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NOTE FROM THE EDITOR



Rebecca Pardon
Editor
Communicate magazine

It is a pleasure to watch the Employer Brand Management Awards expand and grow as we now celebrate its ninth year. Each year, the challenges met by our entrants prove complex and wide-ranging, resulting in employer branding initiatives that are as intelligent as they are bold. From finding ways to ensure the employer brand is imbued with a company's values, to using 16-bit video games to capture the imaginations of possible applicants, our vast array of entries this year has demonstrated the value an employer brand brings to the fabric of an organisation.

Our judges have dutifully and attentively pored over all submissions to select the very best from a strong and competitive shortlist. I hope you enjoy reading about these outstanding projects as much as the judges have enjoyed discussing them.

MEET THE JUDGES



Alexandra Bairstow
Global employer brand and recruitment marketing manager
JLR

Alexandra is an award-winning recruitment marketing and employer brand professional, with over 20 years' experience working on the ad agency side and more recently in-house, within Boots and now JLR. At JLR, Alexandra manages a small team in the UK, connecting with the wider global HR teams to promote life at JLR via social media, recruitment marketing digital activities, employee advocacy and more.



Phil Catcheside
Employer brand manager
Nationwide Building Society

Phil's experience in employer branding includes the well-recognised names of Network Rail and now Nationwide where he is the employer brand manager. With previous experience in consumer marketing and in-house recruitment, the world of employer brand has felt like a natural and enjoyable evolution in his career. Outside of work, Phil's energy is firmly rooted in family, fitness and adventure.



Neil Daly
Head of employer brand and HR communications
RWE

Neil is a highly experienced employer brand manager who has worked for some of the world's largest energy and utility companies, helping them to define and promote their reputation and image as an employer and place to work. He has created, designed and implemented global employee value propositions that can be segmented to suit the needs of distinct parts of these organisations, developing recruitment marketing campaigns to attract, develop and retain key target audiences.



Helen Durkin
Head of recruitment marketing – EMEA
Microsoft

Helen is recruitment marketing lead at Microsoft across EMEA. In a brand-new role and function within the talent acquisition team, Helen's role covers everything from creating from scratch and activating the GTM strategy for recruitment marketing across differing roles and countries, running job posting and advocacy training, writing copy, to activating their new employer brand work.



Annie Ellis
Senior manager – employer brand and people experience
Grant Thornton UK LLP

Annie leads on everything employer brand at Grant Thornton UK LLP, whether it's external brand activation, creating moments that matter through the candidate journey or ensuring the employer brand resonates internally – you will find Annie, or her team, involved. An inherently nosy person, this turned out to be a great trait for her career, as she is always listening and asking questions, with a love of bringing people's stories to life through different forms.



Michael Ham
International lead for employer brand and talent attraction
AECOM

With a hybrid career in headhunting, recruitment and digital marketing, Michael has been delivering award-winning social media, digital communications, content marketing and employer branding programmes across a variety of sectors. Michael has a passion for using authentic storytelling to bring employer branding and EVP to life, allied with implementing measurable, impactful recruitment marketing and communications strategies and plans to ensure business growth targets are met.

MEET THE JUDGES



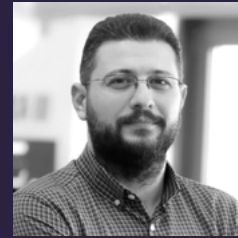
Rhian Kiernan
Global head of employer brand and recruitment marketing
Haleon

Rhian is the global head of employer brand and recruitment marketing at Haleon and has specialised in these areas for the past 20-plus years. Her career has seen her work over several sectors, including FMCG, mobile communications, retail and technology. She has been a part of award-winning teams in the past five years. Rhian's experience has seen her work across employee value proposition activation, careers site implementation, recruitment marketing content strategy and early careers attraction.



Kornelia Kiss
Global employer branding manager
TUI

Kornelia is an experienced employer branding professional who has worked on brands from small startups to corporations with thousands of colleagues. Kornelia joined TUI in 2023, to help launch the company's now award-winning employer brand. Before that, she developed and launched the first global employer branding and employee value proposition for global mobility tech company, Flix. Kornelia loves good storytelling and helping people find their voice and courage to tell their authentic stories.



Müntehta Mangan
Employer branding team lead
Aselsan

Müntehta is now employer branding team leader at technology giant, Aselsan. He previously was chief of employer branding at Turkish Aerospace. He began a career in employer branding while he was working for a digital employer branding platform in 2008. After 15 years of operations and communications experience, including 12 years of mid-level and top-level management experience, Müntehta was leading the employer brand communications of the sector's fastest-growing company in Turkey, with a record-breaking and award-winning performance.



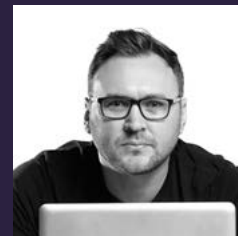
Lee Nicholls
Global head of attraction and recruitment marketing
Reckitt

Lee has been playing in the employer brand space for more years than he'd like to admit. He has had a varied career so far in creative agency and in-house employer branding, recruitment marketing and employee experience roles. Lee has worked with some amazing award-winning brands across the globe and is currently loving his role as Reckitt's global head of attraction and recruitment marketing after joining the team two years ago.



Tom Portingale
Head of employer brand marketing, global
RS Group plc

Tom is an award-winning communications, brand PR and marketing professional. Currently serving as the global head of employer brand marketing for RS Group plc, a FSTE-100 global industrial and electrical solutions provider. His expertise spans across highly regulated sectors, including financial services, alcohol and tobacco, showcased through a distinguished career in both the UK and international markets.



Elliott Richards
Former senior creative copywriter
Tonic

Elliott is not your standard copywriter. His experience at Pink Squid and previously as a senior copywriter at Tonic, combined with his commercial knowledge from leading account development teams, means he sees both sides of what good looks like. A lover of head-turning creative work that works. And particularly enjoying beautiful simplicity backed by insightful strategy.

TUNE IN. TURN UP.

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

CHECK OUT OUR PODCAST AND OUR IN-PERSON MEET-UPS.



**leap
Listens**

This bitesize podcast tackles industry topics with expert guests.

TUNE IN



**THE
EB
meet-up**

Join our friendly, sales-free meet-up for Employer Branding professionals.



TURN UP

ALL BROUGHT TO YOU BY



Insight & Strategy
Employer Branding
Recruitment Marketing

Employee Experience
Social & Content
Email Services

Careers Websites
Design & Development
DE&I campaigns

EMPLOYER BRANDING AND INTERNAL COMMUNICATIONS AGENCY.

MEET THE JUDGES



Danny Stacy
Head of talent intelligence, UK
Indeed.com

From project management roles within the UK government to consulting for LinkedIn, Danny is now Indeed's go-to person for telling their story to the market – on stage at events, during industry-wide webcasts and in conference rooms at various companies around the globe. Indeed is the world's number one job matching platform and Danny shares its story by pairing platform data with industry trend analysis to bring the value of the company's programmes and solutions to life.



Alice Stewart
Senior employer brand manager
Sky

As senior employer brand manager at Sky, Alice is responsible for providing branding and attraction expertise to drive the employer brand in the UK and across the Sky Group. Prior to her current role, Alice was employer brand manager at professional services firm EY, leading the employer brand activity for early careers in UK&I. She has a passion for creating engaging content, digital marketing and using data to deliver successful employer brand campaigns and recruitment marketing activity.

THE WINNERS

COMMUNICATION

Best alignment of the employer value proposition with corporate brand values

Gold – adidas and Havas People

Gold – Philips

Silver – Bally's and 106 Communications

Bronze – Bird & Bird and 106 Communications

Bronze – UNIQA Poland and Be About | Hybrid Agency

Highly commended – Astellas and Ph.Creative

Best communication of the employer brand to the external audience

Gold – Direct Line Group and TMP Worldwide UK

Silver – bp and Symphony Talent

Silver – DPD and Creed Comms

Bronze – JLR and Tonic

Bronze – Kellogg's and Ph.Creative

Highly commended – Energia Group and RichardsDee

Best communication of the employer brand to the internal audience

Gold – RWE and Havas People

Silver – Quantexa and Tonic

Bronze – Bird & Bird and 106 Communications

Bronze – OLX and Tonic

Bronze – UNIQA Poland and Be About | Hybrid Agency

Highly commended – Adevinta and Creed Comms

Best short-term or one-off employer brand campaign

Gold – Kaufland Romania and v8 Interactive

Silver – DPD and Creed Comms

Silver – easyJet and Tonic

Bronze – Airbus and MSL

Bronze – Currys and Tonic

Bronze – Royal FloraHolland and PROOF

Best use of digital

Gold – Secret Intelligence Service (MI6) and Stafford Long

Silver – DPD and Creed Comms

Silver – dsm-firmenich and MSL

Bronze – BDO

Bronze – Intuitive and HappyDance

Best social media strategy

Gold – King and Wisser

Silver – GSK and Symphony Talent

Silver – RWE and Havas People

Bronze – British Army and Tonic

Bronze – Fresenius Medical Care (FMC) and Cielo

Bronze – Kaufland Romania and v8 Interactive

Best integration of the employer brand in communication strategy

Gold – Kainos and Ph.Creative

Best employer brand innovation

Gold – Secret Intelligence Service (MI6) and Stafford Long

Silver – bp and Symphony Talent

Silver – Reckitt Global Hub Warsaw and Be About | Hybrid Agency

Bronze – Performante

Bronze – Quantexa and Tonic

Highly commended – Kaufland Romania and The M Works

Best use of data

Gold – ESO and Wisser

Gold – Flutter UK & Ireland and Chatter Communications

Silver – Philips

Bronze – Becton Dickinson and Cielo

THE WINNERS

EMPLOYER BRAND POSITIONING

Best diversity and inclusion strategy

Gold – Kaufland Romania and The M Works

Silver – Credit Agricole Bank

Bronze – CGI UK and LEAP Create

Bronze – EY

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

Gold – OLX and Tonic

Silver – Reckitt

Bronze – KPN and ClubgeistBVH

Best management of the employer brand following a merger or acquisition

Gold – Bally's and 106 Communications

Silver – Cint and Creed Comms

Bronze – Asda and Chatter Communications

Best localisation programme

Silver – Coca-Cola HBC Hungary and Brandfizz Employer Branding Agency

EMPLOYEE JOURNEY

Best employee experience

Gold – Kaufland Romania and The M Works – The Shelf with Experiences

Silver – Deloitte Poland

Highly commended – Kaufland Romania and The M Works – In CEO's shoes

Best employer brand management event

Gold – Reckitt Global Hub Warsaw and Be About | Hybrid Agency

Silver – DNV and Stafford Long

Silver – Wargaming

Bronze – Flutter UK & Ireland and Chatter Communications

Bronze – Quantexa and Tonic

Highly commended – EY

Best brand ambassador programme

Gold – KUKA Hungary and Brandfizz Employer Branding Agency

Gold – Kyndryl

Silver – Turkish Aerospace

Bronze – Polski Holding Hotelowy

Best onboarding or reboarding programme

Silver – Intuitive and Ph.Creative

Best employee wellbeing initiative

Silver – Korber Hungaria and FERLING

Bronze – KUKA Hungary and Brandfizz Employer Branding Agency

Best ongoing commitment to employer brand management

Gold – CGI UK and LEAP Create

Gold – Elsevier

Silver – EY

SECTOR

Best employer brand management by a charity, NGO or NFP

Gold – Jewish Care and WeLove9am

Silver – Unlocked Graduates and 106 Communications

Best employer brand management from the energy and utilities sector

Gold – bp and Symphony Talent

Silver – RWE and Havas People

Bronze – Energia Group and RichardsDee

Best employer brand management from the engineering and manufacturing sector

Gold – JLR and Tonic

Silver – KUKA Hungary and Brandfizz Employer Branding Agency

Bronze – Korber Hungaria and FERLING

Bronze – Reckitt Global Hub Warsaw and Be About | Hybrid Agency

Bronze – Turkish Aerospace

Best employer brand management from the financial services sector

Gold – Direct Line Group and TMP Worldwide UK

Silver – Credicorp and Ph.Creative

Bronze – NatWest Group and Ph.Creative

Best employer brand management from the FMCG, food and beverage sector

Gold – Kraft Heinz and Wiser

Silver – Coca-Cola HBC Hungary and Brandfizz Employer Branding Agency

Bronze – Reckitt

THE WINNERS

SECTOR

Best employer brand management from the healthcare and pharmaceutical sector

Gold – Intuitive and Ph.Creative

Silver – Jewish Care and WeLove9am

Silver – VCA and Ph.Creative

Bronze – Novartis and Symphony Talent

Best employer brand management from the professional services sector

Gold – Osborne Clarke and WeLove9am

Silver – BDO

Bronze – EY

Best employer brand management from the retail sector

Gold – Kaufland Romania and The M Works

Silver – Tesco with Follow The Yellow and FERLING

Bronze – Asda and Chatter Communications

Best employer brand management from the sports, travel, leisure and tourism sector

Gold – adidas and Havas People

Silver – Bally's and 106 Communications

Bronze – Flutter UK & Ireland and Chatter Communications

Bronze – IAG Loyalty and Chatter Communications

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

Gold – Quantexa and Tonic

Gold – Trainline and Wiser

Silver – KPN and ClubgeistBVH

Bronze – Adevinta and Creed Comms

Bronze – CGI UK and LEAP Create

Best employer brand management from the transport and logistics sector

Gold – DPD and Creed Comms

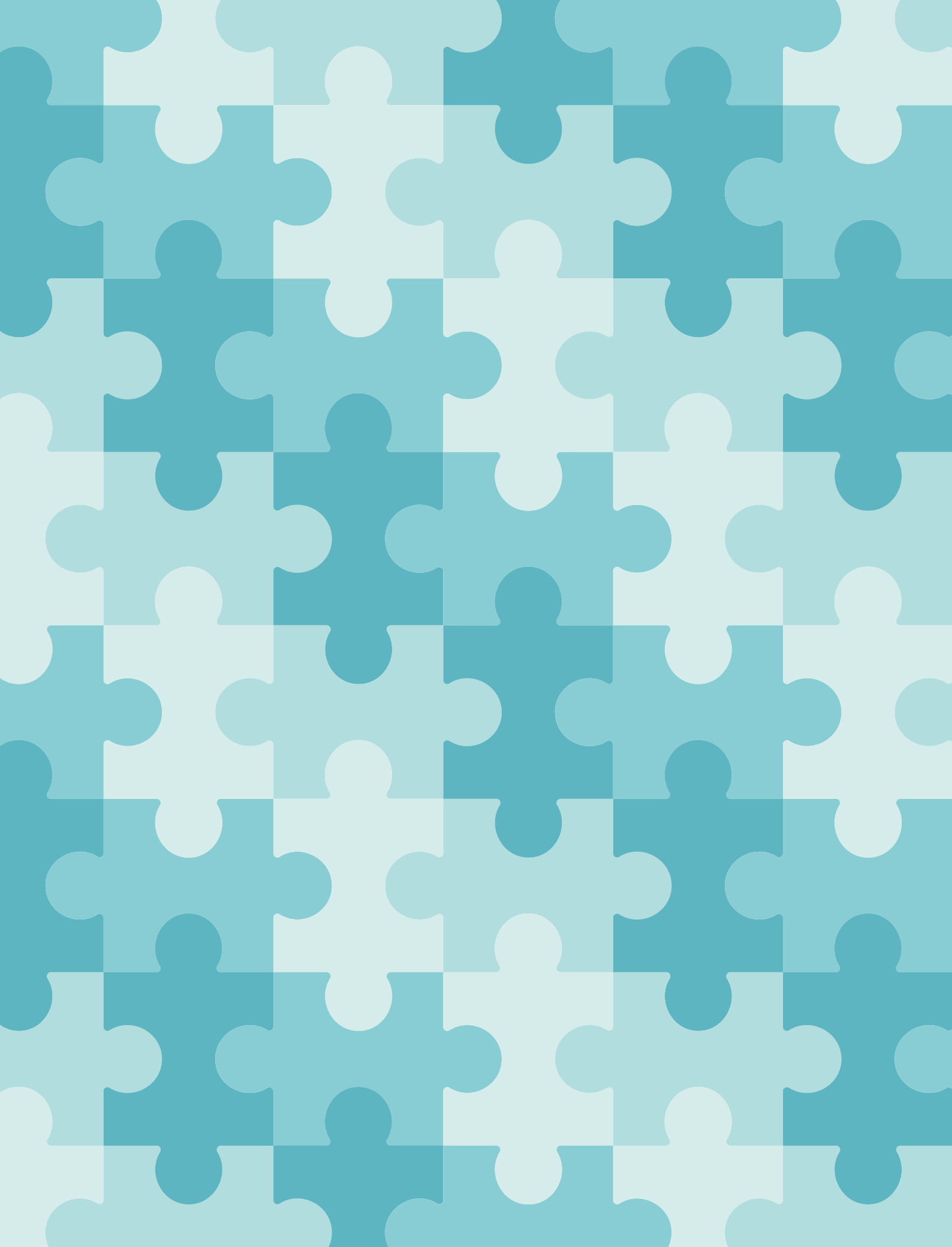
Silver – Royal FloraHolland and PROOF

THE
WINNERS

GRAND ACCOLADE

Grand prix

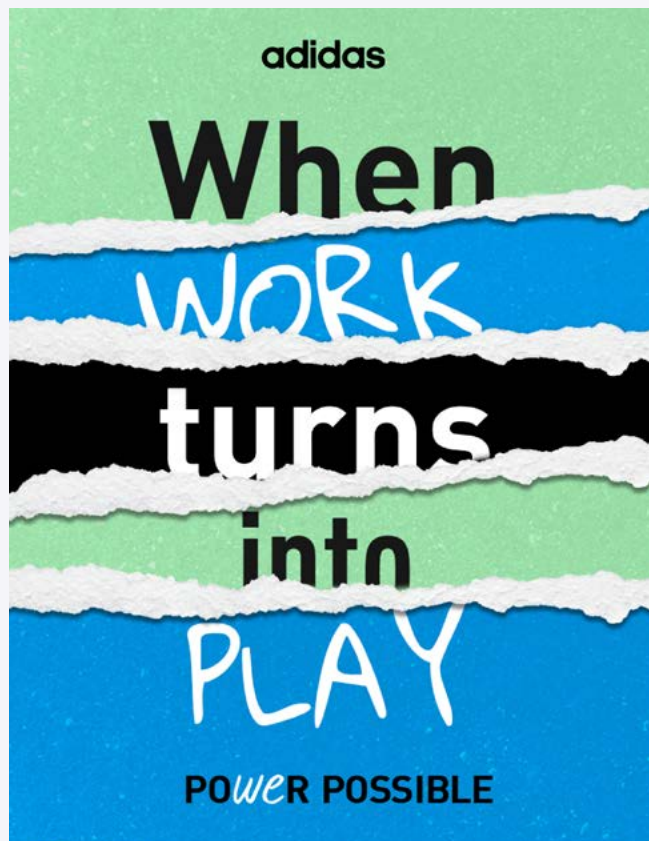
**Kaufland Romania
with The M Works
and v8 Interactive**





COMMUNICATION

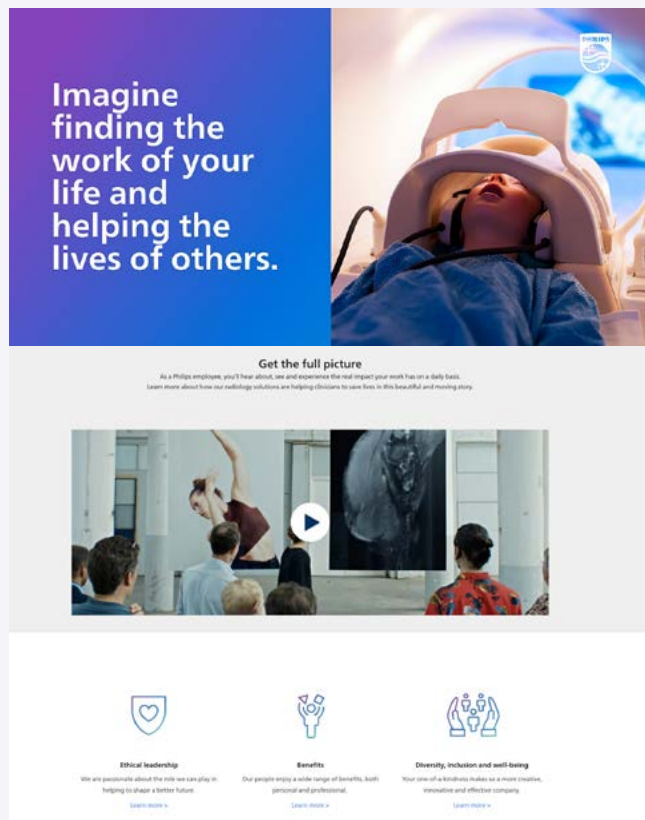
BEST ALIGNMENT OF THE EMPLOYER VALUE PROPOSITION WITH CORPORATE BRAND VALUES



adidas and Havas People Gold

adidas' employer brand was at the mercy of its product and consumer brands. It lacked a defined identity as an employer and struggled to communicate its career promise, thus failing to attract quality talent. To kickstart a new era for its employer brand, it turned to its brand ethos, 'Impossible is Nothing.'

