Makers.' This was launched simultaneously across three sites to 750 employees, with support from Synergy Creative. Teams collaborated across all sites throughout the day via a bespoke 'social wall,' sharing thoughts, feedback and the odd selfie along the way. The event succeeded in introducing the new employer brand to colleagues and created a real sense of excitement about the future, achieving a score of 8.63 out of 10 when asked 'How do you rate our employer brand?' The judges agreed that it was a strong creative and a real standout in the category. One said, "They did all the right things to come to an EVP and engage the whole company on it."



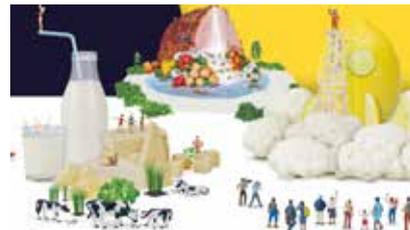
Silver - Nationwide Building Society and drp

Over five days at the NEC Birmingham, Nationwide Building Society sought to engage more than 12,000 employees. The event, developed by drp, was a result of its 'the Big Conversation' campaign which looked to gain strategic ideas from everyone in the business. It generated 55,000 employee interactions and 22,000 pieces of individual feedback.



Bronze - Kerry Foods and SMRS

During the research phase of UKI frozen food supplier Kerry Foods' employer brand development, SMRS got the chance to get involved in its HR away day. So instead of conducting the usual interviews and surveys, it asked the 70-strong HR team to script and shoot their own mini brand films.



Highly Commended - InterContinental Hotels Group and Mr B & Friends

BEST EMPLOYER BRAND INNOVATION



Gold - Care UK and Dragonfish

Care UK is an independent care provider that believes in attracting and retaining the right people through an engaging brand. Partnering with Dragonfish, it used digital channels to connect with its target audience. A life stage and key message matrix was developed to clarify its target audience and to create tailored messaging, creative executions and a targeted media approach. The real stories were chosen based on relevance and appeal to each target segment. A communication programme explained the approach and showcased the new employer brand, prior to launch. This included the creation of a recruitment guide book. After one month, the rate of applications had increased by nearly 330%. The judges thought the campaign brought the brand to life in a compelling and heartfelt way, and that it was an innovative way of connecting carers with their patients. One judge described the campaign as “original, dynamic and perception-changing.”



Gold - Jewish Care and We Love 9am

Jewish Care is a health and social care charity serving the UK Jewish community. We Love 9am needed to get to the heart of what made Jewish Care an attractive employer, but it also wanted to have a deeper understanding of what was deterring candidates from applying and how their preconceptions were having an impact on job advert response rates. By conducting internal research using staff surveys, it gained some fascinating insights into Jewish Care's culture and values through the eyes of its employees. The resulting 'Do You Wish' campaign dramatically changed candidate perception, improving response rates to job adverts and reducing recruitment costs. The judges saw the campaign as courageous to confront reality and as a bold solution that delivered on the perception change. One judge summarised, “Great to see a business pivoting on what's not working and, from that perspective, it's the most innovative campaign.”



Silver - EY

While professional services firm EY's competitors were producing insights aimed at businesses to remain competitive in the world of work, no one was addressing the employee's perspective. So, EY made its employer brand strategy about 'the Future of Work' and used the title for a series of complementary campaigns.



Bronze - Kerry Foods and SMRS

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BEST ONGOING COMMITMENT TO EMPLOYER BRAND MANAGEMENT



Gold - Dixons Carphone and Hodes (part of Symphony Talent)

When Dixons and Carphone Warehouse joined forces, it involved the union of two hugely successful businesses, which, between them, boasted many different brands and employed a wide variety of people. Developing and managing an employer brand for Dixons Carphone required Hodes to clearly define what it meant to be part of the new family, why people love working there and what's expected from those who do. It needed to find a consistent way of launching its method, creating a solid platform consisting of tone of voice, visual identity, employee and candidate experiences, and a brand guidebook. Hodes' campaign also included a new, innovative website that featured interactive animation, in-depth people profiles and a social hub. The Dixons Carphone EVP continues to be brought to life by a wide range of creative communications, such as award-winning careers website, store manager toolkits, Christmas recruitment ads and social media campaigns.

