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NOTE FROM THE EDITOR



Rebecca Pardon
Editor
Communicate magazine

As the world of work changes, so too do our expectations of it. For employer brand professionals, that presents the continual test of attracting the right people, articulating a culture and ensuring that the reality of working for an organisation matches its reputation.

Recruitment is often where those efforts are put to the test; it is where perceptions become tangible, and culture must amount to more than just pizza Fridays or complimentary pastries. In periods of change, a clear and credible employer brand matters more than ever.

Now in its eleventh year, the Employer Brand Management Awards recognises the people and organisations meeting that challenge. This year's winners demonstrate the breadth of that work, from putting a human heartbeat into quantum computing and making engineering tangible for the next generation, to bringing global workforces together, rethinking diversity in traditionally male-dominated roles and preparing for a future in which candidates increasingly encounter employers through AI.

The approaches may differ, but the common thread runs through the strongest entries is that employer brands work best when they are built in collaboration with people, rather than simply presented to them. In this year's strongest campaigns, employees are both the storytellers and architects of the cultures they represent.

Our judges have given meticulous consideration to every submission in order to select the strongest from a highly competitive field. Congratulations to this year's winners!

MEET THE JUDGES



Rosine Bebwa
Engagement strategy lead - talent discovery
SAP

Rosine is a global campus engagement leader with over 10 years of experience in Fortune 100 tech. At SAP, she leads the global governance, framework and strategy for campus engagement and drives skills-led, inclusive Next Gen attraction across more than 30 countries in EMEA. Rosine blends strategy, data, and experience design to strengthen employer preference and build measurable pipelines.



Olha Boiko
Communications director and board member
IABC EMENA

Olha is an award-winning communications and employer branding leader, consultant and advisor with more than a decade of experience in strategic comms, employee engagement and PR. She is the communications director and board member at IABC EMENA, where she supports communications across the region and contributes to the professional community. Previously, she was vice president of brand and communications at Innovecs, where she led global marketing and communications initiatives.



Paulina Bumbul Borowska
Early careers and employer branding lead
Mondelēz International

With experience spanning employer branding, early careers and talent attraction, Paulina currently works at Mondelēz International as part of the North and Western Europe team, leading employer brand and early careers strategy across the Nordics. Driven by a belief that the most powerful brands are built at the intersection of human storytelling and smart data, she translates global strategies into locally relevant activations. Prior to Mondelēz, she spent 13 years at Octapharma, building the Swedish EB function from scratch.



Rhys Byrne
Senior talent acquisition consultant
LEGO Group

With experience spanning employer branding, communications and marketing, Rhys currently works at LEGO Group, helping bring its employer brand and culture to life through storytelling and content. Previously, he worked at EY, contributing to employer brand management and talent attraction activity across a global professional services environment. Having started his career in marketing-focused roles, Rhys has developed a strong interest in digital engagement, social storytelling and employee advocacy.



Mark Crompton
VP, Talent attraction
Leonardo

Mark is a senior talent and HR leader with extensive experience across talent attraction, employer branding, and employment marketing in complex, highly regulated industries. As vice president of talent attraction at Leonardo, Mark is responsible for shaping and delivering enterprise-level talent strategies that enable business growth and long-term workforce sustainability. Mark has a strong track record of integrating data-driven workforce insight with creative employment marketing to enhance candidate experience and reinforce organisational reputation.



Noa Ferber
Senior manager, global recruitment marketing
PayPal

Noa is a senior global talent acquisition leader with more than 15 years of experience specialising in recruitment marketing, sourcing and talent engagement. Currently at PayPal, she leads the global talent attraction team, driving employer branding, multichannel campaigns and pipeline development across the US, Europe, LATAM, APAC and India. She has a proven track record of building high-performing teams, partnering with executive stakeholders, and leading enterprise-wide initiatives.

MEET THE JUDGES



Dulcie Graves
Digital and social director
WeLove9am

Dulcie is a director at WeLove9am, a multi-award-winning employer branding agency, though she is less “corporate boardroom” and more “positively disruptive force”. With over 20 years in digital marketing, social and film production, she’s spent her career righting the wrongs of dull recruitment by producing award-winning campaigns for global blue-chip brands.



Michael Ham
Employer brand and
recruitment marketing lead
Accenture UK & Ireland

With a hybrid career spanning headhunting, recruitment, talent attraction and digital marketing, Michael has been delivering award-winning employer brand programmes for over a decade. He has led employer branding initiatives across public and private sectors, including the NHS, AECOM and Accenture. He has a strong passion for real people storytelling to bring employer brand and EVP to life, allied with implementing measurable, impactful recruitment marketing and communications strategies.



Rhian Kiernan
Global head of employer brand
and recruitment marketing
Haleon

Rhian is the global head of employer brand and recruitment marketing at Haleon and has specialised in these areas for the past 21 years. Rhian’s experience has seen her work across EVP activation, careers site implementation, recruitment marketing content strategy and early careers attraction. At Haleon, Rhian leads the global employer brand and recruitment marketing content strategy, driving candidate attraction and bringing key messaging pillars to life through innovative creative and social activation.



Hannah King
Head of employer brand
and recruitment operations
Straumann Group

With more than 20 years of experience transforming talent acquisition across complex, global organisations Hannah’s expertise spans recruitment strategy, employer brand, technology, AI-enabled hiring, operating model design and assessment and selection. She has led large-scale transformation programmes that bring together people, technology and process to create more scalable, data-driven and business-aligned talent functions. She is also passionate about solving complex organisational challenges and helping leaders navigate change.



Karolina Kubala
Senior global employer brand
and talent programmes manager
Revolut

Karolina is the global employer branding and talent programmes manager at Rolut, where she plays a pivotal role in the company’s hyper-growth. With over a decade of diverse experience shaping brand identities across the finance, business and tech sectors, Karolina now leads Rolut’s global early careers employer branding team, shaping end-to-end talent programmes and attraction strategies across APAC, EMEA and the Americas. She is deeply passionate about linking external branding with authentic workplace culture.



Minea Leva
Employer branding lead -
Nordics, Poland and Estonia
Nordea

Minea is an employer brand lead at Nordea, the largest financial services group in the Nordic region. Her work spans employer brand strategy, career site renewal, people-led content creation, employee ambassador communities, partnerships and events. With a background in recruitment and executive search, she combines strong talent insight with a strategic brand perspective. Minea has also worked with and consulted global brands such as Oura, Miro, and KONE, with a particular focus on data-informed employer branding.

