



Employer Brand Management Awards

# ENTRY GUIDE

Entry deadline 14 February 2024

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The Employer Brand Management Awards is the must-win awards programme for any organisation keen to benchmark its employer brand activity.

Since the programme launched, perceptions and conversations around employer brand have continued to evolve. A strong employer brand is seen as the beating heart of many organisations. The employer brand goes beyond fancy recruitment adverts; it is an intrinsic part of the ethos and ethics of an organisation. If utilised well, it attracts, engages and retains talent. It also, importantly, instigates the employee experience and guides the employee journey.

The Employer Brand Management Awards compares and contrasts the different aspects of successful employer branding, rewarding excellence and celebrating the campaigns and the organisations that are excelling in this field. With over 20 categories to enter, including our 'Best employer brand management by sector', now is the time to prove that your employer brand stands out amongst your peers.

The Employer Brand Management Awards welcomes entries from any private sector company, public sector organisation, creative agency or individual who has helped develop or apply a successful employer brand.



## Engage your employees

A positive brand experience can foster a positive culture, improve talent acquisition and develop employee retention strategies.

## Develop advocacy and trust

Winning highlights which brands have an exceptional employer value proposition. This is a chance to differentiate your organisation from the competition and gain future business.

## Improve campaign performance

Client and in-house teams will have a benchmark from which to measure employee experience strategies, as well as future talent management and development communications.

## Recognition of achievements

The prestigious award ceremony offers the opportunity to celebrate and recognise staff, entertain clients and also network.



Early entry deadline\*

**13 December 2024**

Entry deadline

**14 February 2025**

Late deadline\*\*

**7 March 2025**

**\*Magazine subscribers:** Enter by 13 December 2024 to receive £150 off your total entry cost and your fifth entry for free. Subscribe to *Communicate* magazine [here](#) to take advantage of this exclusive rate.

**Non-magazine subscribers:** Enter by 13 December 2024 to receive £100 off your total entry cost.

\*\*A late entry surcharge of £125 will be applied to each entry submitted after 14 February 2025. No entries will be accepted after 7 March 2025.



**£345**

for the first entry from each organisation/submitting body

**£245**

for each subsequent entry from each organisation/submitting body

**£245**

for any entry from or on behalf of a charity, NGO, pressure group or otherwise NFP organisation

Please call if you think you may be eligible

A late entry surcharge of £125 will be applied to each entry submitted after 14 February 2025. No entries will be accepted after 7 March 2025.

All rates shown are excluding VAT

[employerbrandmanagementawards.com](http://employerbrandmanagementawards.com)



## COMMUNICATION

Best alignment of the employer value proposition with corporate brand values

Best communication of the employer brand to the external audience

Best communication of the employer brand to the internal audience

Best communication of the employer brand to a Gen Z audience

Best communication of the employer brand to a Gen Alpha audience

Best communication of the employer brand to a Gen X audience

Best short-term or one-off employer brand campaign

Best use of digital

Best social media strategy

Best integration of the employer brand in communication strategy

Best employer brand innovation

Best use of data

## EMPLOYEE JOURNEY

Best employee experience

Best employer brand management event

Best brand ambassador programme

Best alumni programme

Best onboarding or reboarding programme

Best employee wellbeing initiative

Best ongoing commitment to employer brand management

## EMPLOYER BRAND POSITIONING

Best diversity and inclusion strategy

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

Best management of the employer brand following a merger or acquisition

Best localisation programme

## BEST EMPLOYER BRAND MANAGEMENT BY SECTOR

- Charity, NGO or NFP

- Education

- Energy and utilities

- Engineering and manufacturing

- Financial services

- FMCG

- Food and beverage

- Healthcare and pharmaceutical

- Industrial and basic materials

- Oil, gas, mining and extractives

- Professional services

- Property, construction and facilities management

- Public

- Retail

- Sports, travel, leisure and tourism

- Technology, media and telecommunications

- Transport and logistics

## GRAND ACCOLADES

Best creative execution of the employer brand

Grand prix

There are no boundaries on the design or branding of the entry. The submission can be formatted portrait or landscape. Feel free to include the Employer Brand Management Awards branding.

The most successful entries have a clear narrative. They include details of why the work was carried out, how the strategy was developed and implemented, and how the results fit the initial objectives.

