



From Controversy to Candidacy: *Doubling Qualified Applicants in a Year*

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- **Unmasking the Challenge: A Tarnished Image**

Despite being a market leader, our multinational FMCG client faced a significant hurdle: their employer brand needed to improve. Product controversies had cast a shadow over their public image, making it increasingly difficult to attract top talent.

- **A Fresh Approach: Partnering for Success**

To tackle this issue head-on, we forged a strategic alliance with the company's marketing department. Together, we crafted a compelling Employee Value Proposition (EVP) that would resonate with potential candidates.

- **Action Plan: Showcasing Core Values**

We orchestrated a targeted employer branding campaign that brought the organization's core values to life, showcasing the unique elements that make it a standout workplace. This strategic initiative effectively spotlighted the company's positive attributes, revealing the secret sauce behind their high employee satisfaction.

- **Reaping the Rewards: A Talent Attraction Revolution**

The results were nothing short of remarkable. The new employer branding campaign led to a twofold increase in qualified candidates applying for job openings. This transformation not only enhanced the company's visibility as an employer but also reinforced its commitment to nurturing a positive workplace culture.

- **Transform Your Employer Brand: From Challenge to Triumph**

Our client's journey from controversy to candidacy showcases the transformative power of strategic employer branding. Their story proves that even in the face of public image challenges, it's possible to revitalize your employer brand and become a talent magnet.

Are you ready to overcome your employer branding hurdles and attract top-tier talent? Whether you're grappling with perception issues, struggling to stand out in a competitive market, or aiming to redefine your workplace identity, our team has the expertise to guide you towards success.