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**REPUTATION,
DEFINED
FROM WITHIN**

We create employer
brands that attract
and retain talent

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POWERED
BY PEOPLE**

We equip leaders
and employees
to drive change

**CULTURE,
BUILT FOR
PERFORMANCE**

We build cultures
focused on value
creation

Congratulations to all the Employer
Brand Management Awards 2026
winners from all of us at Brunswick

MEET THE JUDGES



Rob Martin
Employer brand and marketing manager, UK
Airbus

Rob is an employer brand and marketing manager at Airbus, where he plays a pivotal role in shaping the company's image across its diverse sectors, including aircraft, defence, helicopters, space and cybersecurity. With a keen focus on early careers talent attraction, Rob specialises in engaging and recruiting apprentices, students and graduates, helping to build the future workforce of Airbus. He prioritises social media strategies and compelling storytelling, with a focus on accessibility and diversity.



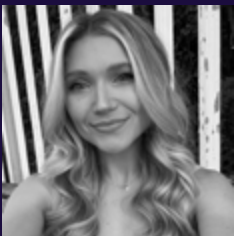
Lidiya Nadych
Employee experience and listening partner
Zurich Insurance

Lidiya is a global employer brand leader with more than 20 years of experience across employer branding, talent acquisition and organisational transformation. She has worked with global organisations including Zurich Insurance, UNOPS and JTI, partnering with senior leaders on culture, engagement and workforce-related priorities across complex matrix environments. Throughout her career, Lidiya has led global employer branding, employee experience, employee engagement initiatives and designed EVP strategies.



Nathalie Plavonil
Group employer brand manager
CMA CGM

Nathalie has more than 14 years of experience in employer branding and recruitment marketing. Currently, she is the group employer brand manager at CMA CGM, a global player in sea logistics and supply chain. In 2022, she joined TUI as global employer brand manager to lead the post-pandemic EVP and employer-branding strategy for the global tourism group. Her key achievements include leading an award-winning EVP for TUI, setting up BMW Group UK's HR marketing function and implementing Airbus' EVP across locations on four continents.



Verity Pope
Employer branding manager
EY

Verity is the early careers employer brand lead at EY, with a career dedicated to shaping inclusive, engaging and people-focused talent experiences. A natural storyteller, Verity brings together content, market and candidate insight to build campaigns that genuinely resonate with early career talent. With extensive experience across early careers attraction, recruitment marketing and employer branding, she has played a key role in elevating EY's early careers proposition and candidate experience across apprenticeships, university programmes and career influencers.



Harriet Rycroft
Employer brand lead
Aviva

Harriet is the employer brand lead at Aviva. With over a decade of experience across employer brand, employee value proposition and culture, Harriet has helped some of the UK's best-known brands navigate transformation while strengthening colleague and candidate experience. She is particularly passionate about creating cultures where people can thrive, ensuring the employer brand authentically reflects the everyday colleague experience.



Claudine Shacklock
Global head of employer branding
Schneider Electric

Claudine is an award-winning global marketing, communications and employer brand leader with more than 20 years of experience building brands, driving audience engagement and delivering measurable business impact across multinational organisations. She currently leads global employer branding and recruitment marketing at Schneider Electric, where she oversees brand strategy, content, digital marketing, candidate engagement and talent attraction initiatives across more than 100 countries.



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DAWSON
WALKER

MEET THE JUDGES



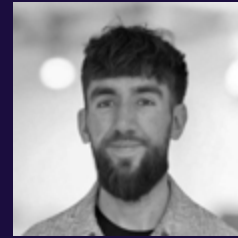
Gabriele Silva
IDEA and talent acquisition
director EMEA
VF Corporation

Gabriele is an experienced talent acquisition and IDEA professional, with a background across multiple industries, including retail and consumer goods. He is currently director of IDEA and talent acquisition for EMEA at VF Corporation, the organisation behind brands such as Altra, The North Face, Vans, Timberland, Napapijri and more. In his role, he focuses on hiring strong talent across offices, retail and distribution centres, while fostering a more inclusive and engaging workplace across the region.



Nimai Swaroop
Group head of
employer branding
Coca-Cola HBC

A thought leader in his field, Nimai has held various global leadership positions in large organisations and brings 20 years of experience working in people and culture. Currently, Nimai leads employer branding for Coca Cola HBC. Previously, he was at Philip Morris leading employer branding and cultural transformation across the group. Nimai has also worked at Diageo where he led global talent acquisition, having moved from the British Army, where he also led talent acquisition and employer branding for the Army.



Josh Worth
Employer brand and
attraction lead
Marks & Spencer

Josh is a brand and attraction manager at Marks & Spencer, specialising in employer branding, talent attraction and early careers strategy. With experience across both agency and in-house roles, he's spent time across a range of industries building compelling, insight-led campaigns that connect with candidates and deliver measurable impact. At M&S, Josh is leading the evolution of the employer brand across key touchpoints, from careers site transformation to multi-channel attraction campaigns.

