



HR

Set measurable goals

Challenges and Future Needs

Define your candidate personas

Define EVP's

Ensure positive candidate experience

Engage Employees

Involve Employees



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Engage Employees
Involve Employees



Establish Company's differentiators

Define Employer Brand Identity

Develop Brand Guidelines

Set Measurable Goals

Define candidate personas

Unique Value Proposition

Setting up Communication Strategy

Optimize Channels & Media

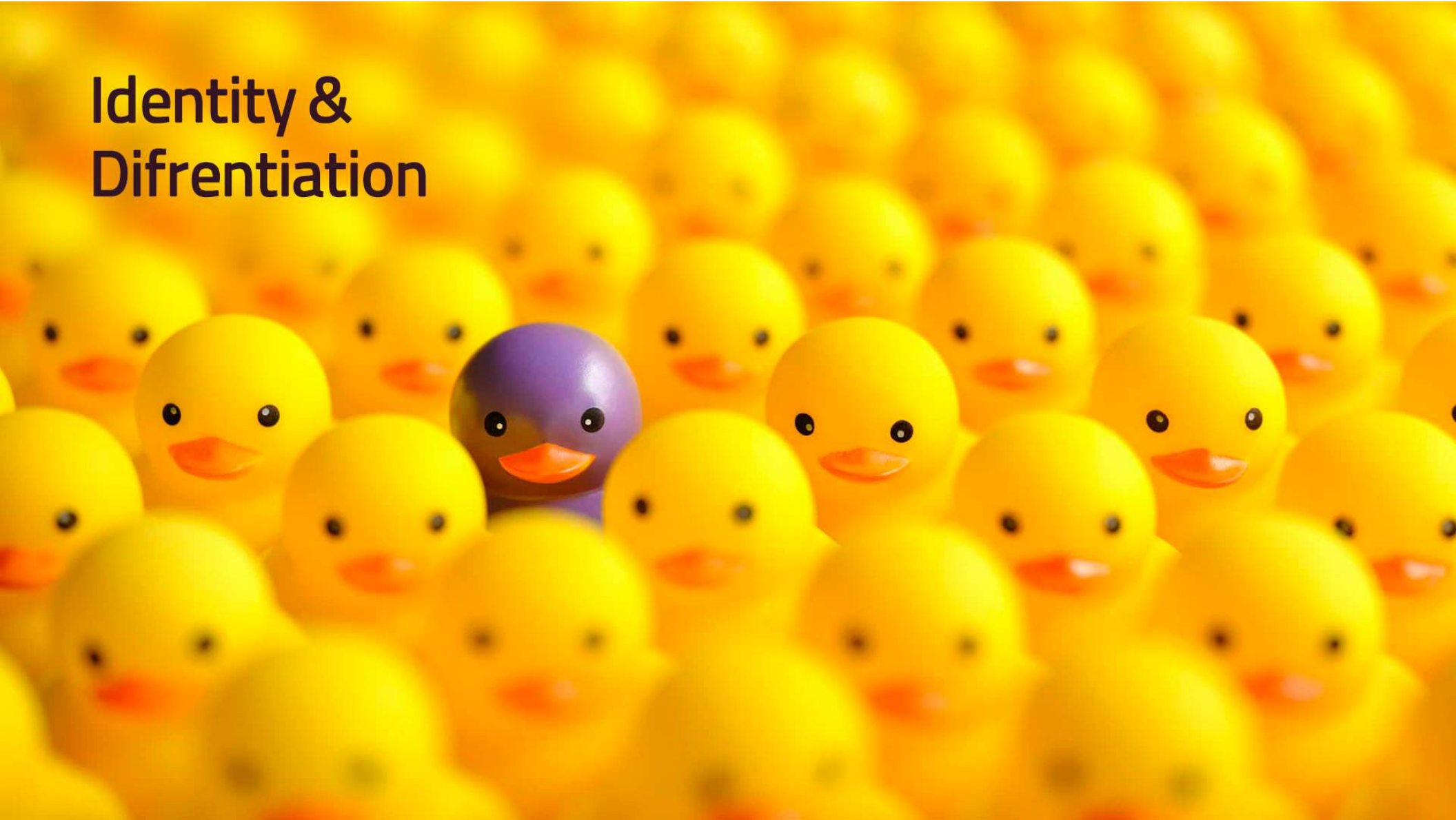
Create Content

Media Planning

Test Content & Optimization

Track And Measure

Identity & Differentiation



Harmony & Alignment





Creativity

TRUE COLOR
FABER-CASTELL

Medium & Media



Media Risks





Third-Party