Daring to change, adidas identified three brand pillars: leadership, betterment and performance. These contributed to the EVP, 'Power Possible,' which promises to empower people and inspire them to contribute to the future of the brand. With simple, impactful design work and a relatable platform, the Havas People-developed employer brand has gotten adidas off on the right foot. The engagement rate with adidas' employer brand content on social media has risen from 1% to a staggering 48% since launch. One judge said, "Absolutely brilliant! Comprehensive, well-thought-out from objective setting through to activation."

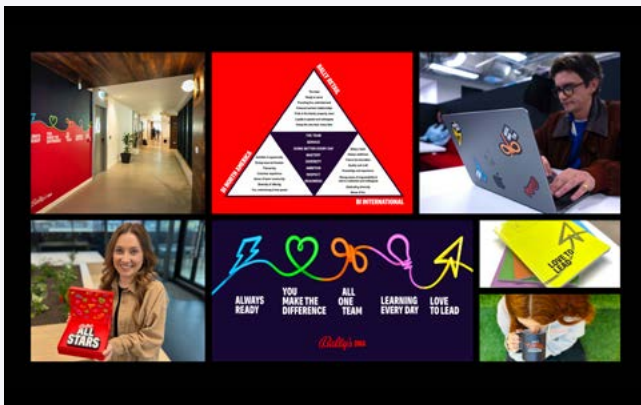


Philips Gold

Philips has shifted its focus from consumer technology to pioneering new healthcare technology. It needed to transform its employer brand to recognise this change in business strategy. The EVP was reshaped and embedded throughout the business with key communications helping HR, brand ambassadors and talent recruiters to better understand the business and its people goals.

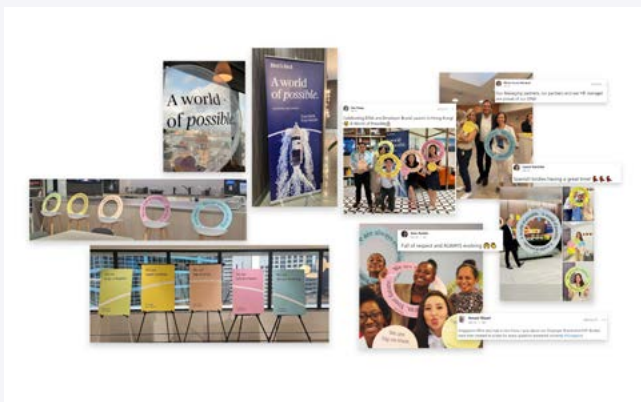
Using language to inspire people to achieve 'the work of their life,' the new employer brand is inspiring, ambitious and socially relevant. As a result, Nielsen found that LinkedIn users are significantly more likely to think of Philips as a health technology innovator, as well as an employer that provides meaningful careers. Judges loved the way the employer brand felt human, authentic and real, positioning Philips as a technology brand with heart. One said this was "a strong creative campaign which helped bring the company forward in its journey."

BEST ALIGNMENT OF THE EMPLOYER VALUE PROPOSITION WITH CORPORATE BRAND VALUES



Bally's and 106 Communications Silver

The merger between Bally's and Gamesys required an alignment of 8,000 people across 13 countries with little in the way of existing culture or unified branding. 106 Communications developed 'Born to entertain' as the brand's purpose. This allowed for adaptability across the business' portfolio and allowed for a level of fun – fitting for the company's sector – to shine through. One judge called it a "fantastically creative piece of work," adding, "you can get a real sense of who Bally's is through this work."



Bird & Bird and 106 Communications Bronze

Bird & Bird took a research-based approach to its EVP development. Working with 106 Communications and an occupational psychologist, it identified five key brand traits that it could then analyse and develop into key points of differentiation as an employer. Judges thought the 'A world of possible' positioning was well-aligned with the firm's external brand.



UNIQA Poland and Be About | Hybrid Agency Bronze

Insurance company UNIQA Poland took its external positioning 'living better together' and turned it into the people-focused rally cry of 'start your better.' Alongside the employer brand development, it also focused on creating a positive, tolerant working environment. Be About | Hybrid Agency delivered a quality campaign that resonated with the target audience and judges, who praised its strong alignment with the company's consumer brand.

Astellas and Ph.Creative Highly commended

Ph.Creative used the translation of 'Astellas' as 'illuminate tomorrow' to create the 'changing tomorrow' EVP and position it competitively in a challenging market.

MORE CHANCES TO WIN



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communicatemagazine.com/awards/

BEST COMMUNICATION OF THE EMPLOYER BRAND TO THE EXTERNAL AUDIENCE



Direct Line Group and TMP Worldwide UK

Gold

Direct Line Group hires around 3,000 employees each year. But, it was facing an all-time low in applications. To create a stronger EVP for potential employees, it needed to change its communications strategy. The new strapline, 'Together, we're one of a kind,' put the applicant at the heart of the process – and reflected the existing corporate culture.

TMP Worldwide UK created a colourful, artistic look to complement the strategy. The result is bold, eye-catching, distinctive and effective. Direct Line Group saw an 89% reduction on recruitment agency spend and a corresponding 114% increase in applications. Judges loved the colourful, creative communications and they were particularly impressed by the impactful results.

BEST COMMUNICATION OF THE EMPLOYER BRAND TO THE EXTERNAL AUDIENCE

bp and Symphony Talent Silver

bp's 'reimagining energy' corporate strategy permeates everything the business is doing now. To instil this into its employer brand, it worked with Symphony Talent on creating an authentic, credible and inspiring portrayal of life at bp. The global brand was deployed across bp's corporate and sub-brands, aligning its overarching strategy with its employee value proposition.



DPD and Creed Comms Silver

DPD worked with Creed Comms to generate more interest for delivery roles by telling an authentic story about the realities of the job. The new employer brand allows candidates to feel a sense of ownership and belonging from the get-go. Punchy, joyous copywriting helps create a new image of the delivery driver. There has since been a 48% increase in new starters, year-on-year, and an 81% reduction in driver deficit.



BEST COMMUNICATION OF THE EMPLOYER BRAND TO THE EXTERNAL AUDIENCE



JLR and Tonic Bronze

JLR's corporate brand has shifted to embody modern luxury, superior automotive craftsmanship and world-class technological skills. To ensure its employer brand was telling the same story, Tonic used black and white imagery alongside a passionate, future-focused copy style to inspire candidates. Graduate candidate conversion is now up by 26% and BAME applicants have increased by 52%.



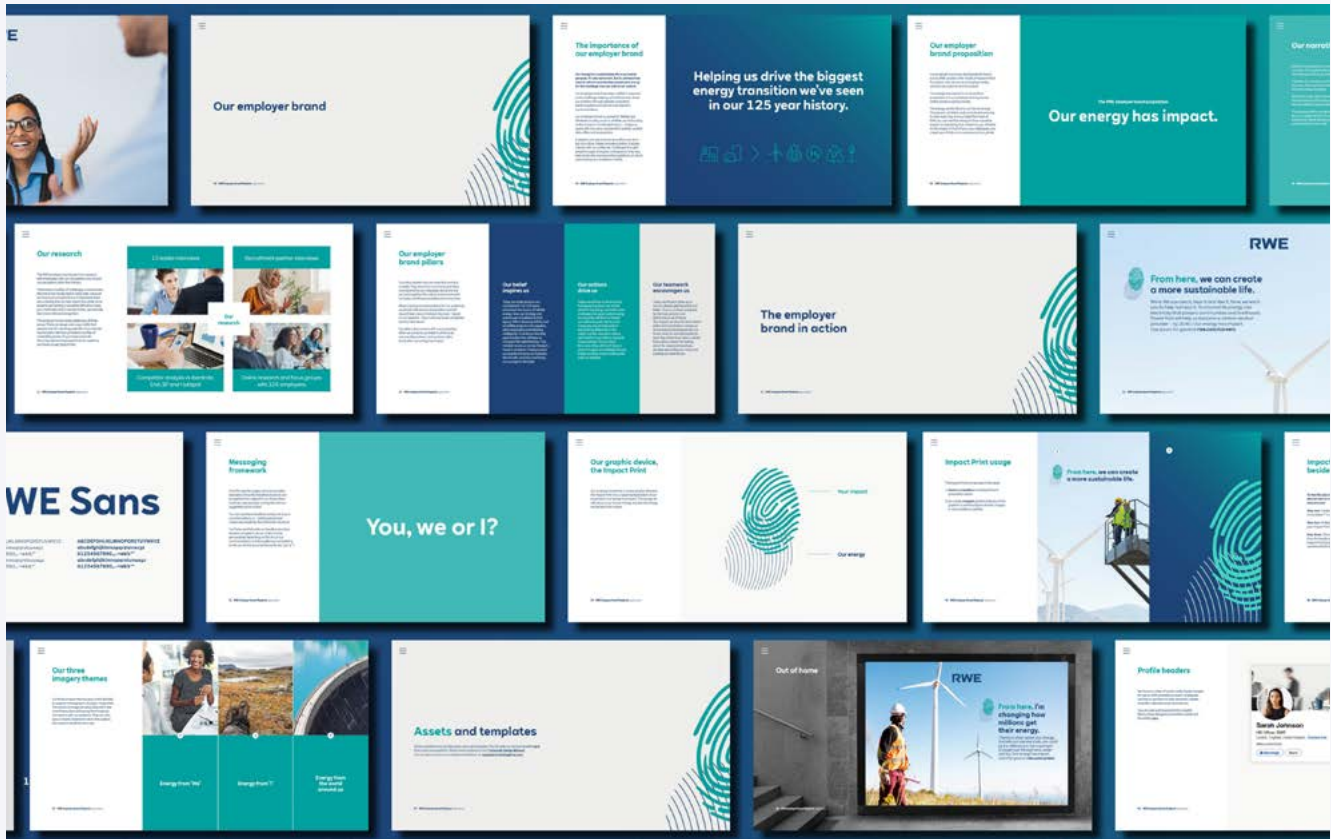
Kellogg's and Ph.Creative Bronze

Kellogg's had been impacted by the 'Great Resignation.' It worked with Ph.Creative to rebuild its employer brand by focusing on teamwork, empowerment and inclusion. The employer brand was infused with Kellogg's signature colour and verve while inspiring candidates to make big things happen through their employment. Judges loved the "bright, bold creative" and expansive range of toolkits, templates and workshops provided to employees.

Energia Group and RichardsDee Highly commended

Irish renewable energy company Energia Group worked with RichardsDee on an employer brand campaign that achieved a huge impact on a shoestring budget.

BEST COMMUNICATION OF THE EMPLOYER BRAND TO THE INTERNAL AUDIENCE



RWE and Havas People Gold

RWE is undergoing a period of change as it shifts from carbon-based energy to renewables. To inspire employees to engage in the journey and feel a sense of pride in their employer, it worked with Havas People on a new employer brand. The strapline 'Our energy has impact,' was the rallying cry to inspire employees to make a positive impact on the future of energy.

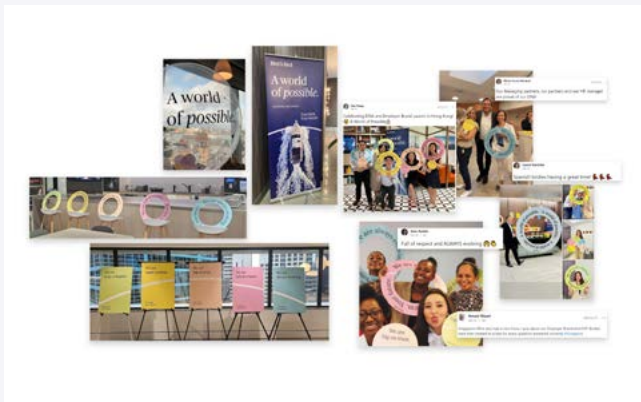
An open, bright photography style combined with personal copywriting and teamwork-inspired language helps bring the employer brand together. The employer brand has had a huge impact, both in terms of employee engagement, in recruitment and RWE's reputation as an employer. One judge said, "This is a big programme with some really well-articulated objectives, all underpinned with a good range of research. I really liked the creative idea and the double meaning around energy. It was a clever idea to associate the employer brand and corporate identity visually! It was great to see the results so thoroughly presented. And what great results!"

BEST COMMUNICATION OF THE EMPLOYER BRAND TO THE INTERNAL AUDIENCE



Quantexa and Tonic Silver

Technology company Quantexa wanted its employer brand to be 'Unstoppable.' It worked with Tonic on a global engagement campaign that brought the company together through fun, tailored messaging and inspiring communications. Referrals have increased by 90% and turnover has dropped by 23% since the employer brand launched. Judges thought this was a well-designed campaign that was delivered at the right point in Quantexa's growth trajectory to achieve results.



Bird & Bird and 106 Communications Bronze

To bring the Bird & Bird community together globally, the law firm worked with 106 Communications on an employer brand full of possibility. A global campaign not only engaged individual offices around the world, but brought people together across time zones to create a single, unified Bird & Bird culture. Judges loved the centrepiece of the programme – a 24-hour, global celebration – as a means to inspiring the internal audience around the employer brand.

BEST COMMUNICATION OF THE EMPLOYER BRAND TO THE INTERNAL AUDIENCE

OLX and Tonic Bronze

Digital marketplace OLX worked with Tonic on ‘OLX Always,’ the heart of an employer brand that speaks to the corporate culture and inspires an attitude of change-making. Not only has it resulted in increased engagement and referrals, but it inspired a 15% increase in leadership communications. One judge said, “The visuals are stunning and the clear identity arches through every bit of communication. It’s fun, it’s distinct, it’s rememberable.”



UNIQA Poland and Be About | Hybrid Agency Bronze

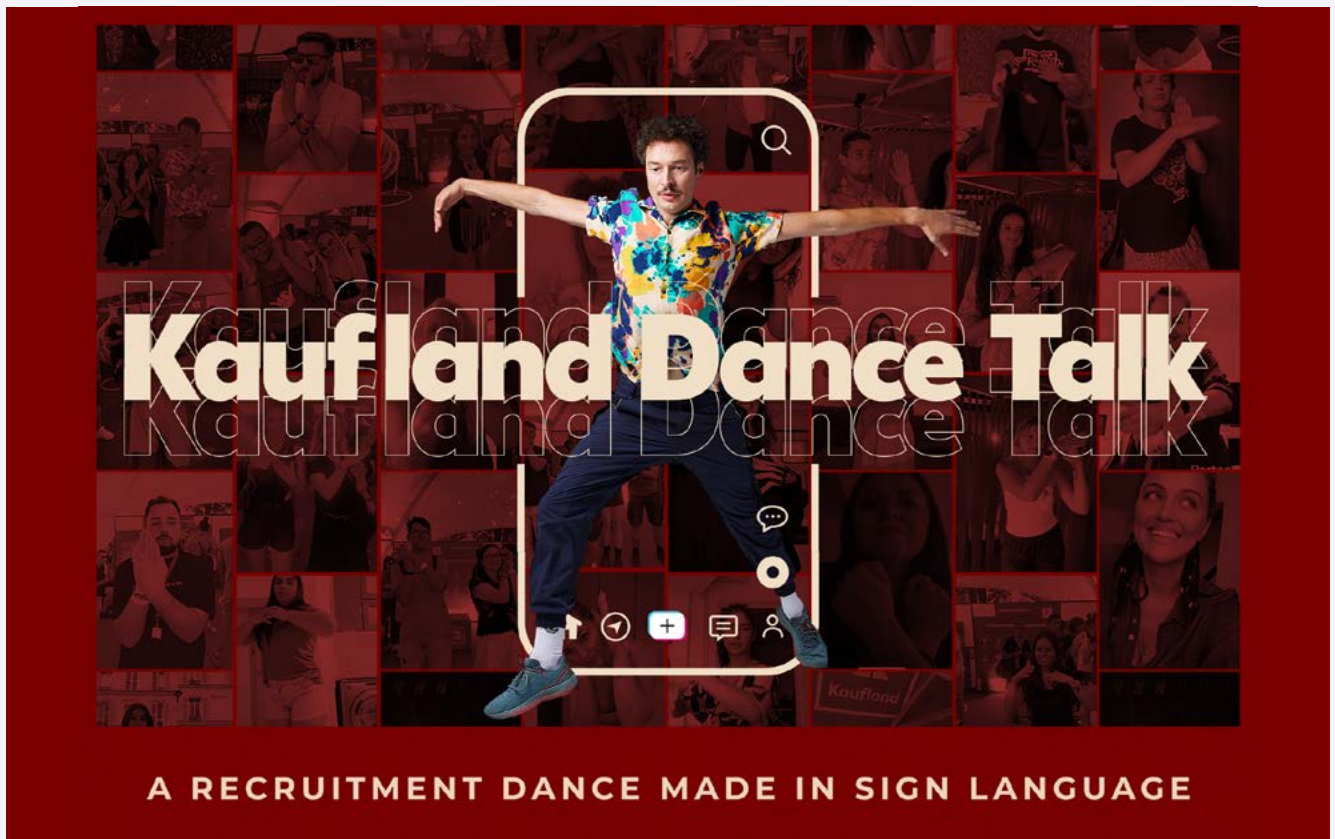
Insurance company UNIQA Poland worked with Be About | Hybrid Agency to create an employer brand inspiring employees to ‘start your better’ at the company. A comprehensive research campaign led to a year-long implementation process that ensured the employer brand was well-established throughout the business. Judges thought this was “a really challenging and honest campaign that didn’t shy away from challenging messaging to address cultural challenges.”