THE WINNERS

COMMUNICATION

Best Alignment of the Employer Value Proposition with Corporate Brand Values

Gold – Parkdean Resorts

Gold – T-Mobile Polska and PracowniaEB

Silver – IQM Quantum Computers and Finders Seekers

Silver – London Gatwick and MGA

Bronze – Allegro with Be About Hybrid Agency, Great Digital, Ikona and Mosqi.to

Bronze – SPD Technology

Best Communication of the Employer Brand to the External Audience

Gold – IHG and Tonic

Gold – IQM Quantum Computers and Finders Seekers

Silver – Medik8 and Chatter Communications

Silver – Royal London and Chatter Communications

Bronze – Netflix and The Studio at Symphony Talent

Bronze – Sony Music and LEAP Create

Best Communication of the Employer Brand to the Internal Audience

Gold – Rhenus Logistics

Gold – NSG Group and Creed Communications

Silver – dsm-firmenich and The Studio at Symphony Talent

Silver – HCA Healthcare UK

Silver – Marston Holdings and WPA Pinfold

Bronze – Manchester Metropolitan University and SMRS

Best Communication of the Employer Brand to a Gen Z Audience

Gold – BAT and Tonic

Silver – Asahi UK and The Studio at Symphony Talent

Silver – BDO and Pink Squid

Bronze – Mars and ILoveMyJob

Bronze – Rolls-Royce and Cielo

Best Communication of the Employer Brand to a Gen Alpha Audience

Gold – SCS JV and WeLove9am

Best Short-Term or One-Off Employer Brand Campaign

Gold – Ocado Logistics and Caraffi

Gold – Rolls-Royce and Cielo

Silver – Comcast and Wiser

Silver – Military Provost Guard Service (MPGS) and Tonic

Bronze – AXA XL

Bronze – GKN Aerospace and Dawson Walker

Bronze – Iceland Foods and Creed Communications

Best Use of Digital

Gold – KFC UK&I and Chatter Communications

Gold – Orange Polska

Silver – IHG and 33Seconds

Silver – Mitchells & Butlers

Silver – Next and Wiser

Bronze – Rolls-Royce and Cielo

Best Social Media Strategy

Gold – Mitchells & Butlers and Cogent

Gold – Rolls-Royce and Cielo

Silver – Comcast and Wiser

Silver – The Army UOTC and Tonic

Bronze – British American Tobacco (BAT) and ILoveMyJob

Bronze – The UK's Intelligence Services and Penna

Best Integration of the Employer Brand in Communication Strategy

Gold – Allegro with Be About Hybrid Agency, Great Digital, Ikona and Mosqi.to

Silver – DLA Piper LLP

Silver – KUKA Hungary and Brandfizz Employer Branding

Bronze – CD PROJEKT RED

Best Employer Brand Innovation

Gold – Boston Consulting Group

Silver – Aegon and TMP Worldwide

Silver – West Midlands Police and Caraffi

Bronze – Kaufland Romania

Bronze – IHG and 33Seconds

Bronze – SCS JV and WeLove9am

Best Use of Data

Gold – Siemens and Wisdom

Silver – Mitchells & Butlers

Bronze – Elsevier

EMPLOYER BRAND POSITIONING

Best Diversity and Inclusion Strategy

Gold – BT

Gold – Northern and Creed Communications

Silver – Yorkshire Building Society and Chatter Communications

Bronze – CGI and LEAP Create

THE WINNERS

Best Management of the Employer Brand Following a Change of Mission, Positioning or Management

Gold – Evoke and Chatter Communications

Silver – Allegro with Be About Hybrid Agency, Great Digital, Ikona and Mosqi.to
Silver – Brambles, CHEP and Brunswick Group
Silver – Elsevier
Silver – Siemens
Bronze – Cloudera

Best Management of the Employer Brand Following a Merger or Acquisition

Gold – dsm-firmenich and The Studio at Symphony Talent

Silver – AZ Oostende and d-artagnan
Silver – Global Payments and Wiser
Bronze – 2Connect Hungary and Brandfizz Employer Branding

Best Localisation Programme

Gold – ABB Poland and Job'n'Joy Gold – IHG and Tonic

Silver – Ocado Logistics and Caraffi
Bronze – GE Aerospace Hungary and Brandfizz Employer Branding
Bronze – Netflix and The Studio at Symphony Talent

EMPLOYEE JOURNEY

Best Employee Experience

Gold – Virgin Media O2 and Chatter Communications

Silver – Siemens
Bronze – Grupa Maspex and Grow Agency
Bronze – MAIRE

Best Employer Brand Management Event

Gold – BDO and Pink Squid

Silver – Kaufland Romania
Bronze – MAIRE

Best Brand Ambassador Programme

Gold – Allegro and Sharebee

Gold – IHG and Tonic

Silver – KFC UK&I and Chatter Communications
Silver – SPD Technology
Bronze – ABB Poland
Bronze – Cloudera

Best Alumni Programme

Gold – Cloudera

Best Onboarding or Reboarding Programme

Gold – BDO

Gold – Global NGO and Tonic

Best Employee Wellbeing Initiative

Gold – UPSTARS

Silver – Grapefruit

Best Ongoing Commitment to Employer Brand Management

Gold – Currys and Tonic

Silver – Barnsley Premier Leisure (BPL)
Silver – Elsevier
Bronze – Cloudera
Bronze – Mondelēz International

SECTOR

Best Employer Brand Management from the Engineering and Manufacturing Sector

Gold – IQM Quantum Computers and Finders Seekers

Silver – ASELSAN
Silver – NSG Group and Creed Communications
Bronze – KUKA Hungary and Brandfizz Employer Branding
Bronze – SCS JV and WeLove9am

Best Employer Brand Management from the FMCG Sector

Silver – Brown-Forman and Tonic

Best Employer Brand Management from the Food and Beverage Sector

Gold – Bonafarm Group and Brandfizz Employer Branding

Silver – Mitchells & Butlers

Best Employer Brand Management from the Healthcare and Pharmaceutical Sector

Gold – AZ Oostende and d-artagnan

Silver – CVS Veterinary Group and Creed Communications
Bronze – dsm-firmenich and The Studio at Symphony Talent

Best Employer Brand Management from the Professional and Financial Services Sector

Gold – Pluxee and Visual Assets

Silver – Aegon

Best Employer Brand Management from the Retail Sector

Gold – Currys and Tonic

Silver – Kaufland Romania

THE WINNERS

Best Employer Brand Management from the Sports, Travel, Leisure and Tourism Sector

**Gold – Barnsley Premier Leisure
(BPL)**

Silver – Parkdean Resorts

Bronze – IHG and Tonic

Bronze – London Gatwick and MGA

Best Employer Brand Management from the Technology, Media and Telecommunications Sector

**Gold – Netflix and
The Studio at Symphony Talent**

Silver – Allegro with
Be About Hybrid Agency,
Great Digital, Ikona and Mosqi.to

Silver – Elsevier

Bronze – CGI and LEAP Create

Bronze – Cloudera

Best Employer Brand Management from the Transport and Logistics Sector

Gold – Ocado Logistics and Caraffi

Silver – MAG and Wiser

Bronze – SCS JV and WeLove9am

GRAND ACCOLADES

AZ Oostende and d-artagnan

Best Creative Execution
of the Employer Brand

IHG and Tonic

Grand Prix

COMMUNICATION



BEST ALIGNMENT OF THE EMPLOYER VALUE PROPOSITION WITH CORPORATE BRAND VALUES



Parkdean Resorts Gold

Despite a massive footprint of 65 prominent holiday parks across the UK, Parkdean Resorts' parent brand was relatively unknown. It needed to make a splash to attract the best talent. The company took a deep dive into its employee experience to gain actionable insights for use in the development of its employer brand. The new EVP, 'Be the heart of the park', positions employees as the core of everything Parkdean does. It expresses passion for the work and aligns with the brand's values of providing memorable, joyful holidays to everyone.

Supported by real employee stories and everything from values-based interview questions to more effective job adverts, the new EVP has generated a 57% increase in careers site traffic and a 37% increase in applications. "The approach to landing the values in the EVP statement is clear, strong and aligns closely with the creative, too, which is very people-focused. A clear winner for me," one judge said.



