



Stories that make you look twice



Story #1

Kimberly-Clark

'Innovative ideas by caring people'

Research has found that Australian workers are seriously disengaged. The Gallup study found that six in 10 workers are not engaged with their job or employer, while 16% are actively disengaged.*

Would employees fit in an environment that really cares about the products it manufactures, empathises with the end user and embraces innovation? Could an employee 'belong' at Kimberly-Clark? The company needed to optimize its chances of attracting unique, inventive talent to help its bid to change the world for the better and to enhance customers' health, hygiene and well-being. So, how did Kimberly-Clark cut through to this talent?

Product/Organisation type/Business

Health and Hygiene

Positioning

By authenticating the employer value proposition to underpin appealing content ideas, designed to resonate with job seekers who were the right fit, Kimberly-Clark found innovative people who actually care. Kimberly-Clark optimized its chances of attracting unique, inventive talent that shared their belief to change the world for the better and to enhance customers' health, hygiene and well-being.

Target Audience

Thoughtful, inventive, caring and passionate individuals across all ages who want to become part of the Kimberly-Clark family and be the best they can be for customers, the end users.

Our communications strategy

Working with eBrands, Kimberly-Clark discovered what made people proud to work there. eBrands learnt that everyone felt 'innovation' and 'care' were widespread throughout the company. Innovation and care in the way products were continuously developed and produced; the way employees treated each other, the way Kimberly-Clark's brands had a unique opportunity to touch people's lives through their use, and in the way it considered its impact on the environment. Community is the company. This is who Kimberly-Clark is.

A powerful Employee Value Proposition (EVP) reflected by the tag line 'Innovative ideas by caring people' reflected the inventive character of the company and the caring nature at the heart of each employee.

Expertise

eBrands created a compelling employer value proposition, employer brand identity, print and electronic communications, 3-D animation, digital interactive experiences and voice to help achieve the company's vision for its employees.

*2013 State of the Global workplace, Gallup



Story #2

Hitachi Construction Machinery

'People: the heart of our machines'

Workers who are actively disengaged have higher absenteeism, more safety incidents and lower retention rates. They are estimated to cost the country's economy \$54.8 billion annually.*

Finding and replacing good people using traditional methods is costly to everyone. Hitachi considered it high time that their company was viewed in a similar light to other blue chip companies and taken seriously in their area of expertise by expressing exactly who they are to the outside world.

When Hitachi wanted to improve its talent attraction pipeline and integrate a large number of new employees, it engaged eBrands to help. With no Employee Value Proposition (EVP) in place, it was time to create effective employer brand equity. The result was bringing Hitachi's reason for being to life by creating an emotive brand character. In addition, eBrands investigated how to improve Hitachi's recruitment workflows; and helped to put retention strategies in place.

Product/Organisation type/Business

Heavy industrial and construction equipment

Positioning

When the arrow hits the bullseye everything just works. When a business improves its recognition as a large-scale employer by communicating employment success factors and culture openly, it creates appeal. The positioning and employment philosophy captured for Hitachi espoused the relationship between their superior products and the people that worked to deliver them., This clarified the business for new intake and made for an enticing proposition, subsequently generating huge savings compared to the cost of recruiting large numbers through their old methods.

Target Audience

The target audience comprised of professional and skilled workers who shared Hitachi's philosophy regarding customer service, technology and reliability. Age was no barrier. Job seekers were required for management roles, white collar and blue collar roles, trainees and apprentices positions - they were all part of the target mix.

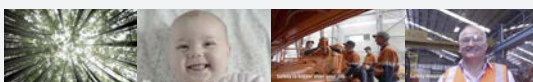
Our communications strategy

eBrands created an Employment Value Proposition applied to a careers website with appropriate job search and application workflow functionality. Social media strategies to create brand engagement and awareness were developed, as was digital content around employment experience and safety in the workplace. This was all made possible by communicating the essence of the employer brand throughout the communications and social networks.

Expertise

eBrands created a compelling EVP positioning and employment philosophy, employer brand visual identity, employment experience video and employee safety video.

*2013 State of the Global workplace, Gallup



Story #3

SunRice

'Make A Difference'

*Businesses with high levels of employee engagement are better prepared to weather tough economic times than others, achieving a 50% higher total shareholder return.**

It was the right time; SunRice wanted help to shape its employment brand and Employee Value Proposition (EVP) to define a stronger cultural identity and energize the internal business culture.

Product/Organisation type/Business

Global food company/Leading food exporter

Positioning

Coinciding with new corporate leadership, the road ahead included unifying the business, refining the company values and developing an 'on brand' look and feel for internal communication to create and lead a strong cultural resonance. It included becoming more 'talent competitive' by orienting the EVP towards company and employee performance, and creating alignment between the anticipated and actual employment experience.

Target Audience

Often described as the emotional relationship between the employer and its employees, the power of the employer brand extends its considerable impact on the greater community at large, especially potential employees.