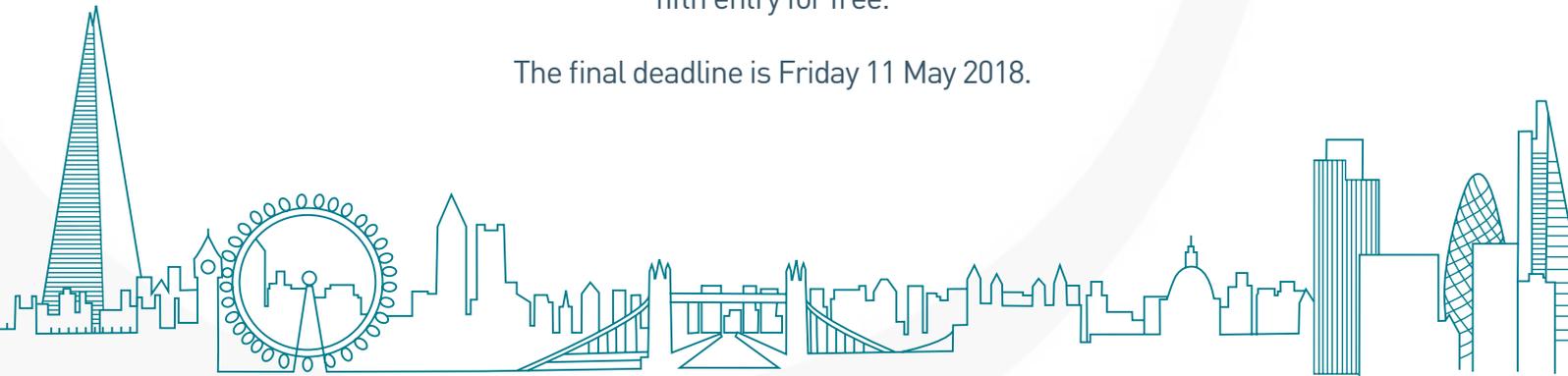
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BEST EMPLOYER BRAND MANAGEMENT BY A CHARITY, NGO OR NFP



Gold - Jewish Care and We Love 9am

Jewish Care is a health and social care charity serving the Jewish community in the UK. We Love 9am needed to get to the heart of what made Jewish Care an attractive employer, but it also wanted to have a deeper understanding of what was deterring candidates from applying and how their preconceptions were having an impact on job advert response rates. By conducting internal research using staff surveys, it gained fascinating insights into Jewish Care's culture and values through the eyes of its employees. The resulting 'Do You Wish' campaign helped to change candidate perception, improve response rates and reduce recruitment costs. The judges felt it was brave to make the brand logo secondary to appeal to a different audience. One commented, "It produced a video that not only showed the incredible diversity of roles but also highlighted the wide variety of backgrounds that employees have."



Silver - Mencap and SMRS

To show what it feels like to work at the UK's leading learning disability charity, SMRS created a series of authentic films for Mencap – revealing the lows as well as the highs. The agency created short, sharable edits for social media and promoted the films on the careers web pages.

BEST EMPLOYER BRAND MANAGEMENT FROM THE EDUCATION SECTOR

Gold - Teach First and Tonic

Teach First is a charity that finds and develops inspirational leaders in schools and the wider economy. The challenge was to deliver a campaign that increased applications both to its leadership development programme and its range of undergraduate opportunities. Tonic's strategy sought to appeal to those who had never considered teaching as a career option. It included a digitally-led, content-driven campaign to communicate Teach First's mission which included Instagram Stories, Facebook Canvas, user-generated content and short films to provide candidates with guidance at different stages of the application process. Results included a 10% increase in website visitors and a 11% increase in the number of people being made an offer following assessment. As one judge put it, "The way they defined their EVP directly resembles how you make a difference working for them. It perfectly connects the core of the company to the employee they recruit."