Adevinta and Creed Comms Highly commended

Online classified business Adevinta worked with Creed Comms to inspire employees to ‘change commerce together.’ Judges thought there was a great alignment between the external brand and the employer brand as a result.

BEST SHORT-TERM OR ONE-OFF EMPLOYER BRAND CAMPAIGN



Kaufland Romania and v8 Interactive

Gold

Supermarket chain Kaufland Romania worked with v8 Interactive on a groundbreaking employer brand campaign. It partnered with the Romanian Deaf National Association to create the first TikTok recruitment campaign dedicated to people with disabilities. #KauflandDanceTalk wanted to tackle the challenges around employment of people with disabilities in Romania, where only 7% of those with disabilities are employed, compared to 35-40% across Europe.

Using dance and sign language, the TikTok series was not only inspiring, it resulted in a 20% increase in applications to Kaufland Romania's disability employment programme, ACCES. One judge called this "a hugely innovative campaign message and approach; well done on creating an engaging, uplifting and empowering D&I themed activation." Another added, "This is what employer branding should be about. Kaufland Romania found a super important gap and decided to act by lifting people up. This campaign is like a perfect end to a story: inevitable but still surprising."

BEST SHORT-TERM OR ONE-OFF EMPLOYER BRAND CAMPAIGN

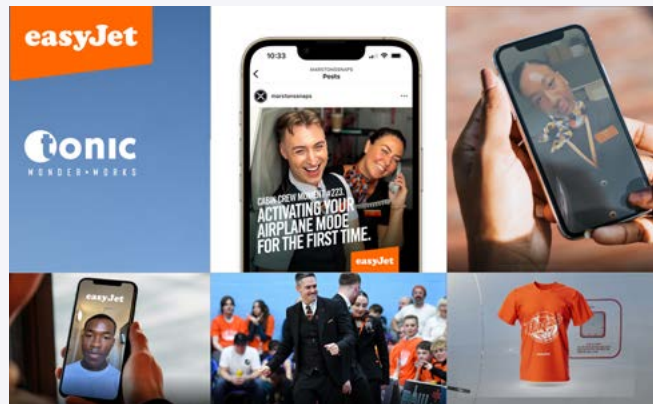
DPD and Creed Comms Silver

DPD wanted to not only improve its employer brand, but change perceptions of the delivery driver job among its target audience. Reframing drivers as heroes with the 'van-do' attitude, Creed Comms delivered a punchy, impactful campaign for the logistics brand. One judge said, "I liked the idea that the van was as much the campaign as the person. It felt like a playful but honest campaign with some great results."



easyJet and Tonic Silver

easyJet needed to recruit thousands of cabin crew between June 2023 and January 2024. Tonic harnessed the so-called 'orange spirit' in an authentic, fun campaign that was built around social media. The campaign was so successful at inspiring job applicants, it had to stop halfway through its expected run time. Judges thought this was fun, effective and well-aligned to the brand, while also helping to "remove the stereotypes around men working in cabin crew."



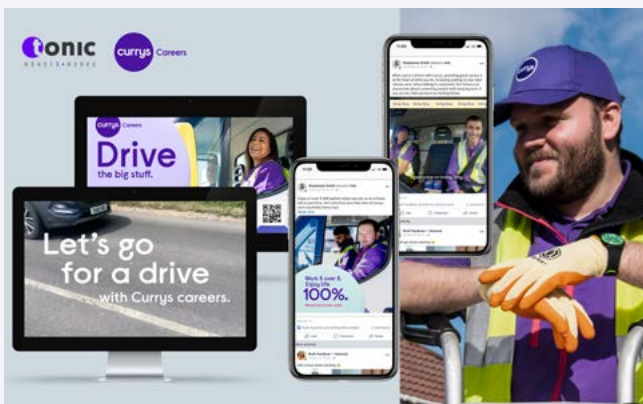
BEST SHORT-TERM OR ONE-OFF EMPLOYER BRAND CAMPAIGN



Airbus and MSL

Bronze

To inspire applicants to its defence and space division, Airbus built a campaign inspiring people to 'discover the cosmos.' By focusing on space exploration, the joy of discovery and the passion for the unknown, MSL was able to tap into key career drivers for Airbus' target audience. The campaign also helped raise awareness of Airbus as a major player in the defence and space industry. "The visuals are epic and the idea of connecting to the physical product is great," said one judge.



Currys and Tonic

Bronze

Currys was facing a shortage of HGV drivers willing to cope with a physical, demanding job. It worked with Tonic to create a campaign that put potential applicants in the driver's seat. Giving them a first-hand look at the realities of the job allowed them to experience not only the demands, but also the joys of HGV delivery driving. One judge said, "Simple, fun, authentic. This is what a day-in-the-life style video should be."



Royal FloraHolland and PROOF

Bronze

Dutch florist Royal FloraHolland worked with PROOF to encourage logistics workers to 'grow with us.' Bright and inspiring social media posts cut-through the potential inhibitions applicants might have about logistics jobs. One judge called it "a smart campaign, turning something most people don't like into a USP. The visuals are stunning and the characters are super-likeable."

BEST USE OF DIGITAL



Secret Intelligence Service (MI6) and Stafford Long

Gold

Secret Intelligence Service (MI6) might be well-known as an employer, but its talent requirements are incredibly specific. To engage the exact right, niche audience, it worked with Stafford Long to create a 16-bit video game that featured the types of games and puzzles that would identify the right talent. Not only is the game enjoyable, but it clearly taps into the same types of skills that an intelligence officer needs to have.

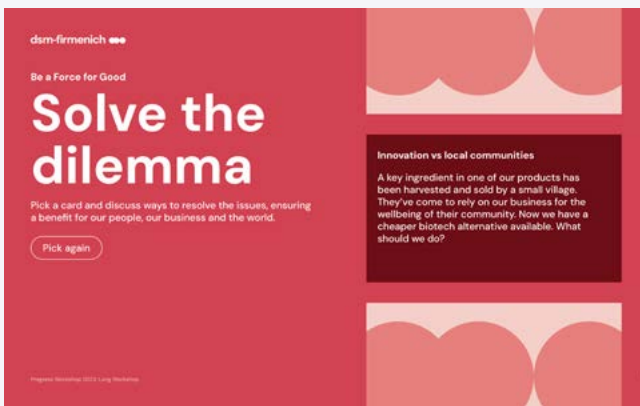
The digital campaign also allowed Secret Intelligence Service (MI6) to be agile and adaptive throughout its recruitment drive, dialling up certain channels when required. A huge number of people played the game resulting in an increase in female applicants. Judges thought this was an excellent choice of creative for MI6's employment strategy. "The alignment of the digital task reflected the job opportunity and persona it was hiring for," said one judge, praising the gamification of the MI6 employer brand.

BEST USE OF DIGITAL



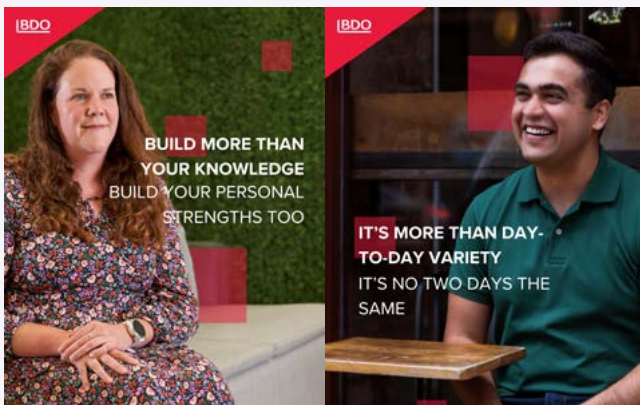
DPD and Creed Comms Silver

DPD worked with Creed Comms to turn its drivers into heroes, with their delivery vans playing the role of the trusty sidekick. This inspired the so-called 'van-do attitude' and a punchy, inspiring ad campaign that aimed to shift perceptions of DPD and delivery jobs. The campaign resulted in a 48% increase in new starters and 12% reduction in attrition within the first month of work.



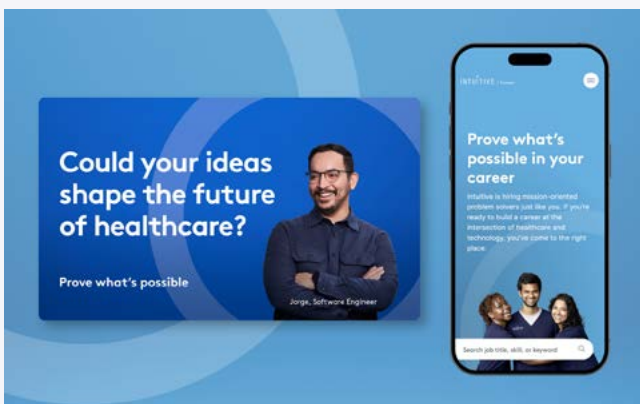
dsm-firmenich and MSL Silver

Unveiling a digital employer brand tool for a non-desk-based workforce posed significant challenges, but MSL was able to overcome them on behalf of dsm-firmenich. With a team of ambassadors – called 'catalysts' – and fun, engaging activities, 11,000 out of the company's 28,000 employees attended a digital workshop and over 5,000 engaged socially.



BDO Bronze

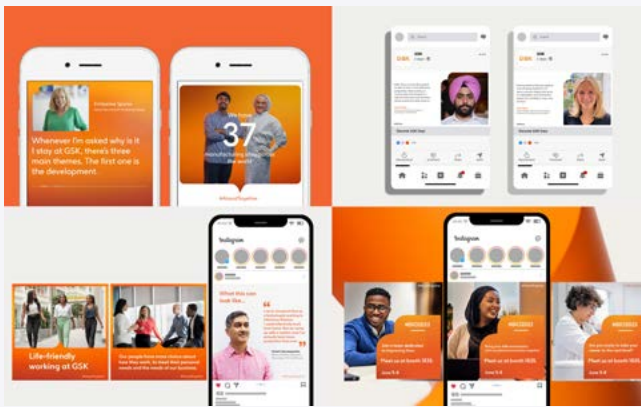
BDO redeveloped its careers portal with the aim of providing more information about careers at the firm and attracting candidates who would be the right fit for the organisation. Digital insights helped the company shape its approach to cater to the needs of graduates and students searching for entry-level careers. Judges liked the way BDO targeted its campaign and achieved excellent results through this effective use of digital insights analysis.



Intuitive and HappyDance Bronze

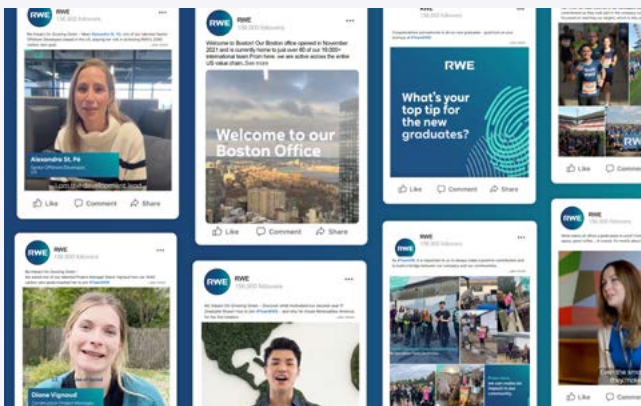
HappyDance revamped Intuitive's careers portal to position it more effectively at the centre of innovative technology and healthcare. A clean, easy to use site led to a 68.6% decrease in the bounce rate while better communications around career journeys at the company contributed to an application increase of 40%.

BEST SOCIAL MEDIA STRATEGY



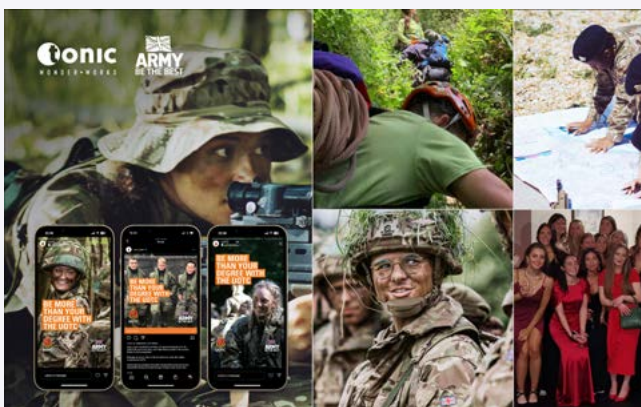
GSK and Symphony Talent Silver

GSK wanted to put itself on the ‘career map,’ to ensure it was considered as a top employer. To do so, it worked with Symphony Talent to prioritise only its key audience and tailor its messaging to that demographic. Employee-led content was then deployed across several channels, amplifying GSK’s reach. Judges thought this was an excellent example of a multichannel campaign that considered every single element carefully to achieve “higher engagement and performance.”



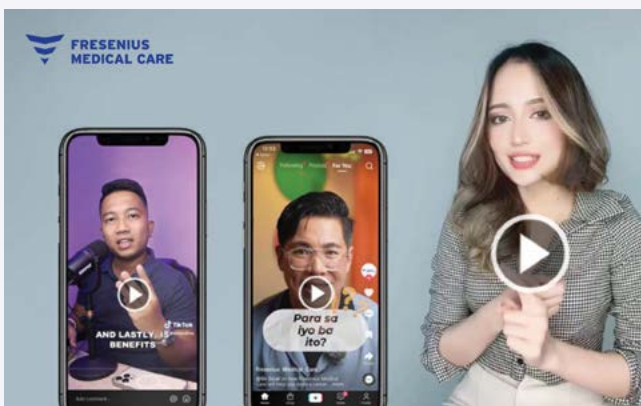
RWE and Havas People Silver

To support its shift toward renewables, RWE wanted to shift away from its facts and figures based employer brand strategy. It worked with Havas People to create a campaign that would connect emotionally with candidates. By identifying key archetypes, they developed content that would resonate more strongly with target audiences. One judge said, “I like how authentic storytelling has been brought into the social strategy and the creation of distinct candidate personas to ensure the content and approach directly aligns to the target audience.”



British Army and Tonic Bronze

The British Army wanted to improve awareness and understanding of the University Officers’ Training Corp among young people before they matriculated. To get more people to #BeMoreUOTC, Tonic diversified the channel mix and developed content that would reach a broader demographic. The campaign was timed around the university results schedule for maximum impact. Judges thought this was an effective, well-crafted way to build upon an existing platform to achieve greater results.



Fresenius Medical Care (FMC) and Cielo Bronze

Fresenius Medical Care (FMC) worked with Cielo on a TikTok campaign in the Philippines to build awareness of the brand and develop an employer brand presence to reach its target audience of potential shared service hub recruits. It collaborated with influencers and adapted its approach in real time. “I particularly liked that the campaign learnt and adapted whilst live, and made changes to further enhance its success,” said one judge.

BEST SOCIAL MEDIA STRATEGY

Kaufland Romania and v8 Interactive **Bronze**

#KauflandDanceTalk used TikTok to reach Romania's deaf community, only 15% of which are currently in employment. This "courageous and innovative" campaign by v8 Interactive helped not only improve Kaufland Romania's reputation as an employer but issues around the employment of those with disabilities more broadly. Judges called it "an innovative and original idea that delivered impressive engagement results on social media and tangible applications as a result."



BEST INTEGRATION OF THE EMPLOYER BRAND IN COMMUNICATION STRATEGY



Kainos and Ph.Creative

Gold

Kainos' external communications strategy is based entirely around its people. Its proposition 'Our people write our story' is not just a testament to the company's human-centric, authentic approach, but a proactively employee built message. Ph.Creative developed a stunning visual concept to support this communications strategy. Employee portraits are rendered in a mixed-media format featuring photos and type. This crafty, exciting style is visually compelling and clearly communicates the company's culture.

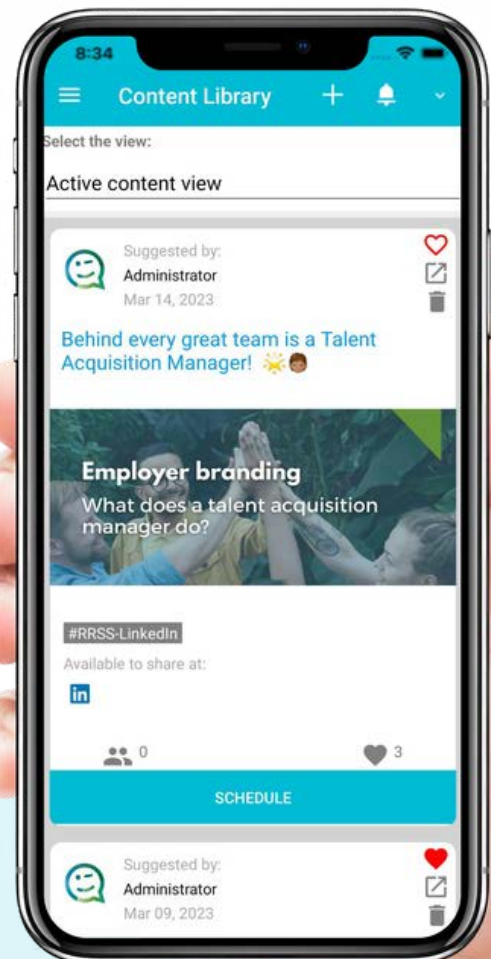
By strategically integrating the employer brand into its communications strategy, Kainos has not only increased its recruitment and retention, it has enhanced its brand visibility. Retention is up 151%, as are applications per role (26%). But so are page views, impressions and engagement with the brand. By linking the culture to the brand itself, Kainos has proven it is a company that cares – about its people and its clients – making it a compelling place to work and do business with.

