

# EMPLOYER BRANDING



Presented by: Benjamin Nicksch, Lukas Lohfink, Pamela Killian  
Lecturer: Dipl. –Ing. Johannes Göllner, MSc.  
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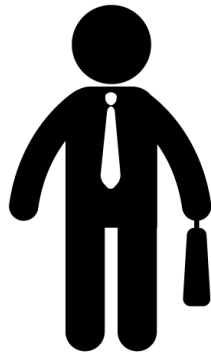
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## SOURCES

# 1. WHAT IS IT?

## EMPLOYER



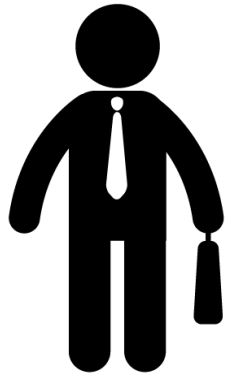
„A PERSON OR BUSINESS THAT EMPLOYS ONE OR MORE PEOPLE“

## BRANDING

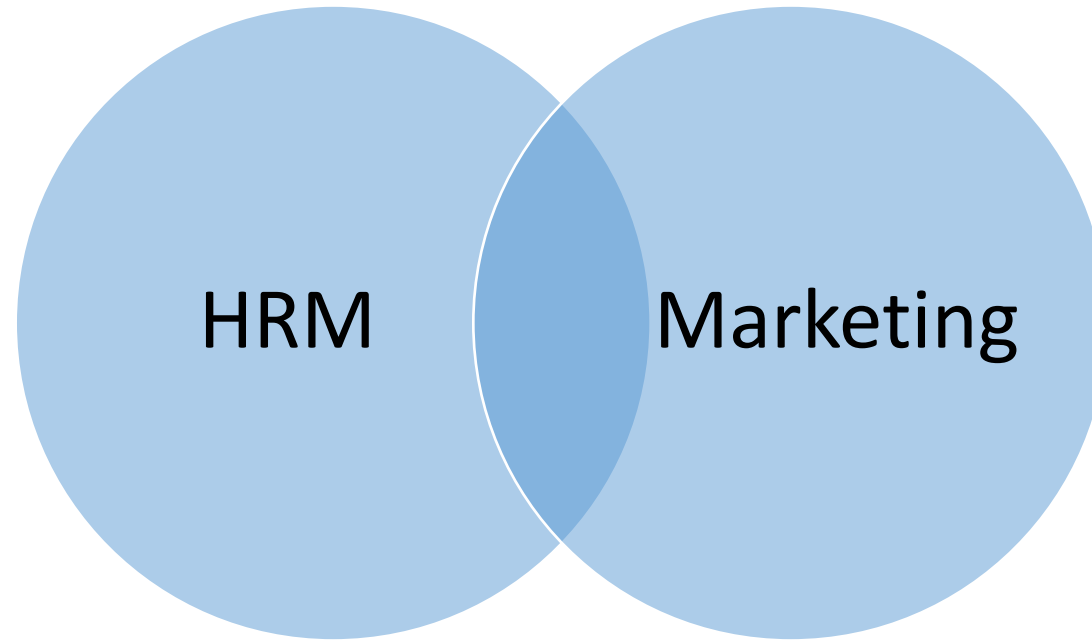


“BRANDING AIMS TO ESTABLISH A SIGNIFICANT AND DIFFERENTIATED PRESENCE IN THE MARKET THAT ATTRACTS AND RETAINS LOYAL CUSTOMERS”

# 1. WHAT IS IT?



EMPLOYER



BRANDING

# 1. WHAT IS IT?

*“IDENTITY-BASED,  
INTERNALLY AND EXTERNALLY EFFECTIVE DEVELOPMENT  
AND POSITIONING OF A COMPANY AS A CREDIBLE AND  
ATTRACTIVE EMPLOYER“*

(DEBA , 2008)

# 1. WHAT IS IT?

- PROCESS OF BUILDING A CREDIBLE, AUTHENTIC EMPLOYER BRAND  
→ CORE VALUES OF THE ORGANIZATION
- LONG TERM STRATEGY REPRESENTING THE ORGANIZATION'S IDENTITY AS AN EMPLOYER
- DIFFERENTIATION FROM THE COMPETITION (,WAR FOR TALENT')



## 2. WHO DOES IT AIM AT?

### CURRENT EMPLOYEES



### POTENTIAL EMPLOYEES



## 2. WHO DOES IT AIM AT?

CURRENT EMPLOYEES



POTENTIAL EMPLOYEES





### 3. WHAT ARE THE BENEFITS?

- LARGER CANDIDATE POOL
- ATTRACTING 'RIGHT POTENTIALS'
- RECRUITMENT COST REDUCTION

- EMPLOYEE RETENTION
- ENHANCEMENT OF PRODUCTIVITY, MOTIVATION & COMMITMENT

# 4. HOW TO PROCEED?

## PHASE 1: SITUATION ANALYSIS

- WHO AM I?
- WHO DO I WANT TO ATTRACT?
- WHAT ABOUT THE COMPETITION?