BEST EMPLOYER BRAND MANAGEMENT FROM THE ENGINEERING AND MANUFACTURING SECTOR



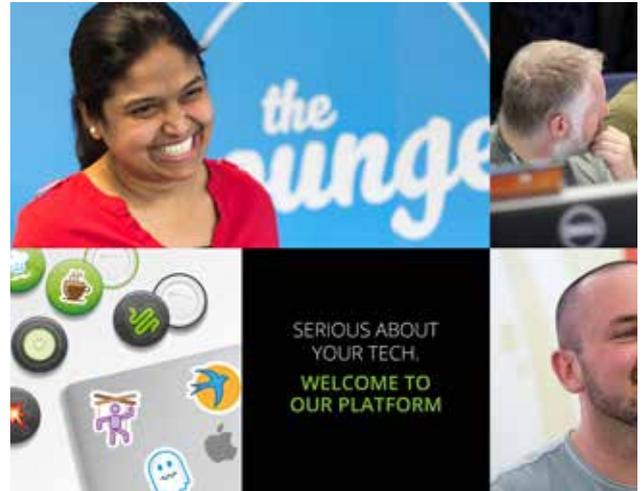
Silver - Laing O'Rourke and Wardour

For construction and engineering business Laing O'Rourke, employee engagement is vital because there is a vast skills gap in the construction sector. Wardour and Laing O'Rourke work in close partnership on the content programme, which is supported by a relentless social media strategy. Results include a doubling of unique page views on the microsite to more than 10,000 a month since it began implementing the new content programme in mid-2015.

BEST EMPLOYER BRAND MANAGEMENT FROM THE FINANCIAL SERVICES SECTOR

Gold - Moneysupermarket Group and Brandguild

Following major investment in its new technology platform, Moneysupermarket needed to recruit for its digital hub in Manchester which was building the Moneysupermarket Go app. To tell an authentic story, Brandguild worked closely with the tech teams from across the business. They helped to develop the right messaging, provided feedback to potential creative treatments, told their stories for the microsite and became advocates at the events. The campaign delivered the required tech recruitment and enabled Moneysupermarket to achieve its highest NPS scores from existing tech teams in its engagement survey. The judges liked the strategic application to the talent problem, especially as it was on a limited budget, and that it showed a clear ROI impact on recruitment. As one judge said, "In an incredibly challenging hiring market for tech people, it managed as a very small player, in a difficult location, to hire exactly the people it needed."



Silver - Hastings Direct and That Little Agency

Most of UK insurer Hastings Direct's talent attraction had been through digital platforms, so it worked with That Little Agency to focus on ensuring the company's profile and messaging were prominent on its careers website, digital advertising and social media platforms. Among the website's features are 15 different landing pages dedicated to 15 specific job seeking audiences.



Bronze - Assurant and Creed Communications

Risk management service provider Assurant worked with Creed Communications to refresh its referral brand and increase its number of brand ambassadors with a fun, memorable campaign. It has been a huge success both in terms of employee sentiment and referral engagement – including 695 active users and a 90% increase in engagement.



Bronze - RBS and Tonic

RBS' employer brand campaign with Tonic used innovative EEG headsets – capable of visualising brain activity – to give students the opportunity to glimpse the inner workings of their minds and display their passions. The judges liked the fact that it was based on finding 'potential' and then clearly linked back to relevant programmes at RBS.



Highly Commended - Barclays and Wardour

BEST EMPLOYER BRAND MANAGEMENT FROM THE FOOD AND BEVERAGE SECTOR



Gold - Kerry Foods and SMRS

During the research phase of the employer brand development for UKI frozen food supplier Kerry Foods, SMRS met enough people, and experienced enough of the business, to get a feel for how bold and open minded they were. This set a tone for its campaign. As the centrepiece of its creative work, it came up with a set of scenarios based on the Kerry Foods values. Created by a food stylist and a model maker, they were made of food and tiny model people, with each scenario providing a metaphor for what it's like to work at Kerry Foods. Having gathered plenty of inspiring stories that were all linked to Kerry Foods' values, SMRS used a 3D scanner to turn the stars into little models, and then put them into visuals that showed where they made their impact. The judges liked the distinctive fusion of food and people.



