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Growing Beyond Perceptions: *Successful Branding Transformation*

● **Sowing Seeds of Change: Overcoming Negative Perceptions**

Our international agricultural client faced a significant challenge: a negative public image that didn't reflect its true values and practices. This misalignment was harming the company's reputation and affecting its ability to attract talent.

● **Cultivating a New Strategy: A Holistic Approach**

Recognizing the need for change, the company launched an external communication campaign. We joined forces with the HR and Communication departments to develop a comprehensive employer brand strategy that addressed key questions important to both current employees and potential candidates.

● **Nurturing Growth: Beyond a Campaign**

Our initiative went beyond a mere campaign. We established a framework for continuous communication by leadership, employees, and ambassadors about the company. This commitment to transparent and engaging communication bolstered employee morale and cultivated a sense of pride.

● **Harvesting Success: A Workplace Transformation**

The results were impressive. Despite its previous negative image, employee engagement soared, with the engagement index rising to over 86%. Furthermore, the company gained recognition in Europe as one of "The Best Workplaces", as determined by the Great Place to Work survey.

● **Your Success Story Starts Here**

Our client's story demonstrates the transformative power of strategic employer branding. Whether you're facing challenges with public perception, struggling to attract top talent, or aiming to establish a unique identity in the market, our team has the expertise to help you overcome these hurdles and achieve your goals.

Ready to write your own success story? Speak to our team today about how we can help you solve your employer branding challenges and transform your workplace into a magnet for top talent.