T-Mobile Polska and PracowniaEB Gold

To bridge the gap between its market-leading status and its somewhat lower ranking as an employer of choice, T-Mobile Polska refocused its employer brand around its brand value of building connections. It created the '#LifeisConversation' (#ŻycieToRozmowy) campaign, a series of podcasts telling stories about people across the business.

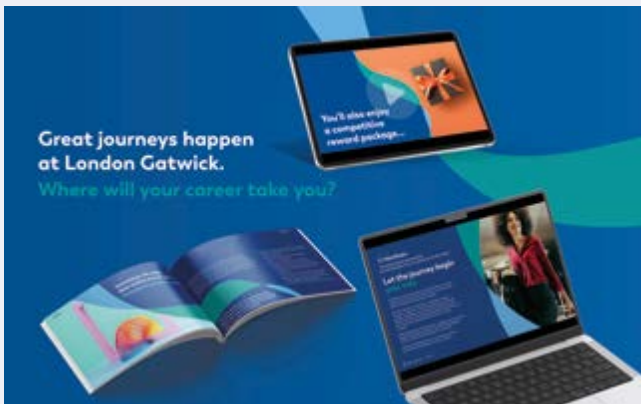
It supported this with other assets such as a punchy lifestyle video and conversation cards, all designed to strengthen relationships across the company and build a stronger sense of T-Mobile as a supportive employer. T-Mobile has since jumped seven places in the employer-of-choice rankings and has become the top-ranking technology employer in Poland. "The use of videos and podcasts is setting it above the other entries to highlight connectivity and creative innovation," said one judge.

BEST ALIGNMENT OF THE EMPLOYER VALUE PROPOSITION WITH CORPORATE BRAND VALUES



IQM Quantum Computers and Finders Seekers **Silver**

IQM Quantum Computers had used its products to tell its corporate story. To build an employer brand, it worked with Finders Seekers on a new brand system anchored in the EVP, 'Give quantum a heartbeat'. This strategy aligned technology with a human narrative, joining the two driving forces of IQM's business together. There has been a 40% improvement in applicant quality since the launch. Judges praised the "very clearly structured strategy and the alignment with corporate brand."



London Gatwick and MGA **Silver**

London Gatwick Airport wanted to express its ambitious nature, innovative approach to infrastructure management and people focus in its EVP. It worked with MGA on the EVP, 'Great journeys happen at London Gatwick'. Following that up with the thought-provoking question, 'Where will your career take you?' helped engage potential employees with Gatwick. Judges thought the strategic foundations behind this strategy were impressive and effective.



Allegro with Be About Hybrid Agency, Great Digital, Ikona and Mosqi.to **Bronze**

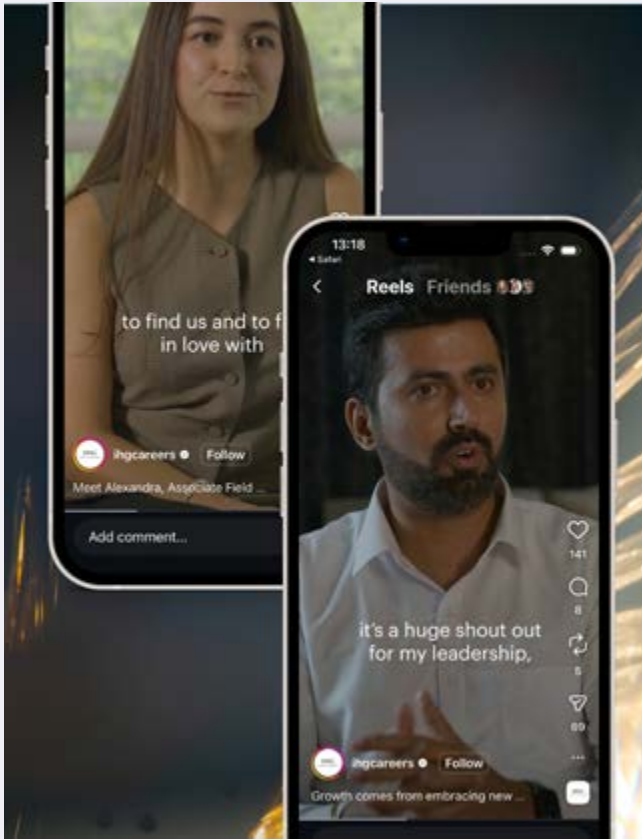
Polish e-commerce business Allegro worked with Be About to align its employer brand with its new corporate strategy, 'The Allegro Way'. Using the existing 'It's good to be here' employee statement, the new employer brand is tied to the company's values and aligned with its tone of voice. As a result, Allegro has seen a 26.5% increase in applications. Judges liked the way the two brand assets worked together and complemented each other.



SPD Technology **Bronze**

Software company SPD Technology noticed a mismatch between its approachable EVP and its employer brand, which was bogged down in corporate jargon and technical language. It worked to make its employer brand more human by deploying employee stories, clearer language and new internal recognition programmes. Judges thought the acknowledgement of a gap between the internal experience and EVP was crucial to building a stronger company both inside and out.

BEST COMMUNICATION OF THE EMPLOYER BRAND TO THE EXTERNAL AUDIENCE



IHG and Tonic Gold

Its massive international footprint made it a challenge for IHG to communicate one employer brand in a way that felt relevant to different audiences and markets without losing consistency. Its 'Room for You' EVP needed to be clearer, more usable and more persuasive as a recruitment proposition. IHG worked with Tonic to refresh its system and infuse it with authenticity, human stories and warm personality.

Regional teams were empowered to adapt the employer brand and the new content resonated well with target audiences the world over. China's campaign alone delivered a 23.7% increase in new users while global hires went up 72.4%. One judge said, "A strategically strong global employer branding programme with excellent execution and a highly consistent communication framework. The campaign successfully balances global consistency with local relevance and delivers impressive recruitment marketing results, although it builds on an existing platform rather than introducing a fundamentally new approach."