Unlock the power of your workforce with our leading B2B SaaS platform.

Transform your employees into powerful brand ambassadors, boosting your company's reach and impact.

Discover how we're revolutionizing Employer Branding for businesses like yours with our specific employee activation features.

REQUEST A DEMO



BEST EMPLOYER BRAND INNOVATION



Secret Intelligence Service (MI6) and Stafford Long

Gold

Secret Intelligence Service (MI6) has a well-defined external brand and enjoys a healthy stream of applications to its intelligence officer roles. But, identifying and attracting the right kind of talent was difficult. It wanted to develop a digital tool that would ensure the applicants that were coming through, were well-suited to the unique needs of employment in the intelligence service. To do this, it worked with Stafford Long on Kloos, a puzzle-driven video game that is at once enjoyable and effective.

The game is built around the same skills that an intelligence officer might need to have, ensuring that those who do enjoy the game and apply for a role are already a good fit for the organisation. The result was a fun, focused recruitment campaign that delivered the right kinds of candidates to the service. Judges thought this was a clearly innovative solution that worked well for Secret Intelligence Service (MI6). One judge said, "The depth of understanding and the restrictive nature pushed the envelope for me. To innovate in such a space is really commendable."

BEST EMPLOYER BRAND INNOVATION

bp and Symphony Talent Silver

To improve its perception as an employer of choice for tech talent, particularly from diverse backgrounds and among women, bp worked with Symphony Talent on its employer brand. They created a Where's Wally-style illustrated city exhibit stand that was further layered with AR activation. This allowed expo attendees to delve deeper into the bp world in a meaningful and fun way. Judges called this solution “definitely inspirational” and creative.

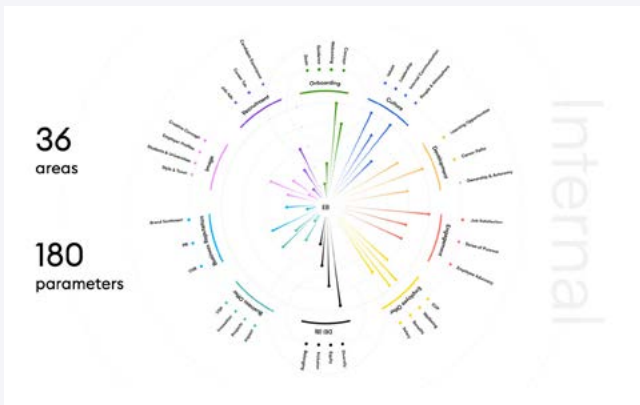


Reckitt Global Hub Warsaw and Be About | Hybrid Agency Silver

Reckitt Global Hub Warsaw designed an IT recruitment event around the needs of the talent it was hoping to attract. It delivered clarity around career opportunities and the hiring process; tech experiences; and a schedule that worked around the target audience's other commitments. Be About | Hybrid Agency ensured the event was personal and time-effective for both attendees and the Reckitt HR team. This “outstanding event” – according to one judge – saw six job offers go out to candidates on the day of.



BEST EMPLOYER BRAND INNOVATION



Performante Bronze

Performante is an agency specialising in employer branding. It developed a proprietary tool designed to give companies greater insights into their employer brands. Using data visualisation to support decision-making, EB Radar is an innovative and useful tool for companies seeking to improve their employer brands. Judges thought this new approach to employer brand management would serve clients well in the future.



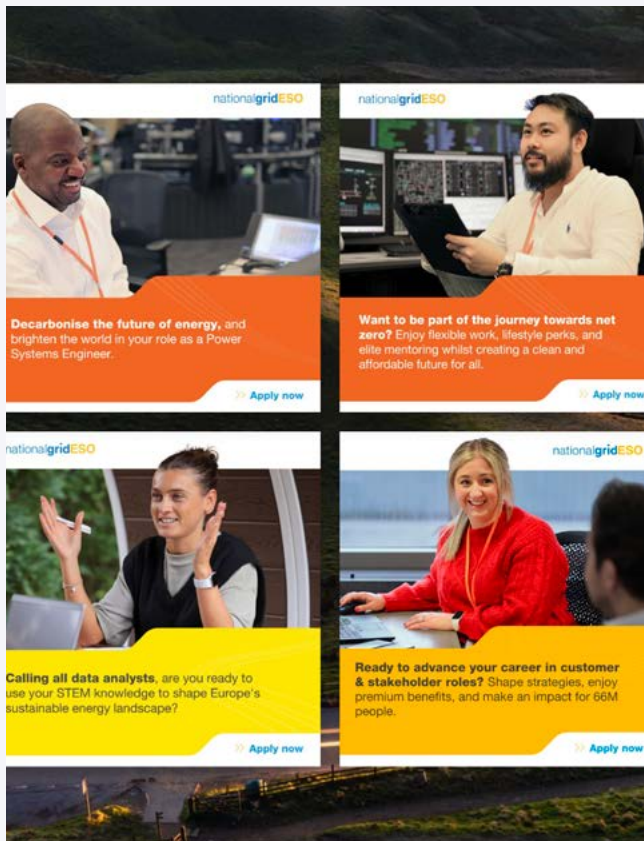
Quantexa and Tonic Bronze

To unify its global culture, Quantexa worked with Tonic on the 'Unstoppable' campaign. With global events, a digital toolkit, fun activations and hundreds of internal conversations, the campaign built a stronger company from the inside out. The comprehensive programme delivered excellent results for Quantexa, including a 90% increase in internal referrals and a 23% decrease in turnover.

Kaufland Romania and The M Works Highly commended

Kaufland Romania worked with The M Works to create an AI-powered 'Kaufland voice' built from the input of the company's own employees.

BEST USE OF DATA



ESO and Wisser Gold

British energy business ESO wanted to recruit 200 people across six different talent groups. It worked with Wisser on a targeted approach that would drive quality applications, use data to inform resourcing decision-making and improve organisational diversity. It analysed the campaign throughout its run-time, ensuring ESO remained agile and adaptive to candidates' needs and interests. The 'attraction analytics' system resulted in a 672% increase in applications.

One judge called it a "really impressive use of data to test and craft," adding, "what is nice here is that it seems to have all been done with the audience in mind." Other judges said, "This showed real bravery," and "It was great to see how much the data informed both the creation of the campaign and also the ongoing campaign success."



Flutter UK & Ireland and Chatter Communications Gold

Entertainment group Flutter UK & Ireland wanted to shift its approach to be more division-led, rather than brand-led. It wanted to engage its 3,000 employees in shaping divisional values and crafting the corporate culture. Chatter Communications built a campaign full of fun, interactive activities from a pick 'n' mix selection to a confession wall. It also delved into the organisation's culture through intensive research.

The result of all this was a wealth of quantitative data and insights that could inform the next steps for the employer brand's development. Judges thought this multifaceted, interactive and deep campaign was innovative and successful. One judge praised the "comprehensive approach which was logical and well-thought-out," adding, "a very novel way of deciding upon values which would be embraced by employees. I love this brave new world which takes the use of data to a new level in employer brand management."

BEST USE OF DATA



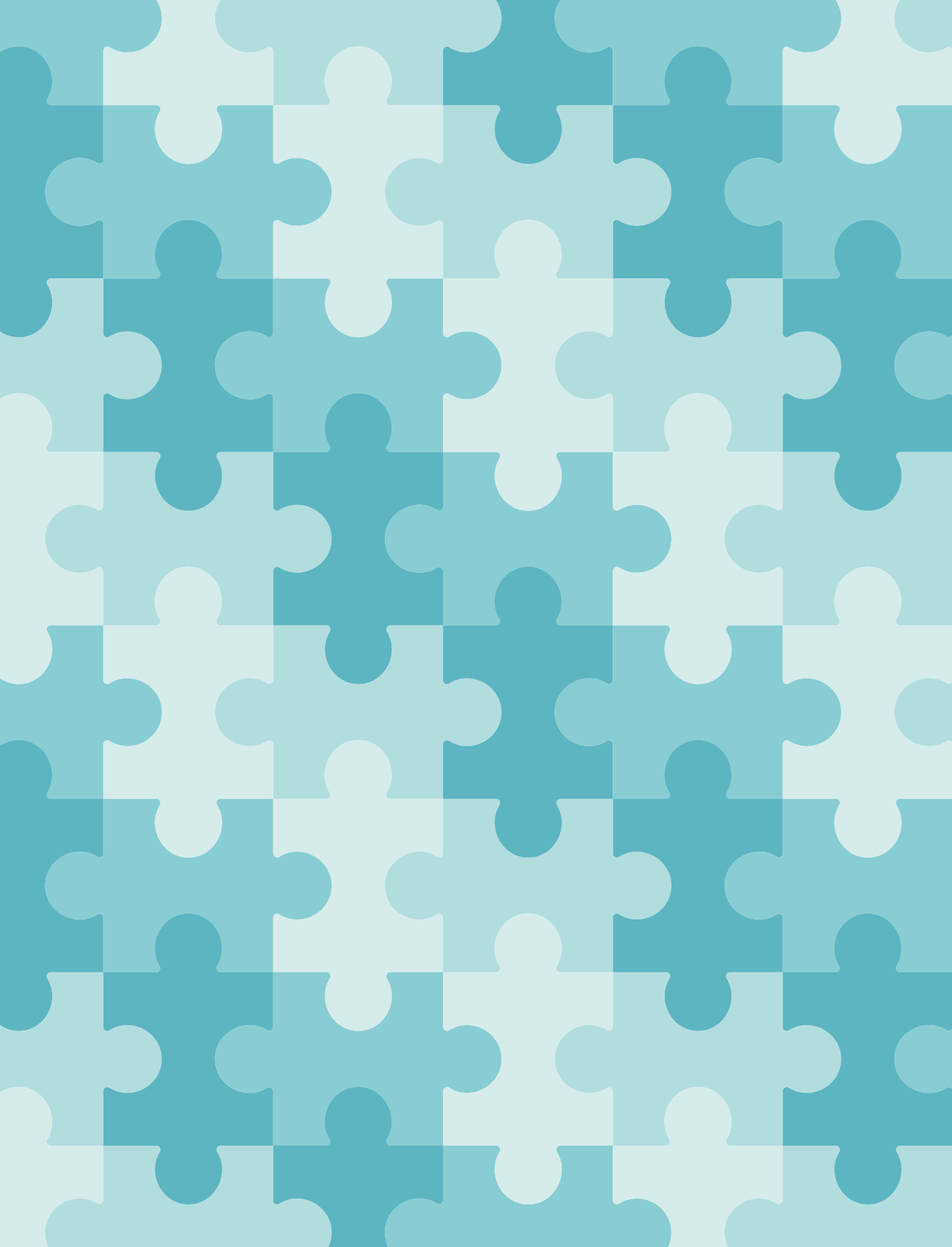
Philips Silver

Philips took an entirely data-led approach to redeveloping its careers sites, using insights and analysis of its audiences and sites to create something that would be engaging and supportive for candidates. Judges thought the incredibly detailed data analysis was commendable in that it “led to a really strong and human-centric employer brand.”



Becton Dickinson and Cielo Bronze

Becton Dickinson harnessed the power of its data to create a laser-focused EVP that would take into account the needs and motivations of its target audience. It worked with Cielo to analyse employee feedback, market comparisons and audience research to form the ‘We are the makers of possible’ EVP. Judges thought this was an excellent example of data informing the employer brand strategy and resulting in an effective, strong new approach.





EMPLOYER BRAND POSITIONING

**BEST
DIVERSITY AND INCLUSION STRATEGY**



**Kaufland Romania and
The M Works**

Gold

Romanian supermarket Kaufland Romania knew that individuals with disabilities in Romania were more likely to be unemployed than their peers in the rest of Europe. It decided to tackle this societal issue with the implementation of the ACCES programme. It has prioritised not just the hiring of those with disabilities, but their integration into the business, ensuring people feel welcome, capable and part of the team.

This initiative has also resulted in public-facing changes, like the introduction of accessible shopping carts and the launch of a deaf-focused TikTok series called #KauflandDanceTalk. The wide-ranging initiative is making change not just within Kaufland, but more broadly in Romanian society. Judges called the work – delivered by The M Works – “really impressive and well-thought-out,” and “creative and smart with great results that are clear and tie back to the objectives.”

BEST DIVERSITY AND INCLUSION STRATEGY



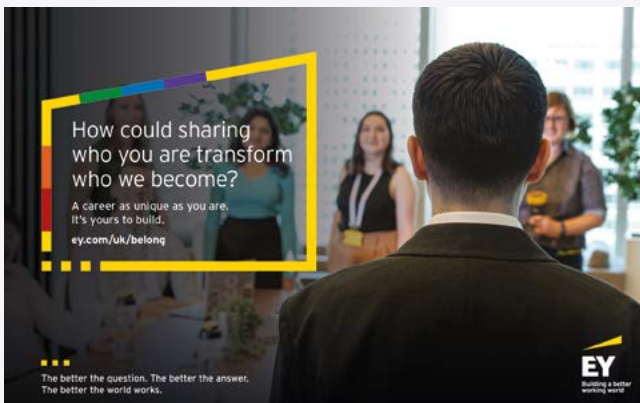
Credit Agricole Bank Silver

In the most difficult of geopolitical situations, Credit Agricole Bank has maintained its commitment to diversity and inclusion by focusing on the wellbeing of its talent. It has supported veterans by introducing specific programmes to get people into employment and built its diversity commitment into its employer brand. "It is a strong and detailed D&I programme launched in a complicated and disastrous backdrop. I really commend the amount of work here," said one judge.



CGI UK and LEAP Create Bronze

CGI UK worked with LEAP Create on a groundbreaking first-hand view of challenging scenarios faced by minority employees. By focusing on groups as wide-ranging as those from low socioeconomic backgrounds to neurodiverse individuals, the campaign represented the breadth of experiences at CGI UK. Judges thought this was an honest, authentic view of employees' experiences that indicates CGI UK's commitment to supporting its diverse workforce.



EY Bronze

In association with its LGBT+ community, EY developed a film about its diverse community, inspiring people to challenge their unconscious bias and prejudices. Judges thought the message about becoming an employer of choice for the LGBT+ community was commendable and effectively communicated through the film itself.

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



OLX and Tonic Gold

Online marketplace OLX needed to update its employer brand after downsizing and spinning off the automotive arm of its business. To refocus on its corporate culture and present a unified story to potential candidates, it worked with Tonic on a future-facing employer brand. The 'OLX Always' positioning lent an inspiring, positive lens to the company's culture and allowed it to communicate about its careers in terms of the difference they make to employees' lives.

The campaign was visually captivating, too, with fun activations for the internal audience and social-friendly design work capturing the attentions of the target audience. Social engagement increased by 170% while employee engagement improved by 11%. Improvements across the board have set OLX up for a strong future as an employer of choice. One judge said this was "a really lovely example of an organisation being bold and positive with their employer brand following a corporate change." Another added, "This was a positive and eye-catching employer brand campaign in a difficult time for the organisation. Taking a bold, positive approach to this issue was brave and should be commended."

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



Reckitt Silver

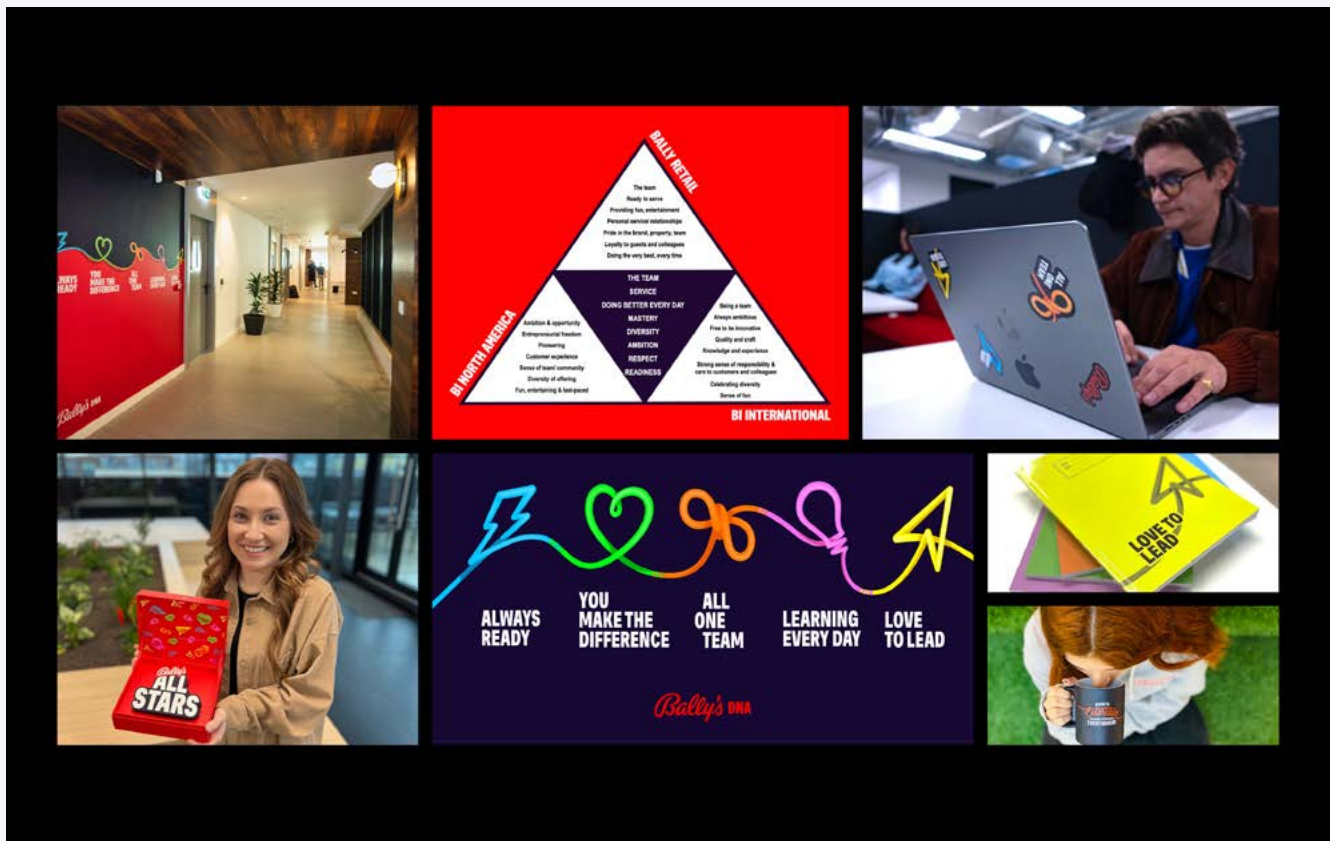
The strength of Reckitt's consumer brands was outshining its employer and corporate brands. To build a stronger proposition for the recruitment audience, it harnessed the spirit of its consumer brands while telling a story of how employees could make a big impact on the world. "Bringing to life the stories and insights to the people who make the products we use in our every day lives was humanising and positioned the brand differently from an employee's perspective," praised one judge.