## PHASE 2: STRATEGY

- WHAT DO I WANT TO ACHIEVE?
- WHAT SHOULD BE MY POSITION?



# 4. EXAMPLES EMPLOYER VALUE PROPOSITION (EVP)


L'ORÉAL

**A THRILLING EXPERIENCE,  
A CULTURE OF EXCELLENCE**


CAREERS.LOREAL.COM



Professional development



Career and family  
Because work is important. But it's not everything.



Health management  
Supporting you and keeping you healthy.



Compensation and benefits  
We reward performance.

# 4. HOW TO PROCEED?

## PHASE 3: IMPLEMENTATION

HOW CAN I DELIVER ON THE PROMISE (EVP)?

- INTERNAL ESTABLISHMENT
- EXTERNAL COMMUNICATION



# 4. HOW TO PROCEED?

## PHASE 4: CONTROLLING

HOW CAN I MEASURE MY PERFORMANCE?

- KPI's OF HRM & MARKETING
- ‚EMPLOYER BRAND MANAGEMENT‘



# 5. FACTS & FIGURES

**FIGURE 3**

**OUR EVP IS CLEARLY LINKED TO OUR:**

	LARGE	MEDIUM	SMALL
Corporate vision/mission	83%	74%	68%
HR/talent strategy	75%	70%	64%
Core values	72%	68%	60%
Business strategy	60%	55%	52%
Corporate brand	59%	57%	44%
Core competency framework(s)	31%	31%	32%
Customer brand	29%	22%	31%
Total reward policy	28%	23%	23%

LOWER HIGHER



59%

**SAY THEY ARE INVESTING MORE IN EMPLOYER BRAND COMPARED TO 2015.<sup>1</sup>**



62%

**SAY EMPLOYER BRAND IS A TOP PRIORITY FOR 2016.<sup>1</sup>**

Source: Universum Global [2016] Employer Branding NOW – A Definitive Guide to the State of Global Employer Brand Management in 2016

# EXAMPLE: GOOGLE

The screenshot displays the Google Careers website. At the top left is the "Google Careers" logo. To its right is a search bar labeled "Search all jobs" with a magnifying glass icon. Below the logo are navigation links: "About Google", "Careers", "Life at Google", and "Do Cool Things That Matter".

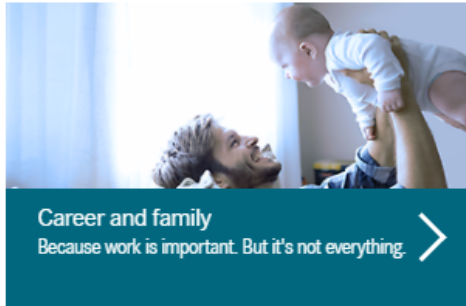
The main content area features a video player with the title "DO COOL THINGS THAT MATTER" in a stylized font. The video is currently at 0:54 of 0:55. The video content includes five employee testimonials in a grid:

- Noah, Interaction Designer
- Laura, Product Manager
- Matt, IT Business Analyst
- Sean & Yvette, Test @ Google
- Raquel, Software Engineer

At the bottom right of the video player is a card for "google.com/jobs" with the Google logo. To the right of the video player is a sidebar with a "Search all jobs" button and two sections:

- Featured locations**
  - Mountain View (Global HQ)
  - San Bruno (YouTube)
  - New York
  - [See all locations »](#)
- Featured teams**
  - Engineering & Design
  - Software Engineering
  - Technical Infrastructure
  - [See all teams & roles »](#)

# EXAMPLE: DAIMLER





# THANK YOU! QUESTIONS?



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# 5. DISCUSSION

DO YOU KNOW A COMPANY THAT HAS A  
A SUCCESSFUL EMPLOYER BRANDING ?



# 5. DISCUSSION

WHAT VALUES SHOULD YOUR  
EMPLOYER OF CHOICE HAVE?



# 5. DISCUSSION

WHAT COULD BE A NEGATIVE ASPECT ABOUT EMPLOYER  
BRANDING?



# SOURCES

## TEXT

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## PICTURES

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