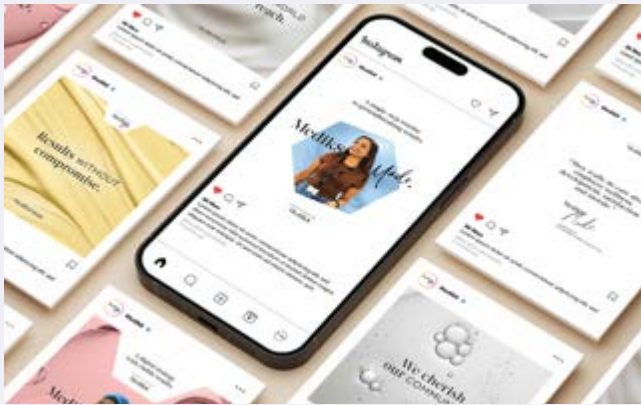


IQM Quantum Computers and Finders Seekers Gold

IQM Quantum Computers worked with Finders Seekers to build an integrated employer branding system to reach one of the most talent-constrained audiences globally and turn credibility into a measurable hiring advantage. Its EVP, 'Give quantum a heartbeat', connected its people strategy with its brand positioning. This allowed for authentic content to be developed for all relevant channels. As a result, there was a 184% increase in careers site traffic and a 25% reduction in time-to-hire. Referrals improved, as did IQM's Glassdoor rating.

"IQM and Finders Seekers have delivered a masterclass in deep-tech talent attraction. Operating in an extremely niche market where standard branding models fail, they wisely designed an authentic, credibility-first system. By avoiding polished corporate speak, introducing extreme honesty and using a brilliant scientific metaphor, they turned localised employer brand communications into a distinct commercial advantage," said one judge.

BEST COMMUNICATION OF THE EMPLOYER BRAND TO THE EXTERNAL AUDIENCE



Medik8 and Chatter Communications Silver

Skincare brand Medik8 needed to connect the internal reality of its proposition as a manufacturer with the external brand it had built with female skincare users. It worked with Chatter Communications to shape an employer brand that bridged this gap and, as a result, reduced time-to-hire by 50%. "Medik8 and Chatter Communications have taken a challenging manufacturing and operations environment and completely transformed its attraction funnel," said one judge.



Royal London and Chatter Communications Silver

Royal London's employee experience is shaped to offer a break from the aggressive culture that shapes the British financial services industry. But it needed a strong employer brand campaign designed by Chatter Communications to share that story via the EVP, 'The feeling's mutual'. "This is a well-aligned entry that demonstrates the power of authentic storytelling. Royal London and Chatter Communications have taken a clever piece of brand heritage and turned it into a smart, multi-layered copywriting asset," one judge said.



Netflix and The Studio at Symphony Talent Bronze

Netflix needed to show what its employee experience was really like; pulling back the curtain to look behind the scenes at one of the world's most prominent entertainment companies. It worked with Symphony Talent to clarify Netflix's employer brand, using its impressive brand assets, but making them work harder for talent attraction. "The resulting messaging framework is beautifully tactical, using clever mindset segmentation to turn complex, polarising internal values into a clear and effective external attraction system," said one judge.



Sony Music and LEAP Create Bronze

Sony Music is objectively cool. At the heart of the music industry, it wanted LEAP Create to build an employer brand that was cool, exciting and energetic. The result was a music video that showcased the experience of working for Sony Music. Judges thought this was "an exceptionally creative and visually compelling employer branding campaign that brings the organisational culture to life through authentic storytelling."

BEST COMMUNICATION OF THE EMPLOYER BRAND TO THE INTERNAL AUDIENCE



NSG Group and Creed Communications **Gold**

NSG Group is a major glass manufacturer operating around the world. It wanted to better understand its global workforce in order to embed a stronger working culture and more cohesive employer brand. It worked with Creed Communications to undertake a massive research programme to shape the employer brand pillars. These four pillars told a clear story of the glass business' operations and culture.

This increased transparency was a massive boon to NSG, which has seen incredibly enhanced engagement in the form of user-generated content, brand ambassadorships and intranet engagement since the employer brand rolled out. "This entry demonstrates how to execute a modern internal employer brand launch inside a traditional industrial environment," said one judge. "By letting unmasked, unscripted employees share their daily production achievements in their own words, NSG built a sustainable internal asset that successfully drives deep corporate pride and measurable perception growth."

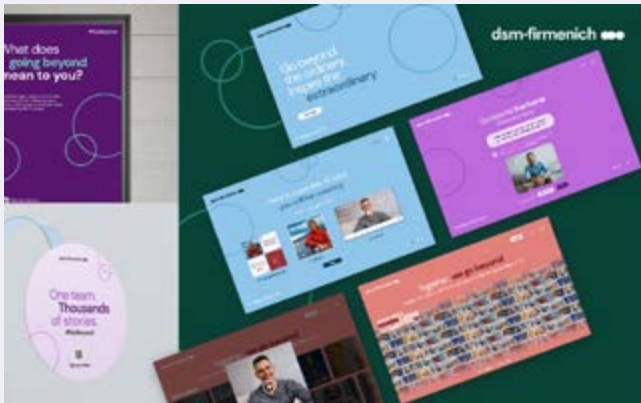


Rhenus Logistics **Gold**

Rhenus Logistics operates with a global footprint and they wanted to unite their nearly 40,000 worldwide employees behind a single employer brand. It developed an employer brand world tour, bringing its new brand, 'Empowered by you', to staff around the globe. This helped make the employer brand feel more concrete while building stronger connections between employees and the business and infusing them with a sense of pride in the Rhenus Group name.

As a result, 86.2% of participants said the tour brought them closer to the employer brand, thus leading to a stronger, more interconnected business. Judges thought this was a clever and effective solution for a non-desk-based workforce operating in multiple locations. One called it "a highly creative and engaging activation that brought the employer brand directly to frontline employees. Excellent execution and strong employee participation, with opportunities to demonstrate longer-term business impact."

BEST COMMUNICATION OF THE EMPLOYER BRAND TO THE INTERNAL AUDIENCE



dsm-firmenich and The Studio at Symphony Talent Silver

dsm-firmenich's joint employer brand needed to tell the story of its newly unified business to a global audience, bridging the gap between DSM and Firmenich in the process. Symphony Talent helped achieve this by inviting the company's staff to co-create the EVP. The result is an employer brand that not only means something to staff, but is also respected and embraced by employees the world over. "This entry brilliantly handles the classic merger pitfall of overwhelming staff with corporate top-down directives," said one judge.



