

OUR VALUES

Dynamic, Integrity
Community, Innovative
& Collaborative

Make a *Difference*

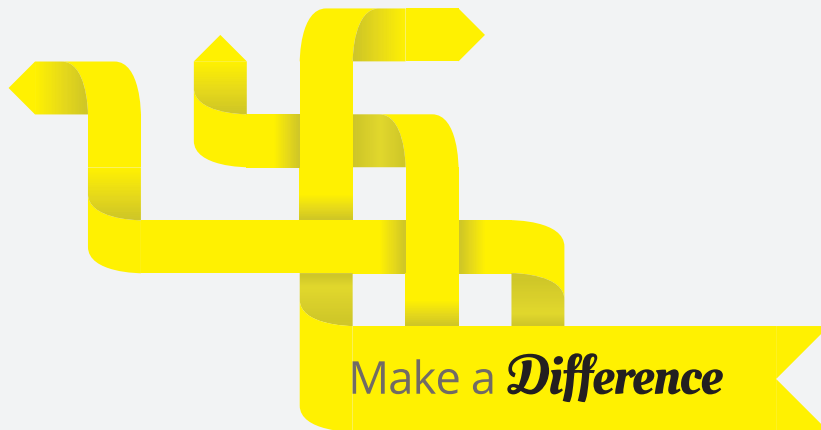
Story #3 SunRice

'Make A Difference'

Stories that make you look twice

One of a series of stories looking at employer branding from a fresh perspective.





SunRice Employer Brand – 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.

*2013 State of the Global workplace, Gallup





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.



Safety, health and the environment identity alongside employee branding touchpoint collateral.

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.

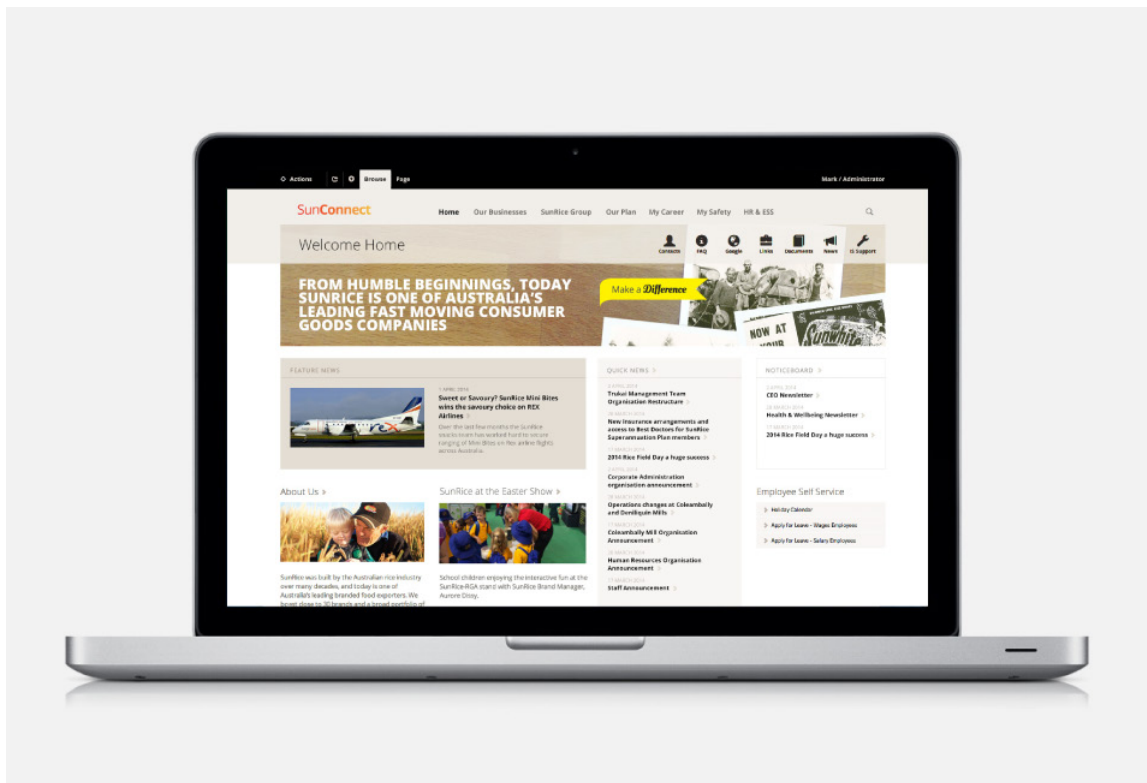


Performance Management Book with cover note from CEO

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.



Intranet – Interface Design and Development

eBrands expertise on this project

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

More stories for another day:

Hitachi Construction Machinery

Kimberly-Clark

Pharmaceutical and Medical Professionals

Coca-Cola Amatil

Crossmark

BAT

Tip Top



If this piques your interest, contact Mark at eBrands and ask him to send you one of our stories.
mark.macwhite@ebrands.com.au