Our communications strategy

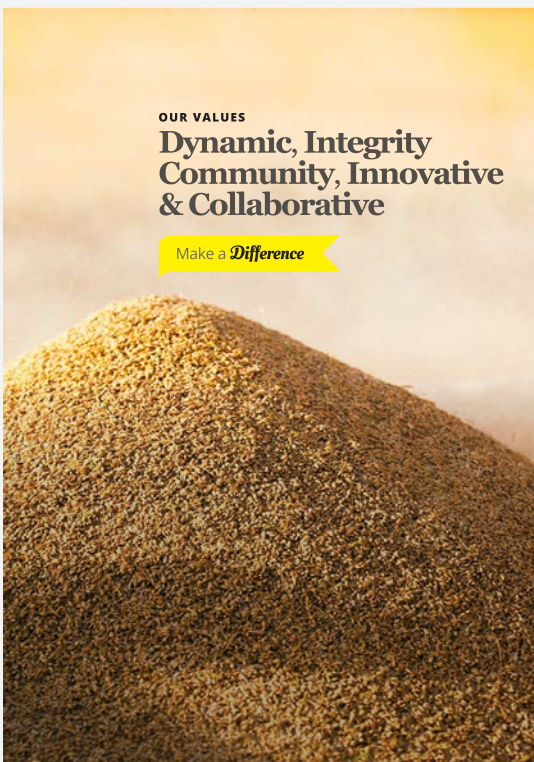
The task was to create the employer brand essence and belief system, enabling SunRice to visually express the spirit (tone) of the brand as the underlying unique selling point (USP) behind all employment activity.

By positioning the essence as a benefit, eBrands enabled a positive culture to be built around 'challenge'. SunRice provided opportunities to make a difference by embracing challenges. This is all reflected by the EVP throughout SunRice's electronic, digital and print communication channels.

Expertise

eBrands created a compelling employment brand and employee value proposition strategy through research and learning workshops. The internal implementation was developed and successfully implemented across extranet, intranet, digital and video, communications collateral, advertising and candidate attraction, employee induction and recognition programs.

* 2013 Aon Hewitt Best employers study for Australia and New Zealand.



Story #4

Pharmaceutical and Medical Professionals

Knowledge. Connectivity. Trust.

*More than one third (35%) of companies have a senior-level executive who is responsible for social media company-wide, while 38% of companies say social media is 'on their CEO's agenda'.**

Looking to the immediate future and beyond, Pharmaceutical and Medical Professionals had the opportunity to position its digital brand to take advantage of its investment so far, focusing its efforts on generating customer awareness, cementing sector leadership and generating web based leads.

Product/Organisation type/Business

Recruitment Services to the pharmaceutical, medical, healthcare, scientific and biotechnology sectors.

Positioning

Pharmaceutical and Medical Professionals are the recruitment experts in their space.

Target Audience

Pharmaceutical, Science and Healthcare sector job seekers

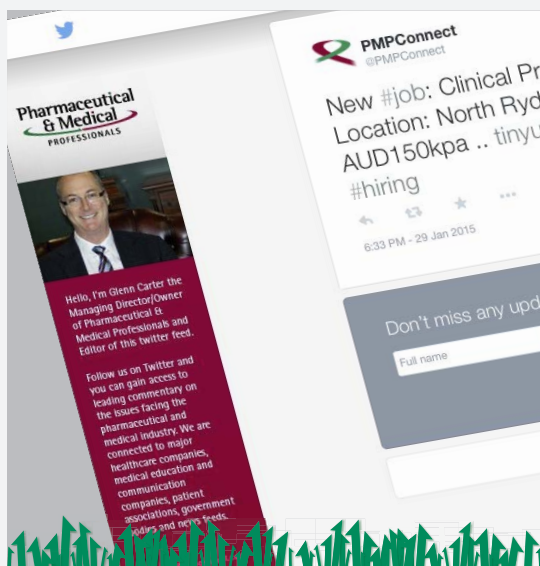
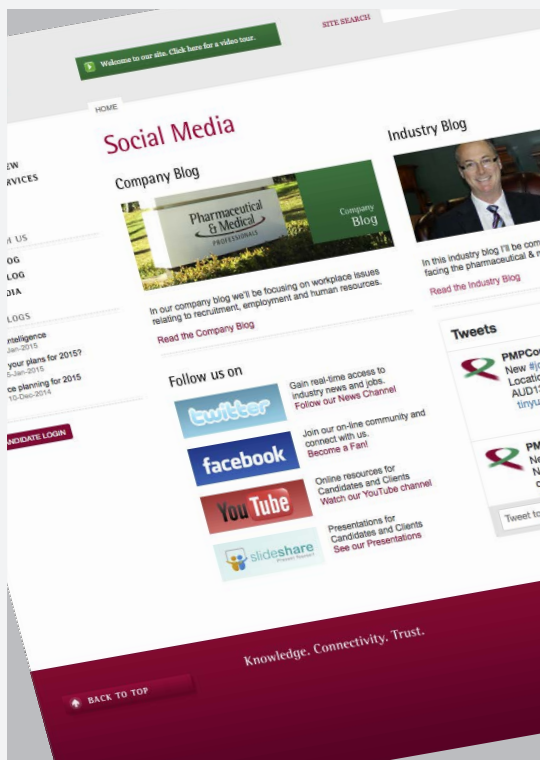
Our communications strategy

eBrands positioned the digital brand with comprehensive content geared towards focusing on real traffic and lead generation and leading into a social media strategy. This involved optimising areas such as site traffic and lead generation, plus creating social network opportunities to connect with contacts and potential customers to reinforce the organisation's positioning as the most connected pharmaceutical and medical recruitment company. eBrands introduced Pharmaceutical and Medical Professionals to the 'Content. Search. Social' business model, a way of producing engaging content that maximises search engine ranking strategy benefits.

Expertise

eBrands developed a social network communications strategy and brand awareness methodologies during the course of designing and building the Pharmaceutical and Medical Professionals website.

**2013 The reality of talent | Issue 3 | Social Media - Adecco*



Stories

Employer branding

eBrands are employer brand experts, since 1998 – the era of the first job boards. Today, we work with organisations looking for help to create alignment between the anticipated and actual employment experience.

Worth a chat? Click through to our website www.ebrands.com.au and get in touch with Mark MacWhite.

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