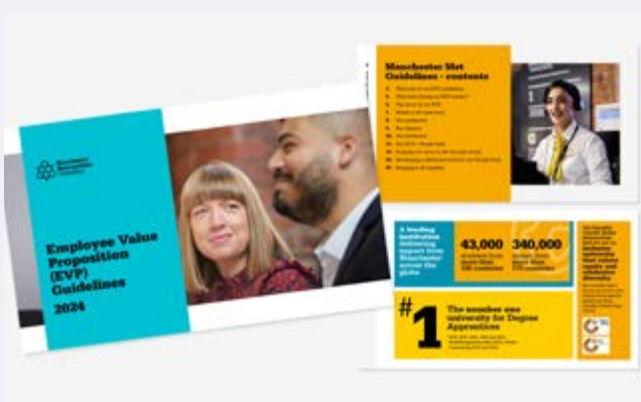
HCA Healthcare UK Silver

HCA Healthcare's internal comms had excellent reach – even considering the company's non-desk-based workforce – but low engagement. It worked with Blackbridge Communications to embed its new EVP and improve connections between the organisation and its workforce. "An excellent internal communications programme combining immersive experiences, strong storytelling and leadership involvement. Demonstrated impressive employee engagement and a clear commitment to culture," one judge said.



Marston Holdings and WPA Pinfold Silver

Marston Holdings' infrastructure support business had undergone massive growth. To support this, it worked with WPA Pinfold to embed its employer brand with a workforce that is largely mobile and on the streets on a daily basis. It built a simple, visual employer brand that could be deployed across unique employee touchpoints to ensure it reached across the entire workforce. One judge called it "an outstanding internal employer branding programme that successfully embedded new values across the employee lifecycle."



Manchester Metropolitan University and SMRS Bronze

Manchester Metropolitan University worked with SMRS to create an employer brand that encapsulated its proud, past bold ambitions and differentiated it from other institutions. The result is a new EVP with stronger ownability and a clearer roadmap across the employee journey. One judge praised its "structured approach to embedding a collegiate employer brand deeply into the day-to-day HR infrastructure. Manchester Met and SMRS wisely focused on securing early, authentic internal buy-in across highly autonomous university directorates."



HAVE FUN WHILE IT LASTS.

If you believe everything you read, apparently the big old life clock of employer brand is ticking towards its ultimate conclusion. Some say it's dead already. Some say it's not about employer brand anymore. It's about reputation. Or authenticity. Or culture. Or experience.

Isn't it all of those things?

And doesn't the true power of employer brand lie in how well it's managed? How, at every point, it's considered, nurtured and cared for. Over months and years. Not just until the next campaign cycle.

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But when the fun stops. When the lights go down. When the awards get lost in the back of a cab. Tomorrow, in the cold light of day, ask yourself one question: Are you truly managing your employer brand? If the answer is "I'm not sure" or "could be better", talk to Tom or Mark. We'll manage it together.

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BEST COMMUNICATION OF THE EMPLOYER BRAND TO A GEN Z AUDIENCE



BAT and Tonic Gold

BAT took a demographic as large as Generation Z and broke it down into two main audiences: young people seeking internships and graduates looking for a stepping stone into a career. This evolved thinking allowed the company to really speak authentically to both groups, addressing their concerns, building their confidence and encouraging them to take their early career strides with BAT as a result.

The employer brand was anchored in the future, but two distinct EVP statements, visual strategies and tones of voice helped reach both of BAT's target audiences. The depth of the thinking BAT and Tonic expressed goes beyond putting a young person on a pamphlet cover to really understanding the needs of job-seeking young people. "A brilliant entry that sets a new benchmark for early talent communications. By refusing to take the easy, cost-effective route of a single demographic broadcast, BAT proved that treating young candidates as distinct individuals yields extraordinary commercial results. It demonstrates deep structural thinking from brief to international execution," one judge said.

BEST COMMUNICATION OF THE EMPLOYER BRAND TO A GEN Z AUDIENCE



Asahi UK and The Studio at Symphony Talent Silver

Asahi UK worked with the Studio at Symphony Talent to build an employer brand that reaches potential brand ambassadors. These young people would be the life of the party – they just didn't know they could get paid doing so. To reach this group, Asahi eschewed corporate messaging in favour of social media-like imagery and conversation. It got people to think that the role was 'The Best Job Ever' – which doubled as the EVP. "The communication feels natural and highly relevant to the target audience," said one judge.



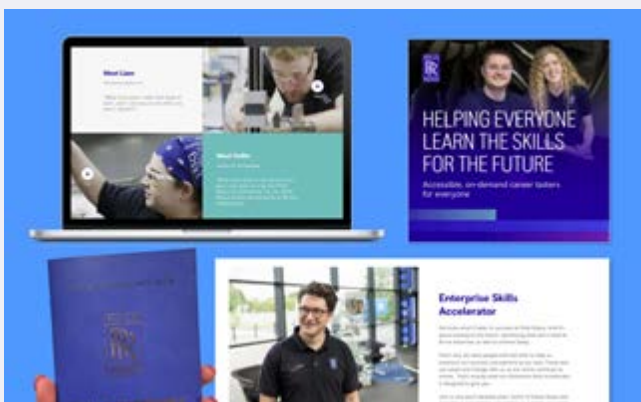
BDO and Pink Squid Silver

BDO didn't just want to reach young accountancy graduates; it wanted to reframe how young people perceived accounting as a career. It worked with Pink Squid to put forward a more approachable, individualistic face of BDO, making it a place where young people could see themselves thriving. It went 'Beyond the ordinary' to inspire a paradigm shift in accounting careers. "A highly polished, visually distinct campaign that disrupts the traditionally rigid imagery of professional services. It represents a highly comprehensive approach to multi-channel early talent recruitment," said a judge.



Mars and ILoveMyJob Bronze

Mars worked with ILoveMyJob to attract the next group of Brazilian interns into the business. It used the existing group of interns to share fun content on social media, building a strong, emotional connection with the target audience in the process. More than 5,000 applications meant the 63 intern positions were filled capably and with a minimal cost. One judge called it "a fantastic, highly focused submission that perfectly demonstrates how to balance authentic, unscripted content with a tight, high-performance data engine."



Rolls-Royce and Cielo Bronze

Rolls-Royce wanted not only to attract excellent engineers into its business, but also inspire future generations to pursue STEM careers, thus ensuring a strong pipeline of talent well into the future. Cielo developed a skills-focused strategy that promoted understanding of career options, including apprenticeships and skills-building programmes to drive a 104% increase in applications. "This is an outstanding, enterprise-level submission that showcases how an employer brand can actively solve massive industrial skill shortages," said one judge.

BEST COMMUNICATION OF THE EMPLOYER BRAND TO A GEN ALPHA AUDIENCE



SCS JV and WeLove9am **Gold**

SCS JV recognised that there was an image problem among Gen Alpha when it came to engineering. Perceived as boring and manual labour-focused, the future pipeline of engineers is at risk. To combat this, SCS JV worked with WeLove9am to encourage more young people to pursue STEM GCSEs and consider future careers in engineering roles.