Silver - Pepsi Lipton and Hodes (part of Symphony Talent)

To raise awareness of Pepsi Lipton as an employer within Unilever and PepsiCo, Hodes blended the best of the core values of both parent companies, supported by four emotional drivers. This was represented through a new visual identity, brand book and manifesto film which brings the employment opportunities to life.

BEST EMPLOYER BRAND MANAGEMENT FROM THE HEALTHCARE AND PHARMACEUTICALS SECTOR

Gold - Philips and MerchantCantos

Consumer and healthcare technology company Philips wanted to cut through the fiercely competitive and sometimes uniformly bland world of recruitment. In 2017, Philips Global Recruitment Marketing team created a manifesto, 'Embrace the Unexpected,' which united its tactical executions under one 'creative roof' and ensured it captured attention with a differentiating positioning for Philips employer branding, globally. Philips' EMEA recruitment marketing team saw an opportunity to further drive awareness and engagement by executing the new creative platform. Working with MerchantCantos, it leveraged leading consumer and digital marketing principles, deep insights about its regional target audience and took a tailored approach to launch an EMEA-centric 360-degree integrated campaign. The aim was to disrupt the recruitment space and engage candidates in a meaningful way. The campaign ran until February 2018 across 12 markets. It featured a reach of 5.6m impressions and achieved 430,000 video views, with a 97% view rate on YouTube.



BEST EMPLOYER BRAND MANAGEMENT FROM THE PROFESSIONAL SERVICES SECTOR



Gold - ForrestBrown and Hodes (part of Symphony Talent)

ForrestBrown is a firm of chartered tax advisers specialising in research and development (R&D) tax credits. Playing on its distinctive startup roots, Hodes combined bespoke illustration with birds' eye photography to showcase the shared purpose of ForrestBrown's business and its clients. The range of collateral and channels created included a new careers site that combined innovative features with fresh design to bring the employer brand to life in the digital space. It activated the brand at a networking event, 'the Gin Mixer,' which included promotional materials and giveaways, and gave attendees the chance to get to know people in the industry and the brand. The judges praised the campaign for its authenticity, distinctiveness and creativity. One judge even went as far to say, "If I were mindful to enter the world of tax, ForrestBrown would be my aspirational place to work – and it's not just because of the gin either."



Silver - EY

While professional services firm EY's competitors were producing insights aimed at businesses to remain competitive in the world of work, no one was addressing the employee's perspective. So, EY made its employer brand strategy about 'the Future of Work' and used the title for a series of complementary campaigns.

BEST EMPLOYER BRAND MANAGEMENT FROM THE RETAIL SECTOR



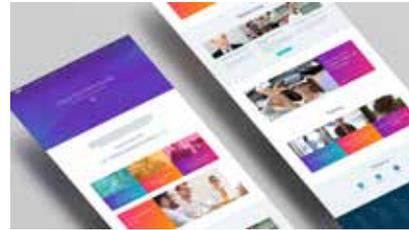
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BEST EMPLOYER BRAND MANAGEMENT FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR

Silver - EVRY and Mission

EVRY is a leading IT services provider in the Nordic region. With the likes of Google and Microsoft competing for talent, Mission identified that EVRY provided a great opportunity to learn and have a social impact, so it developed new content that reflected the diverse opportunities for graduates and established professionals alike. This provided everybody with a new narrative to rally around – from the CEO to frontline recruiters.



Bronze - BT plc and Ph.Creative

Telecoms company BT needed to change perceptions of its employer brand. It created a strategy to influence the right people, converting interested applicants into ‘fans of BT’ – whether hired or not. All its careers channels are now managed between a centralised team and Ph.Creative, and engagement and advocacy has increased.