KPN and ClubgeistBVH Bronze

To harness the power of its well-known consumer brand and its association with the colour green, KPN worked with ClubgeistBVH on 'Green is not a colour.' The EVP delved deeper into the working lives of KPN's employees and inspired a massive 4,700 candidates to apply for jobs. Judges thought this was a great example of an employer brand's alignment with the external brand and should see KPN achieve results well into the future.

BEST MANAGEMENT OF THE EMPLOYER BRAND FOLLOWING A MERGER OR ACQUISITION

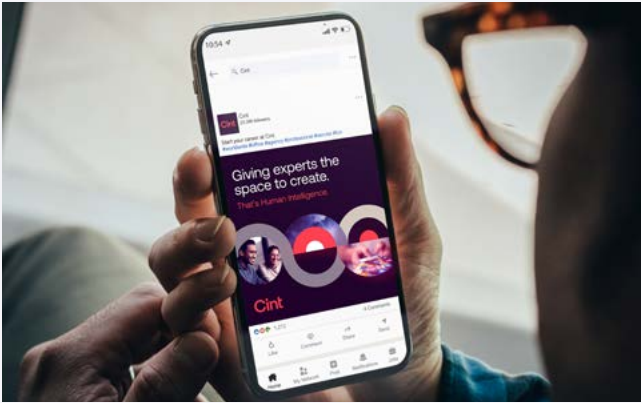


Bally's and 106 Communications Gold

The unification of Bally's and Gamesys under the Bally's brand brought with it the need to not only unify the two corporate brands, but to integrate a sprawling business with a disjointed corporate culture. 106 Communications developed a programme that would engage employees across the 13 countries Bally's operated in.

The 'Born to entertain' EVP became the perfect driver for cohesion. It speaks to Bally's core gaming and betting businesses but allows for localisation and individualisation depending on the needs of the country, region or site itself. The visual identity is playful and gives a real "sense of what Bally's is all about," according to judges. One judge said, "They really thought about a legacy that unites and builds the corporate culture for the future, aligning it fully to the values of the organisation."

BEST MANAGEMENT OF THE EMPLOYER BRAND FOLLOWING A MERGER OR ACQUISITION



Cint and Creed Comms Silver

Global software company Cint worked with Creed Comms on an employer brand focusing on 'human intelligence' and how individuals can make a difference to the organisation. Judges praised the "clear objectives and detail in the research and planning. The foundations are really strong to build a campaign on." Another said, "I like the approach of teams being connected by a vision, not borders."



Asda and Chatter Communications Bronze

Asda used its acquisition by EG Group as an opportunity to boost its employer brand and create a stronger corporate culture. Judges liked the way Chatter Communications shifted perceptions of careers at Asda, developing a more positive view of the potential for growth and development. One judge said the EVP, 'What's your everything?,' felt engaging for employees.

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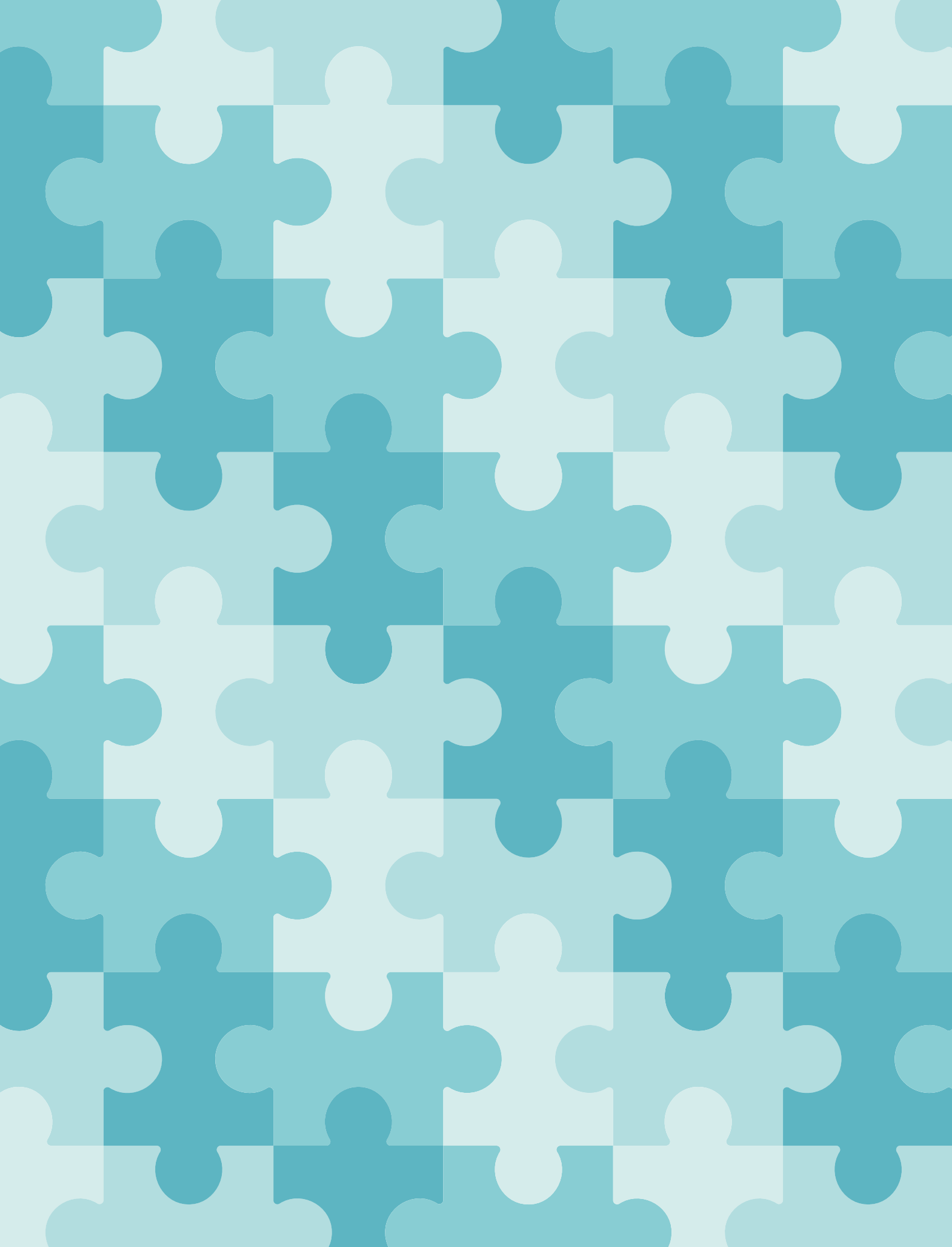
symphonytalent.com

BEST LOCALISATION PROGRAMME



Coca-Cola HBC Hungary and Brandfizz Employer Branding Agency Silver

Coca-Cola HBC Hungary worked with Brandfizz Employer Branding Agency to attract logistics workers across Hungary. The employer brand tapped into its analysis of the local market's desires for job security, a supportive team, and feedback and recognition. The campaign showcased the best of Coca-Cola HBC as a long-term employer. Not only was there a 57% increase in career page traffic from owned channels, but the company is seeing 30 candidates per week come through its recruitment portal.





**EMPLOYEE
JOURNEY**

BEST EMPLOYEE EXPERIENCE



Kaufland Romania and The M Works – The Shelf with Experiences **Gold**

Kaufland Romania aims to create an inclusive, integrated corporate culture for every employee. It worked with The M Works on 'The Shelf with Experiences' campaign which sought to arm long-time employees with the tools needed to embrace Gen Z entrants and those with disabilities into the workforce. Training sessions, strategic partnerships and promo activities helped to communicate with staff and build the foundations for an integrated team at every store.

As a result, aisle coordinators have reported improved communications and teamwork skills and the programme's social media assets have been seen far and wide across Romania. The programme's simple effectiveness resonated with judges who were impressed with its ability to make a big impact on the company's culture through a single, well-targeted programme.

BEST EMPLOYEE EXPERIENCE



Deloitte Poland **Silver**

Deloitte Poland's employees noted that they did not feel recognised by their employer. To tackle this, Deloitte Poland developed a recognition programme to ensure every employee felt valued. The programme ran across the business and featured in OOH advertising across Poland. The programme's success will see it ensure that employee recognition is not just a one-off, but a long-lasting part of the corporate culture at Deloitte Poland.

Kaufland Romania and The M Works – In CEO's shoes **Highly commended**

Kaufland improved leadership communications by working with The M Works to ask employees what they would do if they were CEO for a day, building stronger connections between staff and business strategy.

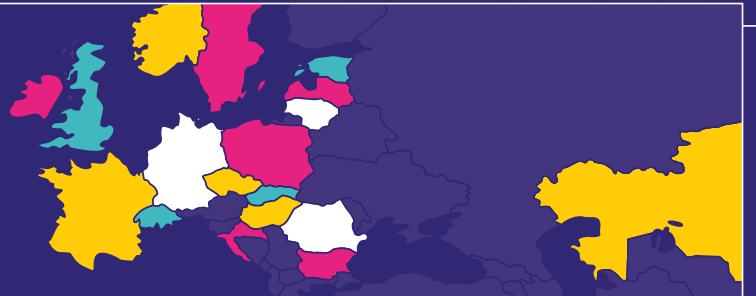


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BEST EMPLOYER BRAND MANAGEMENT EVENT

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Reckitt Global Hub Warsaw and Be About | Hybrid Agency

Gold

Reckitt's Global Hub Warsaw needed to attract top-quality tech talent. It identified two key challenges. The first was that candidates needed to be excited about the innovation and collaboration available at their employer. The second, was that a recruitment event had to take place at a time outside of normal working hours so candidates wouldn't have to miss a day of work to attend.

The event developed by Be About | Hybrid Agency showcased some of the excellence within the technological capabilities at Reckitt Global Hub Warsaw. It engaged candidates around the possibilities available and inspired them to get involved and help the company develop. With no paid promotion, 62 candidates attended, leading to six job offers being extended that very evening. Judges thought this was exceptionally well-suited to the target audience. One said, "The way that it has been thought about, planned and executed made it different and engaging to a very hard-to-attract audience."

BEST EMPLOYER BRAND MANAGEMENT EVENT

DNV and Stafford Long **Silver**

Risk Management brand DNV worked with Stafford Long on its first in-person event in another country. Almost 300 leaders took part in a three-day expo in Amsterdam – with 4,000 more attending virtually – exploring the world of DNV. Immersive, engaging and impactful, the event was well-received by attendees and had a marked impact on employee engagement scores.



Wargaming **Silver**

Wargaming's XP boost events are designed to build the company's employer brand among the community of European gamers. The immersive world of the company's games proved a hit with attendees, 30% of whom applied for vacancies as a result. Judges thought this was a "brilliant way to reach a tough audience," and showed an astute understanding of the audience Wargaming was trying to reach.

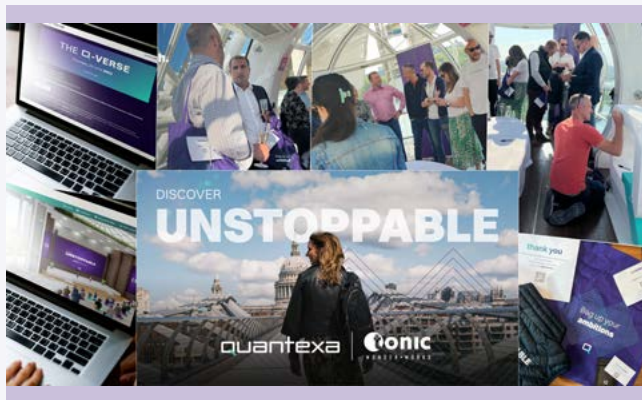


BEST EMPLOYER BRAND MANAGEMENT EVENT



Flutter UK & Ireland and Chatter Communications Bronze

To get Flutter UK & Ireland's internal audience to contribute to the development of its new values and mission, the company worked with Chatter Communications on a 'once-in-a-career' festival event. The day was jam-packed with fun activations that all had a direct impact on the company's employer brand development. Judges thought this was a very on-brand way to deliver impactful results.



Quantexa and Tonic Bronze

Quantexa needed to ensure its highly sought-after tech talent was retained. It worked with Tonic on embedding its employer brand globally through a series of events that recognised 'Quantexans' and allowed them to connect with their colleagues the world over. A communications campaign accompanied the event, ensuring the messaging was not confined to a single activation but thoroughly embedded in the company culture.

EY Highly commended

To accompany EY's ambition to double its Northern Irish workforce, it produced the Northern Ireland Investment Summit to engage employees and build awareness of careers at EY in the local market.

BEST BRAND AMBASSADOR PROGRAMME



2in1 KUKA Ambassador Program: with recruitment and engagement focus
100% employee-driven.

Sector: Robotics R&D and manufacturing
Mix of departments: Productive, engineer, administrative
Local headcount: 1700 employees
Location: Hungary, 3 locations
Headquarters: Augsburg, Germany


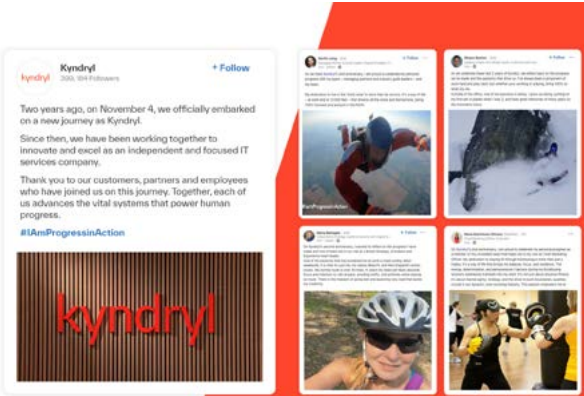
Goal 1: Support recruitment goals, increase brand awareness. Hire 200 colleagues in first year.
Goal 2: Support organizational development goals, become a better employer, employee experience & engagement. Turn eNPS into positive.



KUKA Hungary and Brandfizz Employer Branding Agency Gold

Manufacturer KUKA Hungary was experiencing low employee engagement and satisfaction scores, low brand recognition and high vacancy numbers. To address this, it worked with Brandfizz Employer Branding Agency to build a stronger employer brand from the inside out. Over the course of 2022 and 2023, it launched a brand ambassador programme that intended to improve the employee experience and contribute to a positive shift in the employer brand.

By empowering employees to be the ones to make change, the ambassador programme was able to make a huge impact on the employer brand. Turnover is down year-on-year and 270 new employees have been brought on, exceeding the target. One judge called this, “a well-considered programme that put business change and improvements in the hands of their ambassadors.”

kyndryl #IAmProgressInAction

Kyndryl Gold

IT provider Kyndryl wanted to increase awareness among tech talent. It launched the #IAmProgressInAction campaign, an employee driven programme that showcased the company’s values through the eyes of employees. Over two years of social posts have changed the way Kyndryl is perceived among the recruitment audience. Now, as many as 250 social posts are going out daily from Kyndryl employees around the world.

One judge said this is an “excellent example of how Kyndryl amplified its employer brand to elevate its corporate brand and purpose. Also, by placing their employees front and centre of the campaign narrative, which could only be achieved through high colleague engagement and advocacy delivered through engaging internal communications.”

BEST BRAND AMBASSADOR PROGRAMME



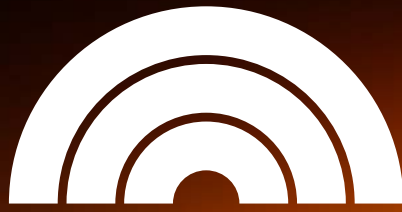
Turkish Aerospace Silver

Turkish Aerospace used the power of its people to promote a better understanding of careers in the defence sector among young people. It paired brand ambassadors with their universities to communicate with students and graduates about careers at Turkish Aerospace. Judges thought the use of brand ambassadors to target the early careers audience was a great idea, especially because it also had a positive impact on the overall employee experience as well.



Polski Holding Hotelowy Bronze

Polski Holding Hotelowy's brand ambassador programme is going from strength to strength. Now in its third year, it is fully embedded within the business and is responsible for an improvement in the employee experience, the employer brand and the company's recruitment efforts. Judges praised the way Polski Holding Hotelowy has adapted the programme to ensure its continued success in the future.



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BEST EMPLOYEE WELLBEING INITIATIVE

Korber Hungaria and FERLING Silver

Manufacturer Korber Hungaria relies on the retention of its talented and knowledgeable staff. To ensure a positive working culture, it worked with FERLING on a comprehensive wellbeing programme. With everything from flexible working to sports clubs to massage services, the company is prioritising its pastoral care for employees. “You can tell how much the business cares for its employees and the impact it has on the environment within which it operates,” said one judge.



KUKA Hungary and Brandfizz Employer Branding Agency Bronze

KUKA Hungary worked with Brandfizz Employer Branding Agency on an employee ambassador programme designed to build a supportive, collaborative working culture within the business. Judges found this programme to be well-strategised and fundamentally impactful to the company's employer brand, with a clear positive difference made to KUKA Hungary's NPS as a result.

2in1 KUKA Ambassador Program:
with recruitment and engagement focus
100% employee-driven.

Sector: Robotics R&D and manufacturing

Mix of departments: Productive, engineer, administrative

Local headcount: 1700 employees

Location: Hungary, 3 locations

Headquarters: Augsburg, Germany

Goal 1: Support recruitment goals, increase brand awareness. Hire 200 colleagues in first year.

Goal 2: Support organizational development goals, become a better employer, employee experience & engagement. Turn eNPS into positive.

The infographic features a man and a woman in blue and orange shirts standing next to a KUKA robotic arm. There are also images of a mug and some documents.