It created a custom Lego tunnel-boring machine model that was delivered to classrooms around the country. Students were then able to create the machine themselves, problem-solving and thinking like an engineer along the way. This creative, engaging approach not only gave young people an interesting and memorable experience, but also started changing the conversation around engineering careers. “The Lego tunnel-boring machine is a brilliant way to make transport infrastructure feel real. It takes something huge and hidden, then turns it into something students can build, touch and talk about,” one judge said.

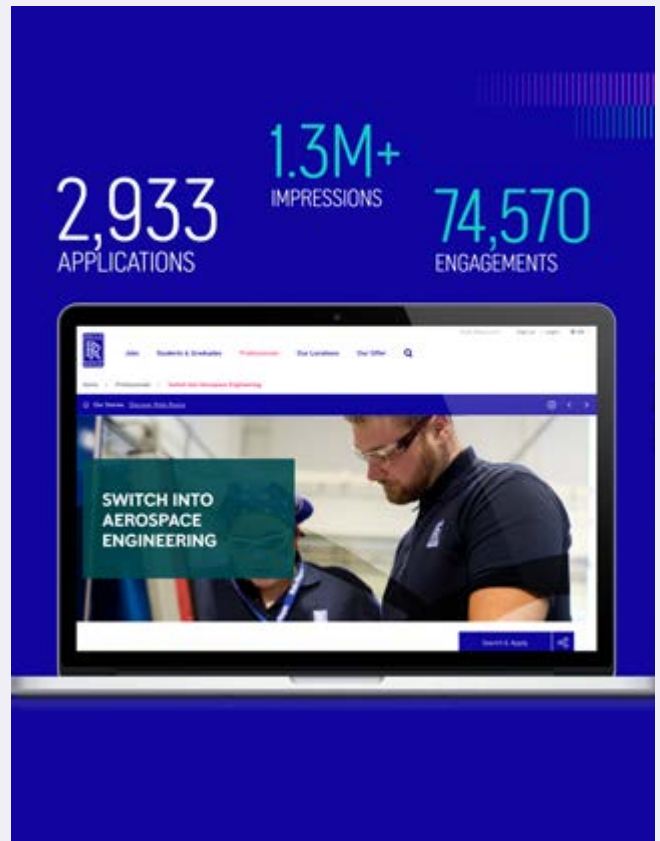
BEST SHORT-TERM OR ONE-OFF EMPLOYER BRAND CAMPAIGN



Ocado Logistics and Caraffi Gold

Ocado Logistics needed to hire 400 new customer service employees in a short space of time. It worked with Caraffi to launch 'Local Legend', a singular campaign that turned logistics employees into superheroes. Comic book-style artwork was coupled with strong research into the motivations behind Nottingham's jobseekers, resulting in a highly localised and highly relevant campaign for the target audience.

Not only did Ocado manage to over-fill the available roles, but the campaign also resulted in 15% higher retention and, anecdotally, some of the best-quality candidates the company had seen. Moreover, the number of roles filled meant Ocado didn't need to recruit during the competitive and challenging Christmas period. "I love the creative approach," said one judge. "It definitely stands out in the industry and I like the phased approach to moving candidates through the funnel."



Rolls-Royce and Cielo Gold

Rolls-Royce has often struggled to recruit controls engineers because of low external mobility rates, a limited local talent pool in Indianapolis and a misconception of the brand. To be taken seriously as a major player in aerospace, it worked with Cielo on a targeted recruitment campaign. The strategy highlighted controls engineers specifically, in order to ensure the target audience was engaged and inspired by the content.

The 'Switch into aerospace engineering' campaign has been largely successful, with a high level of applications. It also exceeded Rolls-Royce's target of 50 new hires by resulting in the onboarding of 63 new controls engineers. Judges thought the campaign's focus on diversity, particularly by engaging women, was impressive as it resulted in a more diverse intake of new employees than the company had seen in the past.

BEST SHORT-TERM OR ONE-OFF EMPLOYER BRAND CAMPAIGN

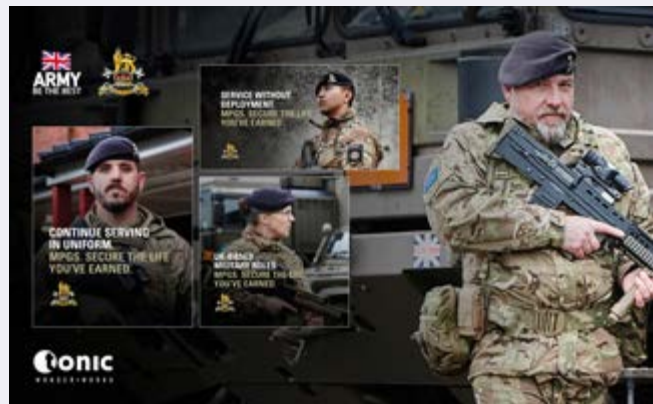
Comcast and Wiser Silver

Comcast needed to overcome its reputation as 'just a cable company' in order to attract excellent tech and media prospects. It worked with Wiser to reframe Comcast as a company focusing on building connections. This allowed it to highlight its entertainment properties, showcase its career routes and promote its internal culture. "The campaign was not just a beautiful film; it was built into tailored journeys for retail, sales and tech and pushed through smart media choices. The quality-application uplift is impressive and gives the case real weight," said one judge.



Military Provost Guard Service (MPGS) and Tonic Silver

The Military Provost Guard Service (MPGS) solved the biggest challenge in military recruitment, answering the question: What happens when a service member leaves the military? Instead of portraying a dead-end career – as was the misperception – the MPGS and Tonic showcased how a career in the guard service could be a way to continue serving and protecting the nation. The campaign saw a 30% increase in applications. Judges loved the use of radio as a key to reaching the target audience.



AXA XL Bronze

AXA XL is AXA's reinsurance business and manages a world of complex risk management and mitigation. It worked to transform a partnership with Liverpool FC into a platform for communicating the qualities of teamwork, judgement, resilience and communication to prospective employees. This engaging, well-matched partnership resulted in 66% of passive viewers transitioning into active vacancy browsers. Judges called it "a clever way to differentiate" and a "strong creative concept".



GKN Aerospace and Dawson Walker Bronze

GKN Aerospace had an urgent need for qualified employees across its UK sites, but a major barrier to relocation for many prospective recruits was a lack of visibility of the business before taking the job. GKN worked with Dawson Walker to allow prospective employees to better explore the working environment, team culture and facilities. The campaign took off, resulting in more than 100 qualified applicants and more than 30 confirmed hires. Judges thought the focus on a single event was a great choice to engage the target audience.