Bronze - Vodafone and Creed Communications

Creed Communications discovered that mobile phone company Vodafone could offer conditions, benefits, support and development opportunities that were superior to those of its competitors, and hard to find in the local market. Its campaign has since delivered over 300 hires at a great cost-per-hire and improved conversion rate from application to hire.



BEST EMPLOYER BRAND MANAGEMENT FROM THE TRANSPORT AND LOGISTICS SECTOR



Gold - Hermes and Creed Communications

Every year, Hermes needs to significantly ramp up its seasonal courier recruitment, which is highly competitive and notoriously difficult to prepare for. For 2017, Hermes forecasted a requirement of 6,440 seasonal couriers, with attraction to take place over three months running up to December. Creed Communications put together a tailored attraction strategy, delivered within the strict budget guidelines, and provided Hermes with a real-time reporting dashboard. This dashboard was available to Hermes for the full campaign duration which meant it was able to see that Creed was completely transparent in the performance of all its bought media. Results showed 7,916 couriers were hired, which put Hermes 22.92% above its target.

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BEST CREATIVE EXECUTION OF THE EMPLOYER BRAND



Winner – ForrestBrown and Hodes (part of Symphony Talent)

ForrestBrown is a firm of chartered tax advisers specialising in research and development tax credits. Its rapid growth meant that it needed to add talent to its team, but it didn't want to lose its individual, startup culture in the process.

Instead, it wanted to build an employer brand that would capture the unique personality of the organisation while creating an authentic emotional connection with people inside and outside the business. The process involved a robust programme of internal and external research, crafting four brand pillars, developing a distinct illustration-based visual identity and tone of voice, and creating an innovative careers website and marketing collateral.

Playing on ForrestBrown's distinctive startup roots, Hodes combined bespoke illustration with birds' eye photography to showcase the shared purpose of the business and its clients. The range of collateral and channels it created included a new careers website, which combined innovative features with a fresh design to bring the employer brand to life in the digital space. Each page features a bespoke animated header and includes detailed profiles from people across the business, as well as a social hub, job vacancies, training and benefits information and a data capture form.

The employer brand was activated at a networking event, 'the Gin Mixer,' which included promotional materials and giveaways, and gave attendees the chance to get to know people in the industry and the brand. Since the launch of its employer brand, ForrestBrown has already seen some amazing results both online and offline – most notably a huge increase in traffic and applications on its careers website. The authenticity and creativity of the campaign impressed the judges. One said, "I wanted to go and work for them after reading the entry and watching the video – compelling, inspiring and strategically spot-on."

GRAND PRIX OF EMPLOYER BRAND MANAGEMENT



Winner – Teach First and Tonic

Teach First is a charity that finds and develops inspirational leaders in schools and the wider economy. Its leadership development programme (LDP) is a unique proposition in the market, offering the UK's brightest talent the opportunity to become part of a social movement for change while developing themselves as leaders.

However, Teach First is not immune to the teacher recruitment crisis that exists in England. And despite having a strong profile on campus and a well-established graduate recruitment brand, research had shown widespread misperceptions of the Teach First brand, programme and purpose.

Tonic's challenge was to increase applications both to Teach First's LDP and its undergraduate opportunities. A centrepiece of its campaign was a powerful film featuring a Teach First teacher telling of the clear and important role that LDP participants play in people's lives and in society.

It became a manifesto that underscored all its communications. The driving insight was that 'if you're not given a fair chance in the classroom, you're not given a fair chance in life.' This became, 'Each child. Each future.'

Using Teach First's existing research that identified the various audience segments within its target market and the dominating motivating factors for each of those groups, Tonic created communications that were tuned to each segment and delivered those both online and offline. Its strategy sought to appeal to those who had never considered teaching as a career option. This included a digitally led, content-driven campaign that made use of Instagram Stories, Facebook Canvas, user-generated content and short films to provide candidates with guidance at different stages of the application process.