Judges often prefer entries that don't have too much text on one page as it makes them easier to read. You may wish to add images throughout the submission to help enhance and strengthen the narrative.

For more information contact George at [george.ramsay@communicatemagazine.co.uk](mailto:george.ramsay@communicatemagazine.co.uk) or call +44 (0)20 3950 5356

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## Entry checklist

1. Entry summary (300 words)
2. Entry statement (800 words)
3. Supporting materials  
(This does not contribute towards the word count)

*Please ensure your file is no larger than 10MB.*



## 1. Entry summary

Please provide a short summary of 300 words.

The summary should include the following:

- A brief description of the organisation
- A synopsis of the work
- Category entered and why the work fits into that category
- Industry context – what is the company’s place within the market?
- Budget (optional)

**Note:** Please remember if you are looking to enter the same campaign/project into multiple categories, we recommend you tailor your entry summary/statement for each category entered.

## 2. Entry statement

Write an entry statement of up to 800 words.

The statement should include the following:

- Objective
- Research and planning
- Creativity and innovation
- Strategy and implementation
- Results

On the next page there are some key points on how to expand on each area. Judges will be referring to these criteria when reviewing the submissions.

## Objective

- What were the goals/targets?
- What did you want to achieve?
- Why were the objectives necessary?
- What prompted the project/campaign to be carried out?
- What was the brief? (optional)

## Research and planning

- What research was conducted?
- How did it represent the target audience?
- Did the research expose any problems or additional challenges?
- Were changes needed to meet the objectives?

## Creativity and innovation

- What made the project or campaign innovative?
- What made the work stand out?
- If there were any creative restrictions, how did you overcome these?

## Strategy and implementation

- How was the research incorporated into the strategy?
- How did the project reach its target audience?
- How was the strategy implemented?
- Were there any unexpected problems or unforeseen circumstances?

## Results

- Our judges focus on strong results. Please consider the following points to assist you in demonstrating your success:
  - How did you meet your objectives?
  - How did you measure the results?
  - Is there any evidence to support the outcomes?
  - Were there any unexpected outcomes?
  - What was the ROI? (optional)
  - How was the project received by the intended audience?

**Note:** If the submission is project or campaign based, please include a guide on the project brief, budget and timeframe to help put the project into context for the judges.

## WHAT TO INCLUDE IN ANY SECTOR ENTRIES

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### Context

- Who is the organisation?
- What does the organisation do?
- Where does the organisation fit within its sector?

### Areas for consideration

- Sector challenges and the strategies implemented in response
- Company-wide CSR initiatives
- Reward and recognition programmes/incentives
- Has the company recently undergone any reputational or internal challenges?
- What are the organisation's areas of strength?

## 3. Supporting materials

Including supporting materials strengthens your entry by providing evidence of your achievements. Materials should illustrate your work and aid the narrative of your entry statement. It is best to include only those materials that are directly relevant to the specific category.

- Images illustrating the project or campaign
- Press coverage (up to five examples)
- Social coverage (up to five examples)
- Video (up to three minutes, please include a link in the entry rather than sending the video file)
- Statistics: any relevant statistics (optional)
- Client feedback
- Testimonials

**Note:** We do not accept video files, so please include links within your entry pdf (with log in details if necessary.) Please ensure there are no expiration dates on video links.

For more information contact George at [george.ramsay@communicatemagazine.co.uk](mailto:george.ramsay@communicatemagazine.co.uk) or call +44 (0)20 3950 5356

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**What is the time frame for eligible work?  
Can I enter work from last year?**

The time frame for eligible work is ordinarily 18 months prior to the final deadline. Please refer to the *eligibility and rules* section on the Employer Brand Management Awards *website* for more details and specific dates.

**Can I enter more than one category?  
If so, do I need to submit more than one PDF?**

There is no limit to the number of categories that can be entered. If multiple categories are being entered, multiple PDFs must be submitted. As our entry form only allows one PDF to be entered at a time, you will need to go back and resubmit the form, making sure to change the category field. Although not compulsory, we strongly recommend tailoring each submission according to the category being entered.