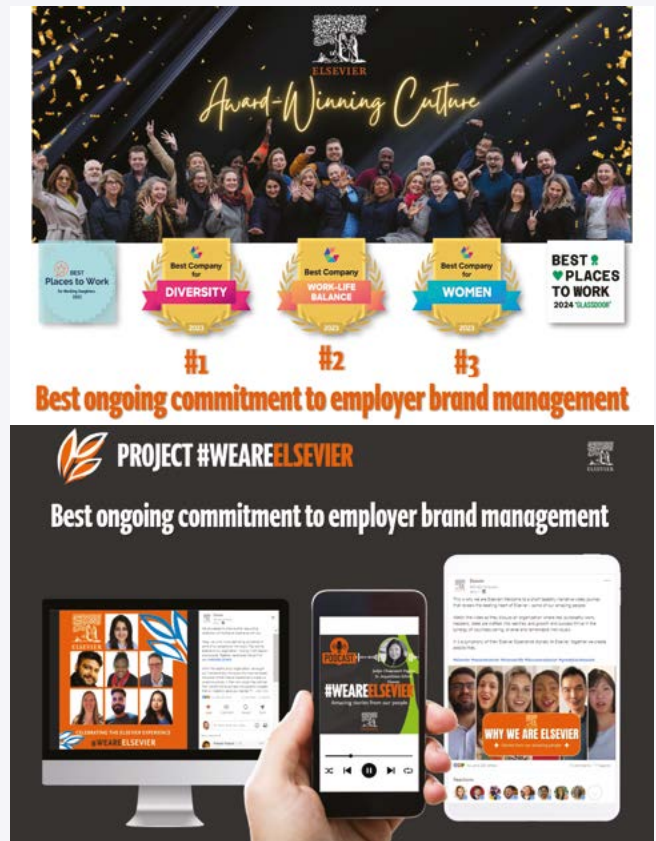
BEST ONGOING COMMITMENT TO EMPLOYER BRAND MANAGEMENT



CGI UK and LEAP Create Gold

There is a persistent skills gap for digital roles in the UK as digital transformation consistently charts as a top priority among British businesses. CGI UK's work to improve its employer brand has seen it in good stead as it seeks to attract the best in digital talent. To achieve this, it has focused on diversity. It has built an inclusive corporate culture to address attrition issues and improve engagement. While also acting on its diversity commitments by hiring people from minority backgrounds and underrepresented groups like women.

This alignment between a diverse and incisive workforce and the CGI UK employer brand has resulted in a community of engaged, dedicated employees that contribute to the company's employee networks, interact with its social media posts and buy into a long-term career at CGI UK. Judges loved the work CGI UK has been doing with LEAP Create. They praised the "strong, emotive" work, the transparent commitment to diversity and inclusion and the astute observation that an investment in diversity is an investment in the employer brand.



Elsevier Gold

Information analytics and publishing company Elsevier launched the #WeAreElsevier campaign as a way to unify its ongoing employer brand activities and create a single, unified employee experience. The campaign inspired global employees to tell their stories through podcasts and social posts. This authentic insight into life at Elsevier was not only engaging for existing employees, but helped build a stronger sense of Elsevier's identity as an employer.

Since the launch of the campaign, attrition has been reduced by 5% and Elsevier has recruited an additional 82 brand ambassadors. Scores are up in terms of inclusiveness, the company's NPS and its competitive advantage, too. The campaign is an excellent example of the work Elsevier has done in recent years to improve its commitment to employees and build a stronger employer brand. One judge said having "little budget, just pure passion" was impressive. Another added, "Business alignment and true advocacy are displayed in this campaign. It will give it longevity for the future."



Good luck to everyone shortlisted at the 2024 EBMA's.

We're proud to sit alongside so many brilliant businesses that take employer branding every bit as seriously as we do. Now let's have some fun. Enjoy the night.



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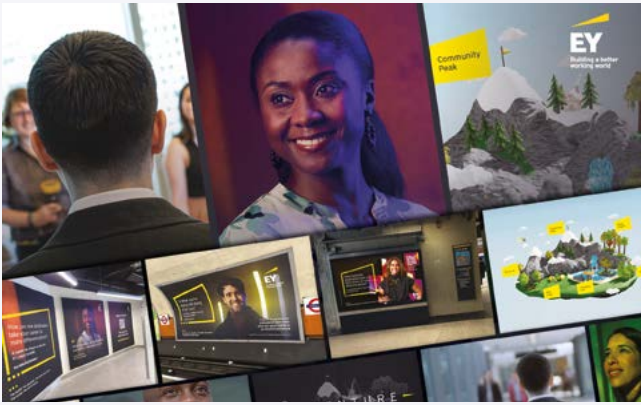
Cravenhill publishing is the publisher of Communicate magazine and Transform magazine.

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

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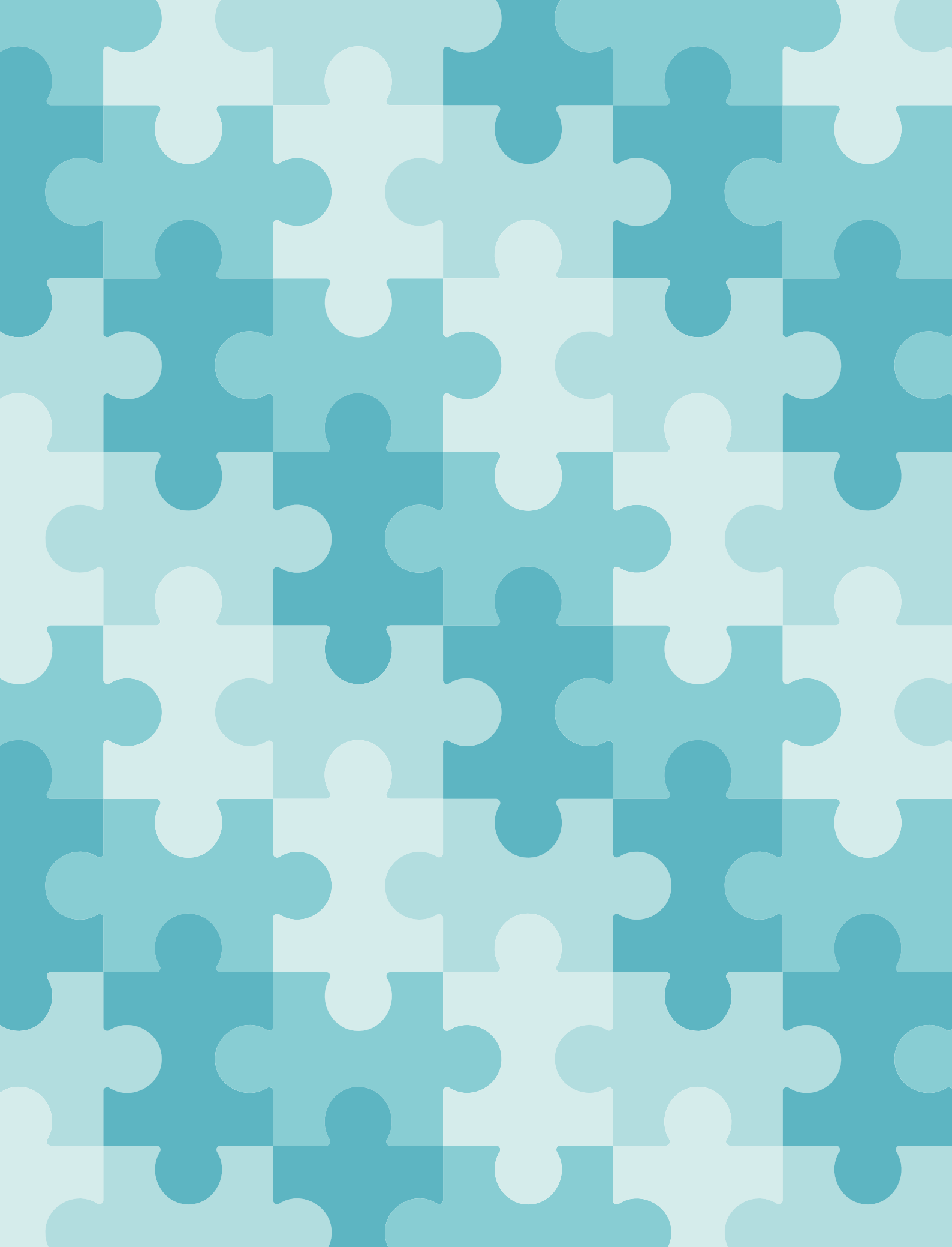
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BEST ONGOING COMMITMENT TO EMPLOYER BRAND MANAGEMENT



EY **Silver**

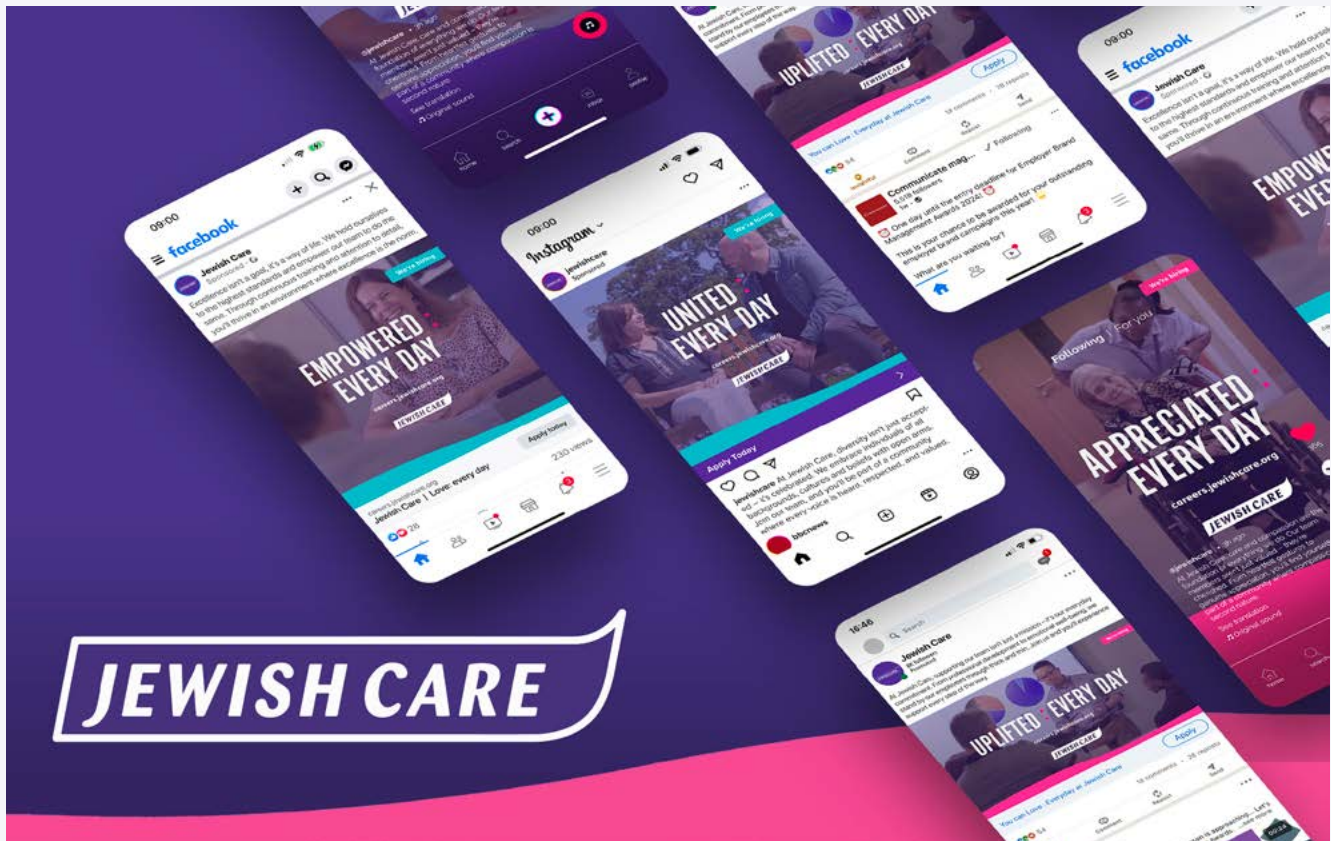
EY's long-time employer brand commitment has built it into one of the top employers of choice globally. Recently, it has developed an astute ability to adapt its approach to suit the changing needs of the business. This adept understanding of the power of the employer brand, and the company's willingness to shape it, is truly outstanding.





SECTOR

BEST EMPLOYER BRAND MANAGEMENT BY A CHARITY, NGO OR NFP



Jewish Care and WeLove9am Gold

In the business of caring, Jewish Care wanted to ensure that its employees were also cared for and champions for providing excellent care. In its recent work with long-time partner WeLove9am on its EVP, it focused on capturing the acceptance, support, care and compassion that run through the business in its employer brand. The 'Love: Every Day' branding was deployed across a new careers site and communications campaign.

The employer brand runs through every aspect of the recruitment and onboarding experience, ensuring that the values of the organisation are espoused by every one of its employees. Since the new branding launched, there has been a 72% increase in candidates saying they applied to Jewish Care because of its company culture or values. Judges thought the long-term commitment to the company's employer brand shone through its authentic, accessible communications.

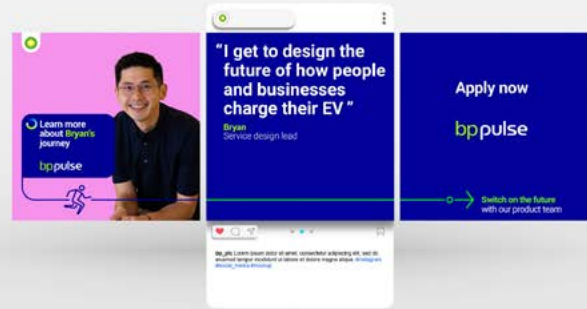
BEST EMPLOYER BRAND MANAGEMENT BY A CHARITY, NGO OR NFP



Unlocked Graduates and 106 Communications Silver

Unlocked Graduates' unique proposition as a prison reform champion and diverse employer wasn't cutting through the noise. It worked with 106 Communications to target the graduate audience with a campaign focusing on achievement. With a game element and engaging comms, the campaign saw Unlocked become the highest climber in the 2023 Times Top 100 employers list, rising from 67 to 22.

BEST EMPLOYER BRAND MANAGEMENT FROM THE ENERGY AND UTILITIES SECTOR



bp and Symphony Talent Gold

As part of its global brand strategy shift to 'reimagine energy,' bp wanted its employer brand to focus less on the 'what' and more on the 'why, how and who.' It worked with Symphony Talent to develop an employer brand that would tell a story of bp as a supportive employer capable of building long-term careers for its employees. Not only did they interview existing employees about the corporate culture, but they also spoke with thousands of job candidates to understand bp's reputation as an employer.

The new employer brand was rolled out across bp's portfolio of sub-brands and in 14 key nations worldwide. This comprehensive shift in employer brand strategy saw a 9% bump in reputation, 6% increase in applications and a 26% increase in new hires. Judges were impressed with the clear strategy, robust research and comprehensive rollout, but it was the end-to-end tracking to hire which allowed bp to excel in terms of its employer brand strategy.

BEST EMPLOYER BRAND MANAGEMENT FROM THE ENERGY AND UTILITIES SECTOR



RWE and Havas People Silver

RWE's work with Havas People was built on detailed research and a well-crafted messaging system to change perceptions of RWE as an employer and of work in the renewables sector more broadly. "The alignment to the corporate brand was great," said one judge. Another praised the "beautiful visuals" and the "play on the corporate visual identity," as key differentiating factors.



Energia Group and RichardsDee Bronze

Energia Group wanted to inspire candidates to think about how 'energy moves us.' This inspiring strapline then enabled the company to pose the question, 'What moves you?' by inserting the candidate into the employer brand, the company was able to build a connection with potential recruits. The RichardsDee campaign resulted in a staggering 81% increase in applications and a 14% increase in direct applications, charting a 2.75 to one return on investment.

BEST EMPLOYER BRAND MANAGEMENT FROM THE ENGINEERING AND MANUFACTURING SECTOR



JLR and Tonic

Gold

JLR wanted to appeal to a young audience of engineering talent with a wealth of opportunities laid in front of them. To capture the interest and passion of this demographic, the company built a narrative around modern luxury. It showcased a British brand that is stylish, future-oriented, savvy and innovative. Tonic crafted a black and white photographic style that feels lifted from the pages of Vogue. The high-contrast images are luscious, intriguing and ‘exceptional.’

The result is a people-centred employer brand that highlights the best of JLR in a way that appeals to the social media consumption habits of Gen Z. And it paid off, with graduate applications and apprenticeships both up by 28% and diverse candidates making up 52% of the overall applicant pool. One judge said this was “an excellent example of a campaign leaning into the archive and heritage of brand, whilst making it current and relevant to an emerging talent audience. The mono visual identity was certainly distinctive and premium in feel.”

BEST EMPLOYER BRAND MANAGEMENT FROM THE ENGINEERING AND MANUFACTURING SECTOR

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100% employee-driven.

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Mix of departments: Productive, engineer, administrative

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Location: Hungary, 3 locations

Headquarters: Augsburg, Germany

Goal 1: Support recruitment goals, increase brand awareness. **Hire 200 colleagues in first year.**

Goal 2: Support organizational development goals, become a better employer, employee experience & engagement. **Turn eNPS into positive.**

KUKA Hungary and Brandfizz Employer Branding Agency Silver

Industrial robotics and warehouse automation machine manufacturer KUKA Hungary, developed a brand ambassador programme, alongside Brandfizz Employer Branding Agency, that built a stronger employer brand from the inside out. The comprehensive campaign didn't shy away from cultural weaknesses and indeed crafted a more effective culture and EVP as a result. One judge said it was "a solid campaign with really great results."



Korber Hungaria and FERLING Bronze

Machine manufacturer Korber Hungaria cares about its employees. Its 360-degree wellbeing programme is rich with benefits and wellness initiatives designed to make Korber Hungaria an employer for life. Judges said "it was great to see wellbeing at the heart of campaign messaging," and praised FERLING's work for being "hyper-focused on wellbeing. Amazing."

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Reckitt Global Hub Warsaw and Be About | Hybrid Agency Bronze

To drive applicants to IT careers at Reckitt Global Hub Warsaw, it worked with Be About | Hybrid Agency on a recruitment event. The evening featured activations and experiences that would inspire tech talent and allowed candidates to better understand Reckitt's global technology careers offer. Six job offers were made that very evening and 14 additional candidates were interviewed in the following weeks.



Turkish Aerospace Bronze

Turkish Aerospace has long focused on fostering awareness of careers in the defence sector among young people. Its school programmes are designed to encourage young STEM talent and guide students toward Turkish Aerospace's graduate programmes. Judges loved the communication Turkish Aerospace exhibited with its target audience, with one saying, "This is a solid strategy that has the potential to change the lives of young people."

BEST EMPLOYER BRAND MANAGEMENT FROM THE FINANCIAL SERVICES SECTOR



Direct Line Group and TMP Worldwide UK

Gold

Direct Line Group's consumer brands are committed to changing the insurance sector. But its employer brand wasn't espousing the same energy and joy. It wanted to infuse its employer brand with colour and the points of difference that make the company an employer of choice. It worked with TMP Worldwide UK on 'Together, we're one of a kind.' The visual identity reflected this by treating employee portraits with a riot of colour. The stunning, abstract patterns brought depth and vibrancy to the employer brand.

