



Employer Branding

What is employer branding?

Your employer brand is the image of your organisation as an employer and place to work as perceived internally and externally. Your Employer Value Proposition (EVP) communicates that image to your target audience(s) and reinforces why talented people would want to join (and stay with) your organisation.

Why is it so important?

Despite the uncertain economy the war for talent continues to intensify. Thus the need to attract and retain top performers remains key to business success. By distinguishing oneself from the competition, by promoting strengths and confirming values ensures that a company stays ahead of the pack and becomes an employer of choice during both recession and boom times.

Indeed, data from the corporate executive board quoted in The Economist suggest that effective EVP management can bring tangible benefits, including a 20% increase in the pool of potential workers, a four-fold increase in commitment among employees and a 10% decrease in payroll costs.

How Ipsos MORI adds value

Ipsos MORI is a global leader in employee relationship management and employee engagement. This specialist employee research experience enables us to combine insight and context so that we ask the right questions to uncover and explain the key issues.

Thus, our employer branding research can help you to identify:

- what employees are looking for from an employer;
- how potential employees feel about you and your key competitors;
- how your organisation performs on the most important factors for your target market;
- how views differ by different types of staff, division, regions around the world; and
- what changes you need to make to your EVP overall and by each relevant audience.

How it works

Our aim is to understand how all of the different audiences see your company. Ipsos MORI conducts in-depth evaluation and analysis of potential employees including both experienced personnel, hard-to-recruit groups and graduates, as well as current employees. We use qualitative and quantitative techniques, as well as our learnings from other research, including our key audience research programmes, to help provide a full picture of the organisation's image.

Reporting can be ad-hoc or automated online at different aggregate levels whilst results are interpreted in the context of our wider knowledge and experience. Our feedback is designed to be highly actionable, directing the findings to inform the design and development of your Employer Value Proposition and brand.

Please contact us to discuss your specific employer branding needs.