**I'm not sure which category to enter.  
How shall I decide?**

If you are struggling to categorise your project, please email George at [george.ramsay@communicatemagazine.co.uk](mailto:george.ramsay@communicatemagazine.co.uk)

**How can I ensure that budgets disclosed on the entry will remain confidential?**

Don't worry – as long as you clearly mark the entry where relevant letting us know that you do not wish information on certain budgets (or any other information) to be shared, we will ensure that all such information is kept strictly confidential.

**Is it ok if the word count is exceeded?**

The word count is set as a guide, and exceeding it slightly will not be penalised. However, considering the volume of materials read by the judges, a more concise and collected approach to ensure your entry stands out is advised.

**How should I include my supporting materials?**

All supporting materials should be included within the document. Please hyperlink your videos in your PDF entry, rather than embedding the video. Embedded videos can often increase the size of your entry above the 10MB limit. Besides the supporting materials included within your entry, no other separate materials are required.

### **Can I only include images in the supporting materials section?**

Your submission can be designed and branded as you wish. Previous submissions have included imagery alongside the entry summary and statement to add to the entry narrative. At the end of the entry, further imagery can be included in the supporting materials section to showcase the project. We ask that you limit the pages of images, as our judges have a large number of submissions to go through, so be concise, clear and make sure what you are sharing is relevant.

### **On the 'Enter now' section of the website, what is the difference between the fields 'company' and 'entering company?'**

Often, agencies enter their clients into our awards (i.e. company = agency, entering company = client). If this does not apply to you and you are entering independently, simply fill in both fields with your company name.

### **Can previous entries be sent to potential entrants?**

As per our rules section on the *Employer Brand Management Awards website*, we cannot send out previous entries as they may contain sensitive and/or confidential material and figures that cannot be disclosed.

### **Is there a cost to enter?**

Yes. Rates are available on the *Fees and payments page* on the Employer Brand Management Awards website. There are also discounted rates available for charities and an early entry discount for those who enter before a certain date.

### **Why won't my entry send?**

Please ensure that the document format is PDF. If you are receiving an error message telling you that supporting materials are required, you have exceeded the 10MB size limit. If your entry is within the size limit but you are still receiving that error message, contact our office on +44 (0)20 3950 5356.

**How do I pay for my entries?**

After you submit your entry, you will be prompted to pay via PayPal (owning an account is not necessary to complete payment).

If an alternative payment method is preferred, please contact our office on +44 (0)20 3950 5356 and our team can explain other payment options.

**I want to enter more entries at a later date, how do I get the reduced entry cost?**

Entries submitted at a later date are charged at the additional entry cost, however, please note that our payment gateway will not bring up this rate. Please call the team on +44 (0)20 3950 5356 to pay by card over the phone (we do not accept AMEX over the phone) or let us know if you would like to be invoiced.

**Can't find the answer to your question?**

Please contact George at [george.ramsay@communicatemagazine.co.uk](mailto:george.ramsay@communicatemagazine.co.uk) or call our office at +44 (0)20 3950 5356.

Cravenhill publishing, publisher of Communicate magazine organises a number of industry leading awards programmes that seek to benchmark and reward best practice in the fields in which they operate. The awards programmes within our existing portfolio are shown below.

## corporate content awards

The Corporate Content Awards is the only awards event to benchmark and reward corporate storytelling and the use of narrative to call corporate audiences, across owned, earned and bought media.




## CORPORATE ENGAGEMENT AWARDS

The Corporate Engagement Awards recognises the most successful and innovative corporate partnerships and sponsorships, and the communication strategies around those collaborations.

## Corporate & Financial Awards

The Corporate & Financial Awards programme celebrates and showcases excellence in financial communications and provides recognition for the efforts of staff, companies, agencies and beneficiaries.



## DATA COMMS AWARDS

The DataComms Awards recognises and celebrates the use of data in corporate communications and by corporate communicators.



## DIGITAL IMPACT AWARDS

The Digital Impact Awards sets the industry-wide benchmark in digital stakeholder engagement. The event honours the best corporate digital communications work.



## EBMA

Employer Brand Management Awards

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## ICE

INTERNAL  
COMMUNICATIONS  
AND ENGAGEMENT  
AWARDS

The Internal Communications and Engagement Awards recognises and rewards excellence in internal communications.



## LENS AWARDS

The Lens Awards celebrates organisations using film and video by setting the standard for excellence in visual communications.

**ENTER HERE**

**Email**

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**Good luck!**