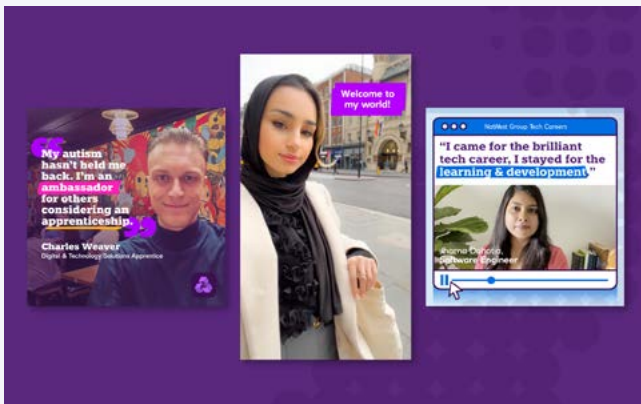
The new employer brand has given Direct Line Group a strong foundation from which to build its corporate presence. It also managed to save £2m in recruitment agency fees as a result. One judge said, "It hits you in the face and you're loving every bit of it. It's super consistent across all different channels and platforms. Love, love, love."

BEST EMPLOYER BRAND MANAGEMENT FROM THE FINANCIAL SERVICES SECTOR



Credicorp and Ph.Creative Silver

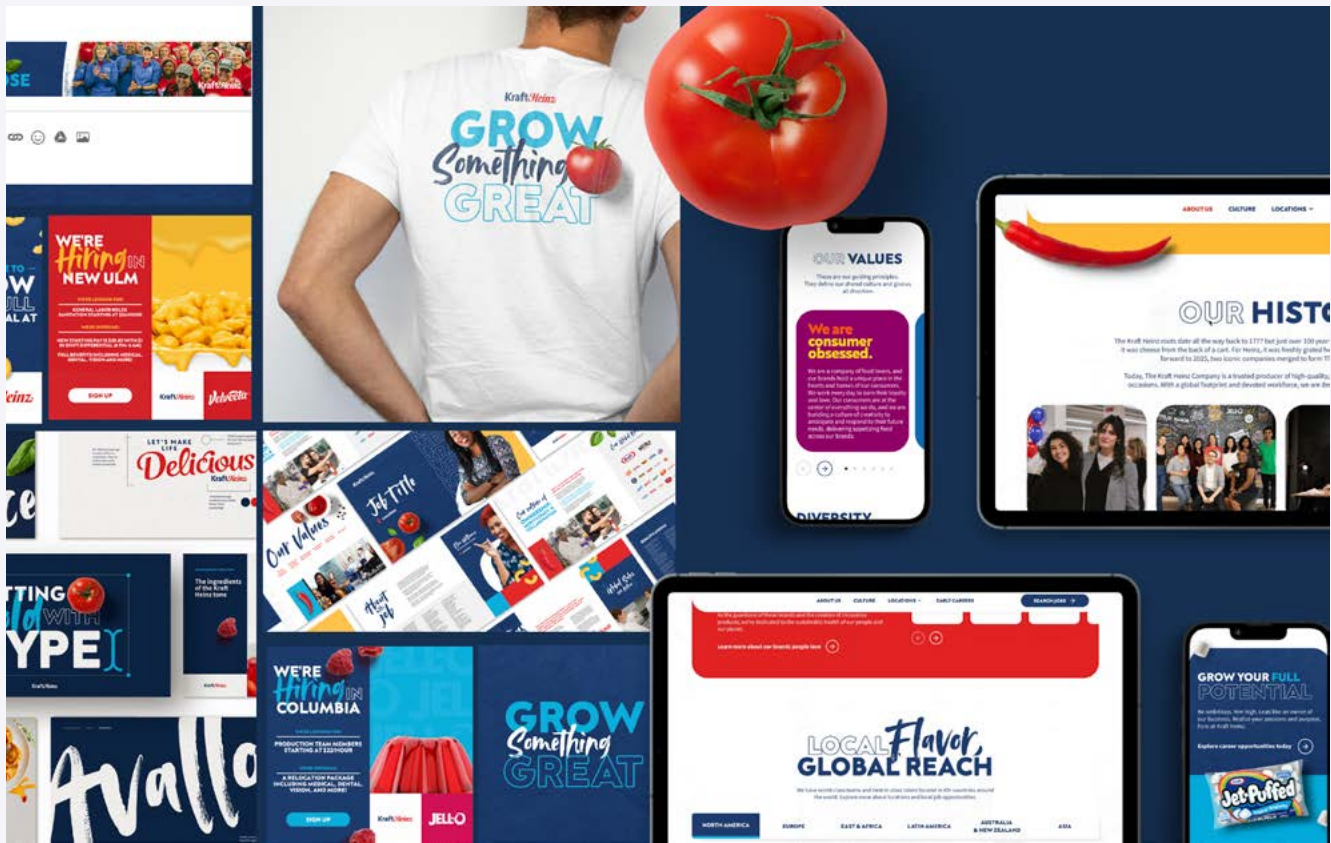
Latin American bank Credicorp wanted to diversify its talent pool and build a stronger reputation among graduates. It worked with Ph.Creative on a people-first brand infused with patterns and colours that reflect the brand's heritage. The new look is personal, inspiring and full of personality. One judge said the “Bold, distinctive message framework and pillars should be commended in this sector.”



NatWest Group and Ph.Creative Bronze

NatWest Group worked with Ph.Creative to communicate to candidates that they can make a difference to the world through a career in the financial services sector. The campaign flexed well across different audience groups and their needs to chart a wholehearted improvement in NatWest Group's reputation as an employer.

BEST EMPLOYER BRAND MANAGEMENT FROM THE FMCG, FOOD AND BEVERAGE SECTOR



Kraft Heinz and Wiser Gold

Several years after the merger of food giants Kraft and Heinz, the international powerhouse needed to ensure its culture was shaping the future of food. Wiser conducted intensive research into Kraft Heinz's employee experience to understand what matters most to the company's workforce. It found that growth was the key to the future of the business and its sector, developing the strapline 'Growing greatness' to encapsulate this.

A global employer brand was built, with localised communications and assets meeting the needs of different languages and cultures. Visually, Wiser united the key employer brand messages with some of Kraft Heinz's most recognisable consumer products in a delicious feast for the eyes. Since 2023, 2,400 applications have come in, resulting in 150 new hires and a 57% increase in Kraft Heinz's employer brand appeal since 2021. Judges loved the level of detail that went into the research, the global communications rollout and the excellent alignment with the consumer brand.

BEST EMPLOYER BRAND MANAGEMENT FROM THE FMCG, FOOD AND BEVERAGE SECTOR



Coca-Cola HBC Hungary and Brandfizz Employer Branding Agency Silver

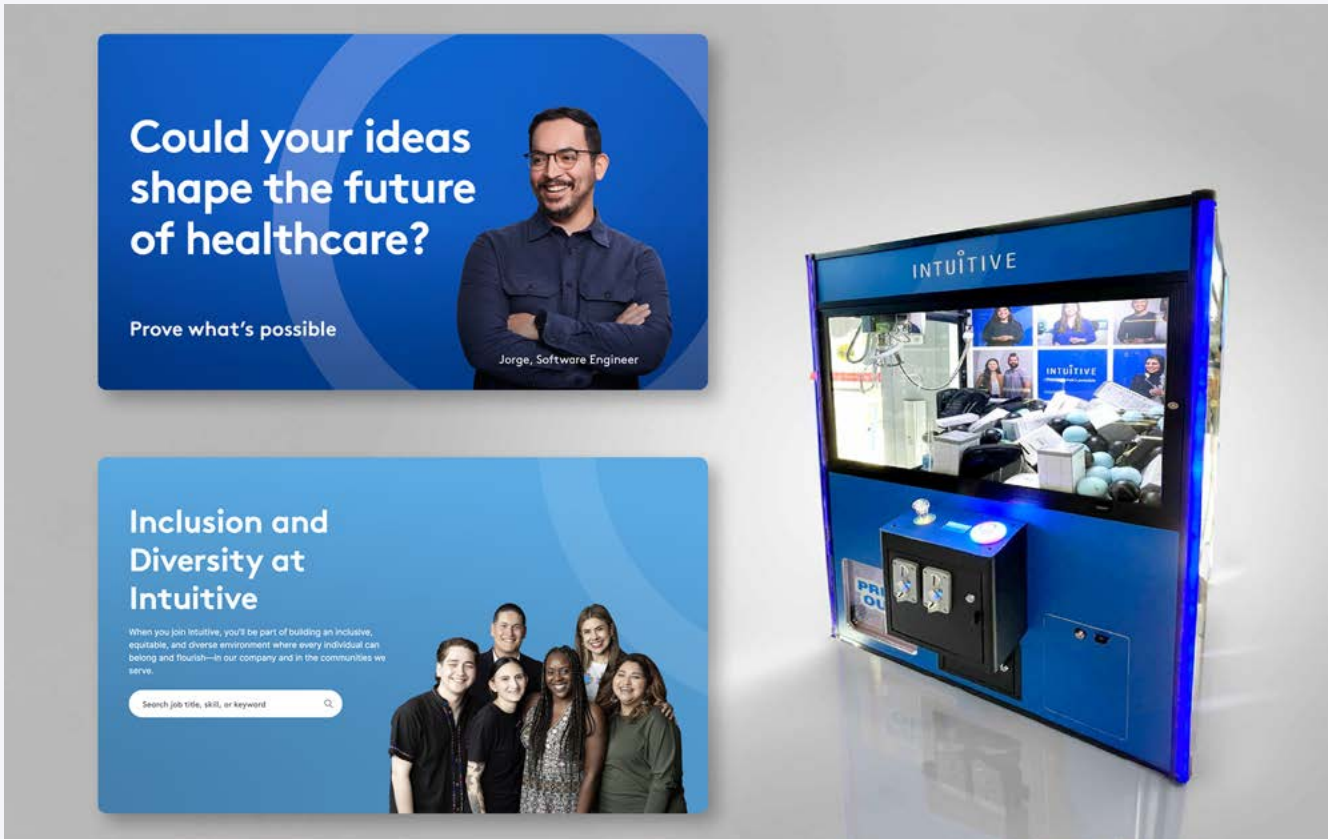
Supply chain company Coca-Cola HBC Hungary used insights into its target demographic of logistics workers to inform its employer brand strategy. It crafted a campaign focusing on its commitment to fostering the careers of its staff for the long-term. By showcasing real stories and people, Brandfizz Employer Branding Agency's campaign resulted in a stunning increase in applicants and hires. "This was a well-thought-out project that delivered against its objectives," said one judge.



Reckitt Bronze

To increase awareness of the Reckitt brand and improve perceptions of the company as an employer, Reckitt told a story about the impact its people can have on the company and on its consumers. It delved into the culture, using real experiences to inform its communications. Judges thought this foundational research was proof that Reckitt's commitment to its employer brand will see it in good stead well into the future.

BEST EMPLOYER BRAND MANAGEMENT FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



Intuitive and Ph.Creative Gold

With a commitment to improving medical care through the use of technology, Intuitive is a boundary-pushing organisation. This unique positioning meant it had to capture its distinctive employee experience in its employer brand communications. It worked with Ph.Creative to understand employees' perceptions, the leadership view and the organisation's external reputation. This helped it to build an EVP focusing on possibility.

The employer brand uses employee photos and clear, positive communications focusing on the potential offered by a career at Intuitive. Judges thought the employee-driven approach helped to firmly embed the employer brand in the business. One called it "a nicely created and comprehensively implemented employer brand."

BEST EMPLOYER BRAND MANAGEMENT FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



Jewish Care and WeLove9am Silver

Jewish Care has a commitment to its community – whether that’s its residents or its employees – but, there was a pervasive perception that not being Jewish would be an inhibiting factor in a career at the healthcare company. Jewish Care worked with WeLove9am to amp up its employer brand values, communicating with candidates about the opportunities available and the support the employer has for its staff. Judges thought this was a simple way to make a big difference on Jewish Care’s recruitment efforts.



VCA and Ph.Creative Silver

Veterinary company VCA needed to change perceptions that it was too corporate. It worked with Ph.Creative to shape an EVP that is rife with purpose, belonging and impact. It also empowered employees to share the message. The comprehensive employer brand shift has resulted in a two-fold increase in applications. Judges thought that this was a difficult challenge that VCA handled with ease and effectiveness.



Novartis and Symphony Talent Bronze

Novartis worked with Symphony Talent on an employer brand that would help it stand out from competitors and showcase its unique purpose to the recruitment audience. The employer brand harnessed the company’s purpose to inspire target candidates across every aspect of recruitment. It also put the employer brand in the hands of employees with an EB brand guide and easy-to-use Canva templates.



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You probably know us for creating powerful EVPs & Employer Brands. After all, we've won the Grand Prix at the EBMA's more times than any other agency. But did you know we excel at a whole lot more? Here are just a few of the things we're great at that help make employer brands work:

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- Graduate recruitment
- Social strategy and activation
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- Insight, research, reporting and tracking
- Culture communications
- Internal communications
- Employee experience
- Corporate communications
- B2B marketing

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Mark - mark.horley@tonic-agency.com



BEST EMPLOYER BRAND MANAGEMENT FROM THE PROFESSIONAL SERVICES SECTOR

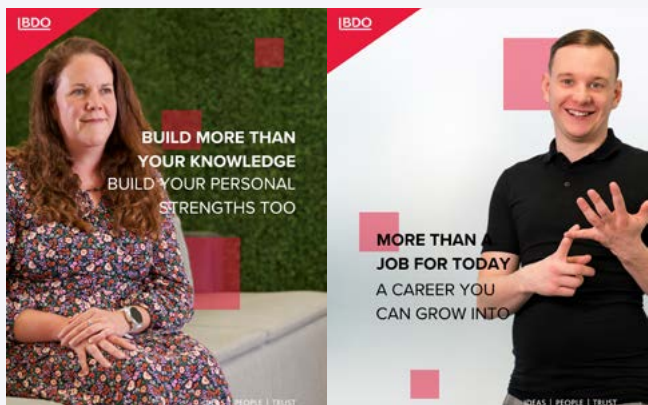


Osborne Clarke and WeLove9am Gold

Osborne Clarke wanted to compete for the top law graduates not by emulating the Magic Circle firms, but by showcasing its points of difference. It developed a strategy based on its commitment to giving new recruits crucial job experience from day one. WeLove9am used a chess metaphor, 'Your move' as the strapline, putting an image of the knight front of mind across recruitment communications. This positioned Osborne Clarke as a maverick, a defender and a bastion of courage and strength. It empowered candidates to think differently and boldly.

The campaign resulted in a 42% increase in applicants and saw every single graduate placement filled. One judge praised the "excellent creative identity and clever use of the chess piece metaphor to connect key attributes and drivers of Osborne Clarke's culture and what they're looking for from emerging talent. Really strong conversion results too. Overall, this is a strong example of employer brand management in this sector."

BEST EMPLOYER BRAND MANAGEMENT FROM THE PROFESSIONAL SERVICES SECTOR



BDO **Silver**

BDO wanted to instil in its employer brand a sense of confidence and purpose while also communicating its commitment to helping employees build long-term careers at the firm. With a focus on early careers recruitment, it developed an employer brand journey that funnelled candidates from social media to the careers site with a clear call to action for different audience groups. Judges thought this strategic approach to shifting perceptions was an outstanding effort that has paid off in real terms for BDO.



EY **Bronze**

EY has a strong reputation as an employer, but it wanted to ensure the best-fit candidates were the ones progressing through the careers journey. A multifaceted strategy helped deliver to prospective employees a clearer understanding of life at EY. It also helped EY deliver on its commitment to creating a more diverse workforce, which judges thought was executed to an exceptional standard.

BEST EMPLOYER BRAND MANAGEMENT FROM THE RETAIL SECTOR



Kaufland Romania and The M Works

Gold

Kaufland Romania's 'Time for something new' campaign was designed to deliver excellent candidates through the recruitment process, but also to engage existing employees and new recruits in the corporate culture. A comprehensive, multichannel campaign was developed by The M Works, including a strong focus on the company's disability recruitment programme, ACCES.

An internal festival, social media campaigns, in-game activations with popular video game franchises, an audio brand strategy and much more helped shape the new Kaufland Romania employer brand. Thousands of new employees were recruited, including 462 people with disabilities, and massive amounts of impressions were generated on social posts nationwide. One judge called it a "solid, integrated and energetic campaign with a clear focus on helping candidates understand Kaufland." Another judge added, "There was some really innovative thinking in terms of activation."

BEST EMPLOYER BRAND MANAGEMENT FROM THE RETAIL SECTOR



Tesco with Follow The Yellow and FERLING Silver

Tesco's central Europe business wanted to increase recruits in software roles, head office posts and seasonal frontline workers. To do so, it worked with Follow The Yellow and FERLING on creating a single, unified employer brand that could flex across the different target audiences. The result is visually appealing, clear in its communications and effective, as it saw 68% of open positions filled.



Asda and Chatter Communications Bronze

After Asda's acquisition by EG Group, it needed to address inertia in its corporate culture. It worked with Chatter Communications to activate the 'find your everything' EVP across the candidate journey and employee experience. The campaign has resonated well with Asda's target audiences with judges saying it was well-developed, rooted in a strong strategy and full of engaging, creative communications.

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



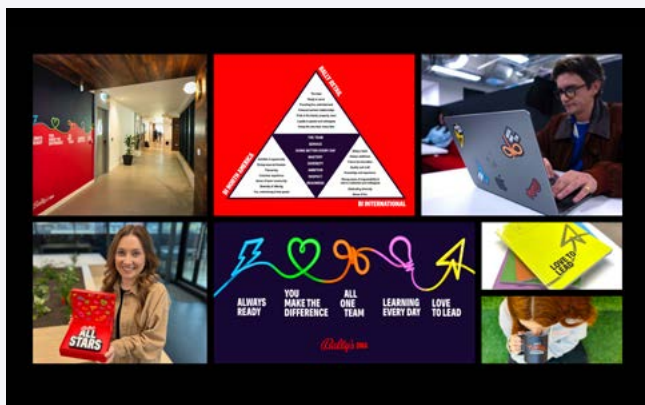
adidas and Havas People

Gold

adidas was in the somewhat unusual position of having world-class brand awareness and a strong number of candidates applying for roles. But, its renown was largely based on the power of its consumer brands. It needed to reshape its communications to express its personality as an employer. It worked with Havas People to simplify its career communications, harness the power of the consumer brand in a career-focused way and showcase its commitment to its three pillars: leadership, betterment and performance.

'Power possible' was the driving force behind the employer brand, which built a stronger, more cohesive corporate culture. Engagement has skyrocketed and hiring is up across the board. adidas is also noticing a rise in women in leadership positions. One judge said, "I just love this work and how it completely ties to their mission and purpose as a business and consumer brand."