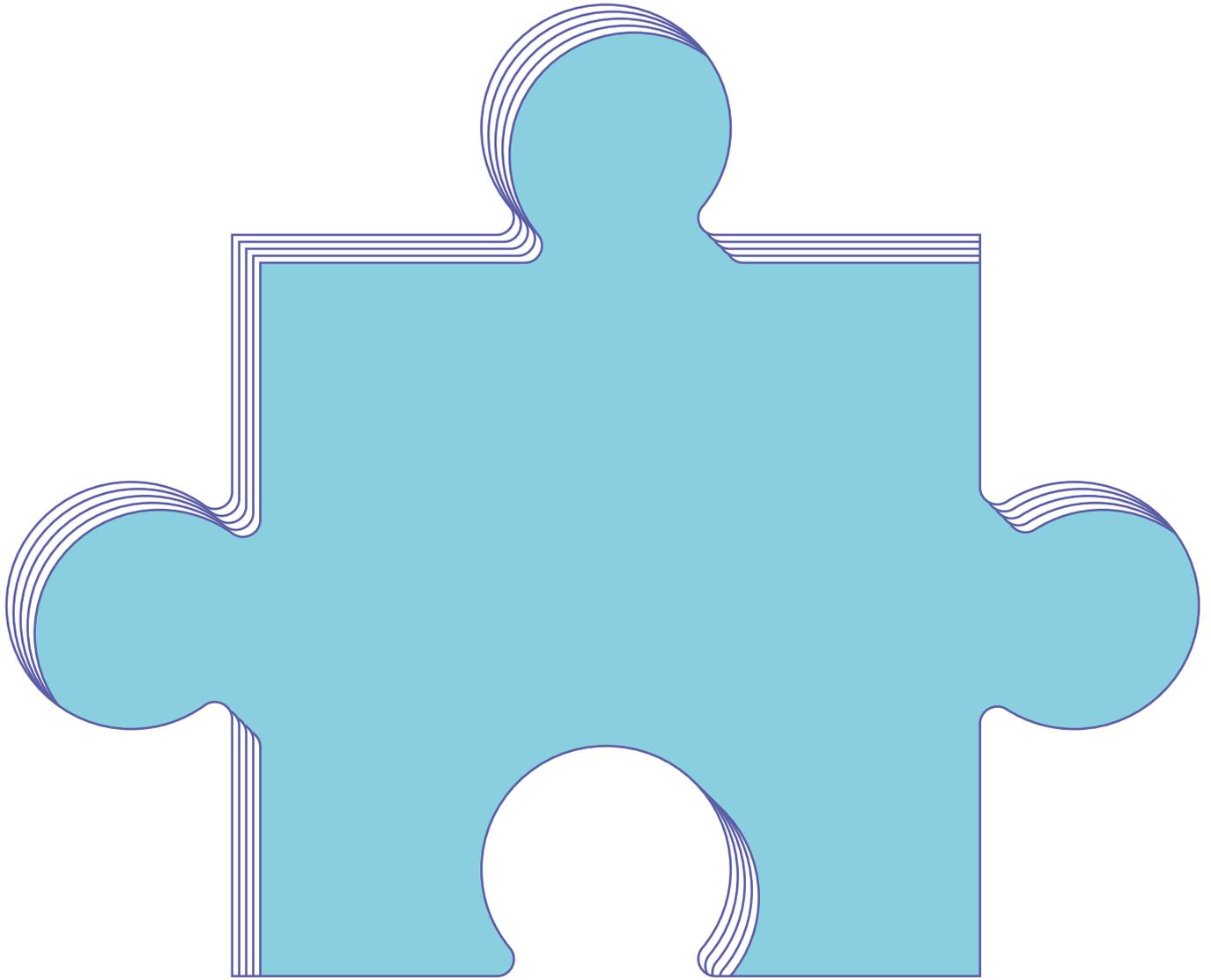
Results included a 10% increase in website visitors and a 11% increase in the number of people being made an offer following assessment. The judges agreed the campaign was "authentic, rich, inventive and inspiring."

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