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



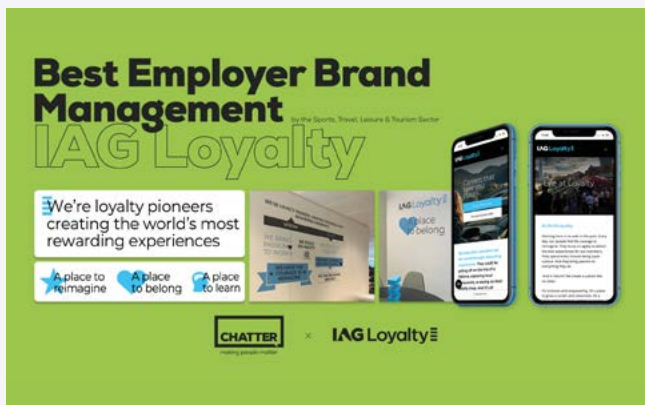
Bally's and 106 Communications Silver

Bally's worked with 106 Communications on an employer brand powered by play and fun. It crafted a broad EVP that could be tailored to the location and individual needs of each site or division. The visual identity is full of entertainment-driven visual cues to make for a complete brand world. One judge said, "I really felt the alignment of the brand and what Bally's is all about. It had a real sense of culture and an enticing place to work."



Flutter UK & Ireland and Chatter Communications Bronze

Flutter UK & Ireland worked with Chatter Communications to infuse its employer brand with employee insights. It launched a festival of Flutter to harness insights, engage people with the corporate brand and develop new divisional values. Judges thought this was a unique, novel approach to harnessing employee opinions, and one that paid off too in terms of engagement with the employer brand.



IAG Loyalty and Chatter Communications Bronze

IAG Loyalty wanted to boost awareness of its business outside of its key corporate partnerships and the more well-known consumer brands within the IAG group. Chatter Communications introduced 'careers that take you places' as a seamless link between the airline group's mission and IAG Loyalty's role within it. Judges thought this was a creative solution that has driven positive results for the company thus far.

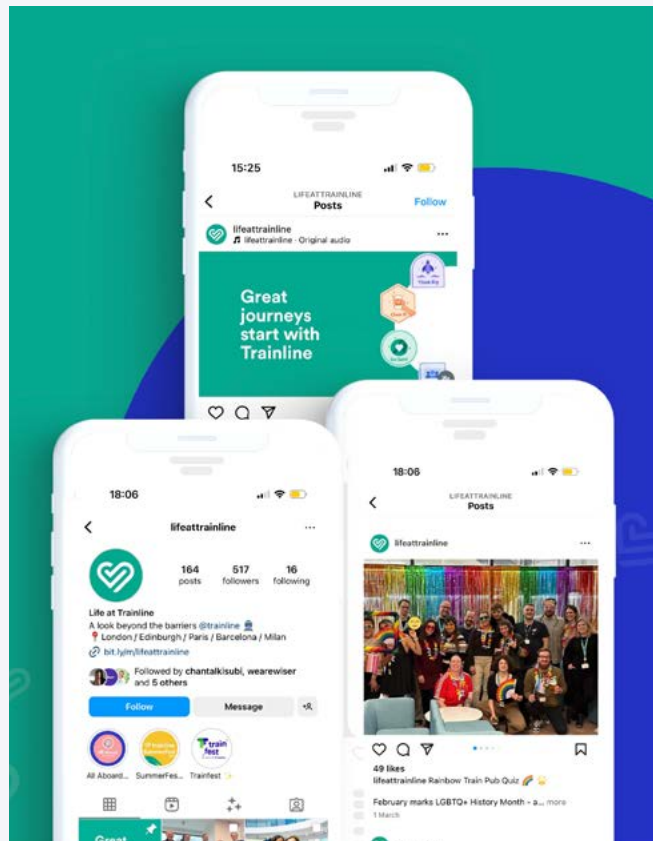
BEST EMPLOYER BRAND MANAGEMENT FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR



Quantexa and Tonic Gold

Quantexa has grown from six to 650 people in just a few years. And, contending with a global tech talent shortage, it needs to retain its talent to ensure it can continue to grow. It worked with Tonic to develop an employer brand that would boost engagement, contribute to a unique corporate culture and boost Quantexa's reputation as a tech employer.

The 'unstoppable' EVP allowed the company to infuse its employer brand with nerve, ambition and future-facing innovation, all underpinned by relatable, human storytelling. The result is a compelling mix of technology and personality that has improved retention and applications alike. One judge loved the "hugely impressive timeline of deliverables," adding, "Nothing was missed!" Another said this was a "very comprehensive and well-thought-out and delivered employer brand creation and activation."



Trainline and Wiser Gold

Trainline's well-known consumer purpose was hampering its reputation as a technology employer. As part of its employer brand revamp, it also introduced a flexible working strategy and began communicating about its rewards and work-life balance. Wiser put this all together in a compelling global campaign that both fostered a sense of community among existing employees and communicated Trainline's values to the tech community.

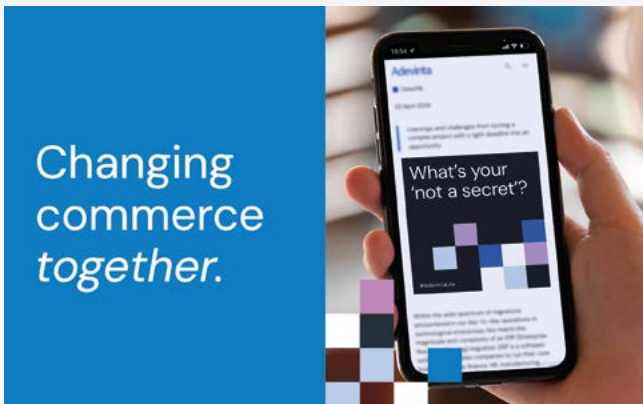
Since launch, over 500 new employees have been brought on board and 35 individuals have become Trainline brand ambassadors. One judge said, "This really made me view Trainline differently. Bringing the people stories to life behind the scenes, the advocacy; all the elements are really well thought through and delivered on employer brand management."

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



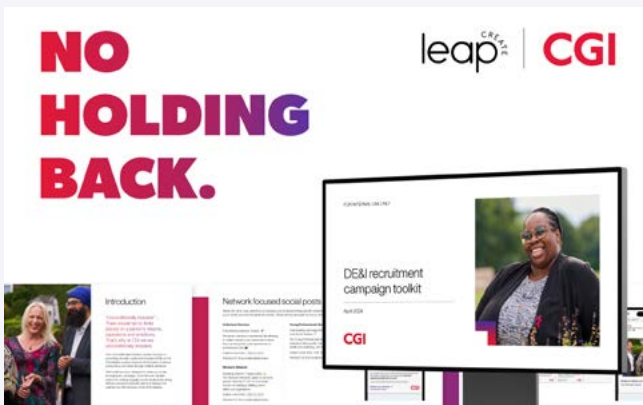
KPN and ClubgeistBVH Silver

Dutch telecoms company KPN worked with ClubgeistBVH to harness the power of its well-known brand colour and delve deeper into the corporate culture. Its employer brand spotlight video was watched by 2.7m and resulted in 72,000 views to the company's jobs site. Judges thought this was an extremely effective way to build a broader awareness of the opportunities available at KPN.



Adevinta and Creed Comms Bronze

Online classifieds company Adevinta worked with Creed Comms to improve brand awareness and help shape the future of commerce. The campaign has resulted in an 11% increase in LinkedIn followers and a 21% increase in tech applications. The internal audience has been galvanised too as 22 new brand ambassadors were recruited.



CGI UK and LEAP Create Bronze

CGI UK's 'No holding back' campaign was developed to improve understanding of its commitment to diversity and inclusion. LEAP Create crafted stunning and memorable videos putting the viewer in the role of the minority employee, to great effect. This emotional campaign is allowing CGI UK to tap into new demographics to fill the talent gap.

BEST EMPLOYER BRAND MANAGEMENT FROM THE TRANSPORT AND LOGISTICS SECTOR



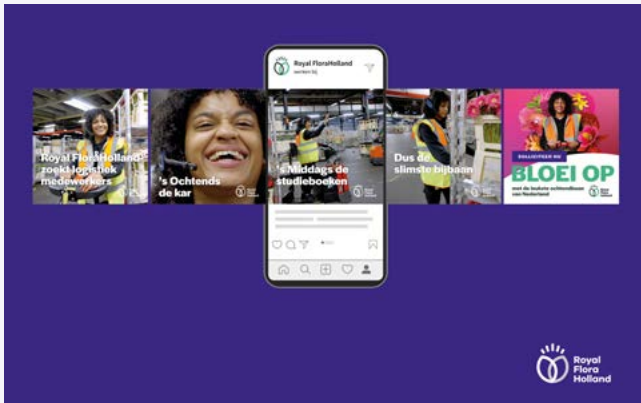
DPD and Creed Comms

Gold

When speaking to its employees, DPD found a common theme: drivers felt like their vans were their trusty sidekicks, helping them along every step to get the job done. That inspired an employer brand built around the concept of superheroes. It introduced the 'van-do attitude,' a clearly defined personality that recruits could connect with emotionally.

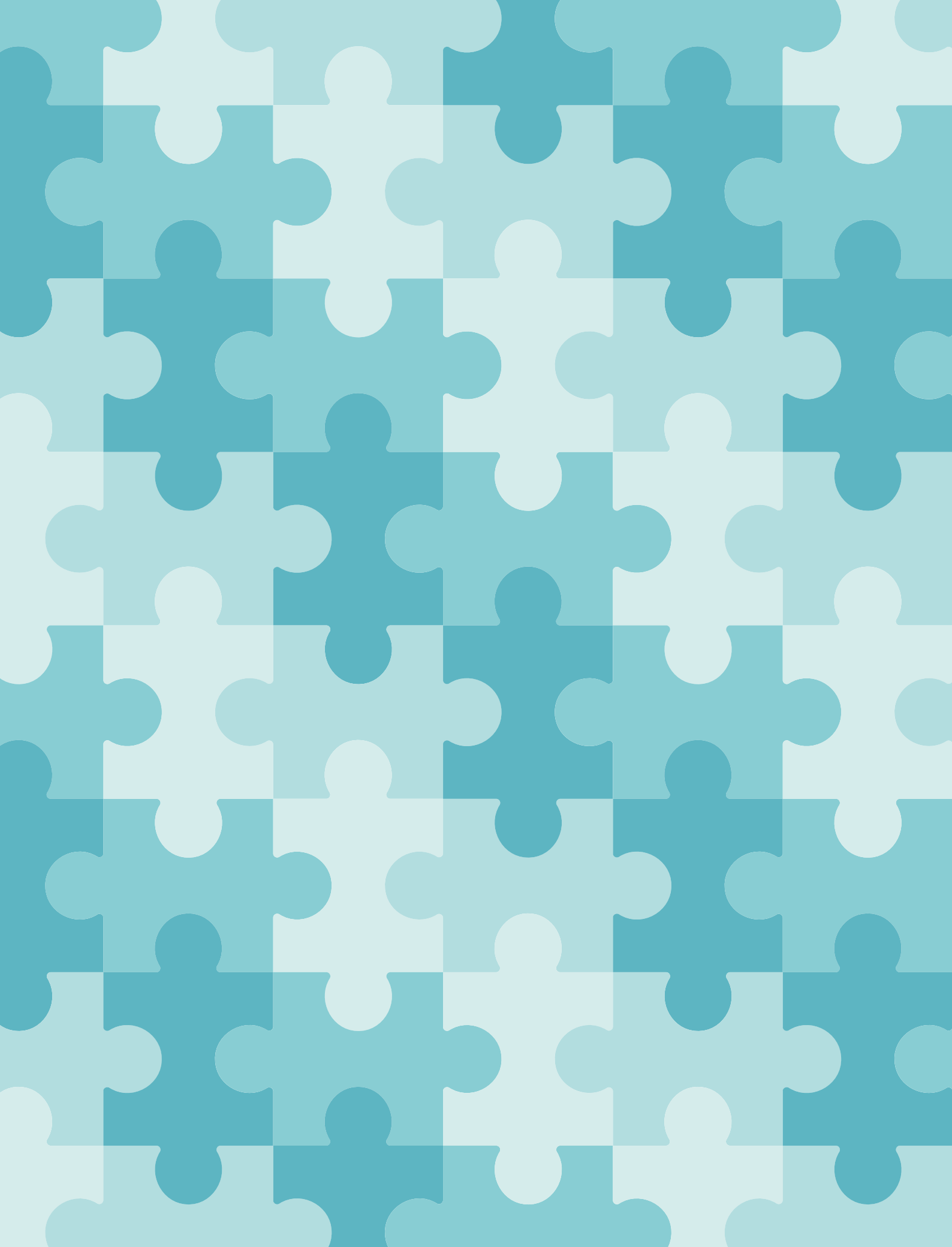
Creed Comms developed a series of films harnessing the power of the 'van-do attitude' and showcasing the essential work delivery drivers do on a daily basis. The results were staggering as DPD was able to fill vacancies, reduce turnover and improve its reputation as an employer. One judge said, "This is an excellent example of thorough upfront research, blending both primary and secondary data to inform the campaign concept. This campaign is also a great example of turning insight into a strong creative execution."

BEST EMPLOYER BRAND MANAGEMENT FROM THE TRANSPORT AND LOGISTICS SECTOR



Royal FloraHolland and PROOF Silver

Royal FloraHolland wanted to shift perceptions and understanding of careers in logistics. It worked with PROOF to make logistics jobs more appealing among its target audience. Judges thought the links between what the company was looking for in its recruits versus the job benefits made employment at Royal FloraHolland a compelling proposition.





**GRAND
ACCOLADE**

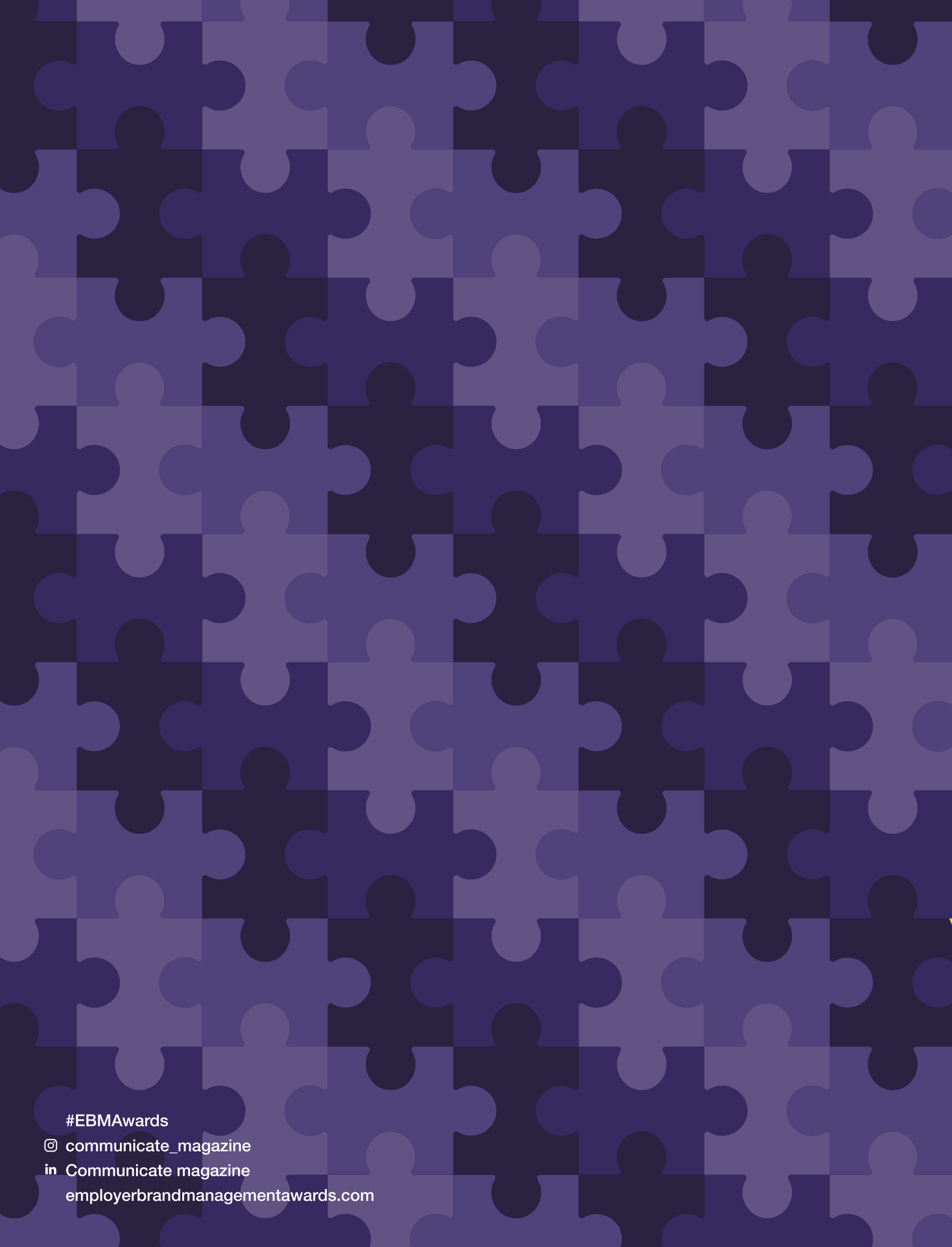
GRAND PRIX



Kaufland Romania with The M Works and v8 Interactive Winner

Kaufland Romania is one of the country's top retail employers, with stores located across the country, and the potential to make a huge difference on the social landscape of the nation. Kaufland took that to heart in the development of its employer brand. With a focus on building a strong internal culture, improving diversity and bolstering leadership communications, it has stood out as a proactive, positive employer seeking to make a difference within its community. Its ACCES programme was designed to ensure candidates with disabilities were hired and, crucially, well-integrated into their teams across Kaufland. A TikTok campaign designed to reach the deaf community inspired judges and target audiences alike. The commitment is more than skin deep. Kaufland has empowered team leaders in stores to build the skills needed to support their disabled colleagues and ensure team success. Not only that, but Kaufland's commitment to doing so will help improve Romania's overall employment numbers for people with disabilities.

Its employer brand has also introduced new technologies like AI voice assets and engaged employees around the career opportunities available at Kaufland. Kaufland has won Gold in the 'Best short-term or one-off employer brand campaign,' 'Best diversity & inclusion strategy,' 'Best employee experience' and 'Best employer brand management from the retail sector' categories. One judge praised the diversity recruitment strategy as a "really impressive and well-thought-out piece of work with solid foundations in actually hiring people with disabilities rather than just saying they will." Another judge added, "This is what employer branding should be about."



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