BEST SHORT-TERM OR ONE-OFF EMPLOYER BRAND CAMPAIGN



Iceland Foods and Creed Communications **Bronze**

To stock the shelves ahead of the busy Christmas period, Iceland Foods worked with Creed Communications on a festive recruitment campaign for delivery drivers. The centrepiece was a nostalgia-laden video that aimed to communicate Iceland's core values of serving the British public every year. It went down a treat with 1,122 new hires made, almost twice the target. "The team gave the role meaning by connecting it to Iceland's home-delivery history and the pressure of Christmas for customers," said one judge.

BEST USE OF DIGITAL



KFC UK&I and Chatter Communications Gold

KFC had no problem with brand awareness or with traffic to its careers site. But its portal lacked depth, so new candidates didn't have a strong sense of the corporate culture, the work itself or the brand values. KFC worked with Chatter Communications to infuse its job adverts with rich content that was designed to be engaging and informative, and that would set the tone for a career at KFC.

New video content was designed for mobile viewing while an enhanced user experience took the jargon out of the process. There has since been a 50% increase in applications with better engagement and better results from search. "Digital thinking at its best. The platform doesn't just display jobs — it personalises, adapts and converts. Every feature traces back to a user behaviour insight," said one judge, praising the increase in time on site as a proof point for the strategy's success.



Orange Polska Gold

Let's Orange is Orange Poland's long-running internship programme, offering more than 100 student roles every year. But with 15,000 applicants for just 100 places, feedback and shortlisting were a huge challenge for the recruitment team. Moreover, the process was losing talented candidates because of the sheer volume of applicants. To ensure the right candidates were surfacing in the process, Orange created a recruitment game designed to weed out unqualified applicants and encourage those with the right skills for the role.

This helped improve the selection of candidates based on both hard and soft skills, creating a stronger intern intake than ever before. The game resulted in 3% more candidates remaining with Orange after their internship and saw a reduction in the time it took to fill the roles. One judge called this an "exceptionally smart use of digital strategy. Well structured, innovative and to the point."

BEST USE OF DIGITAL



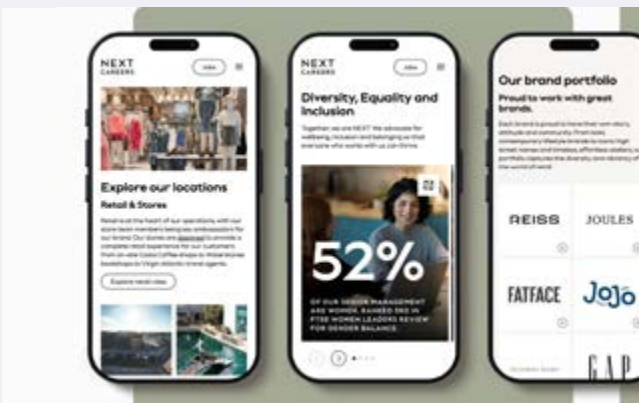
IHG and 33Seconds Silver

To compete in the challenging world of hospitality management recruitment, IHG had to change perceptions of hospitality careers and showcase the best the roles had to offer. It worked with 33Seconds on a podcast series putting hotel management under the spotlight. The content was engaging and effective, finding its target audience and yielding excellent results among prospective recruits. Judges said that for a simple concept, the result was astoundingly effective for the target audience.



Mitchells & Butlers Silver

Mitchells & Butlers needed to upstaff to combat the long-term impacts of Brexit and Covid on the hospitality industry. It ensured that its new EVP was digital-first, allowing potential employees to easily find and connect with the roles on offer across the company's portfolio. Applications increased 41% year-on-year and staff turnover decreased by 25%. Judges liked the "strong integrated approach with cross-platform activation of the EVP, ensuring the candidate and colleague experience is consistently representative of the employer brand."



Next and Wiser Silver

Next transformed its careers website from a complex, fragmented platform into a modern, mobile-first digital destination designed to attract, engage and convert talent. It worked with Wiser to highlight the best aspects of the brand and its culture. A streamlined careers site also helped funnel candidates to the right job at the right time. And it worked for applicants, as the company saw a 15% increase in quality offers and a 15% increase in engagement on site. Judges thought the research that informed every single decision was a standout in this strategy.



Rolls-Royce and Cielo Bronze

Rolls-Royce worked with Cielo on a striking recruitment video that eschewed industry clichés and focused on the individual experience of the working environment. The poetic voiceover contributed to an engaging viewing experience. Interaction rates with the video were upwards of 60%, beating the target of 35% by almost half. Applications bumped up by around 50% in key markets around the world as a result.

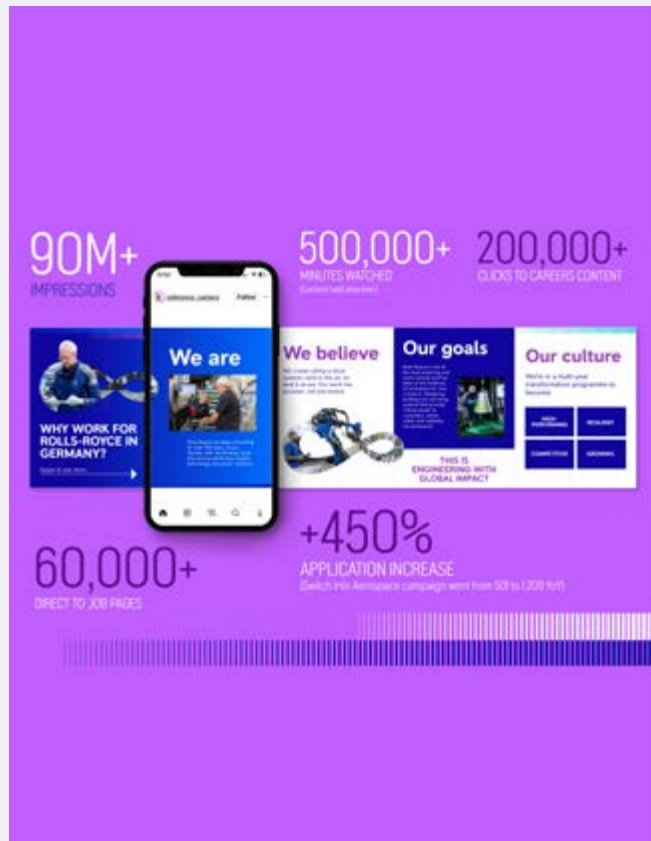
BEST SOCIAL MEDIA STRATEGY



Mitchells & Butlers and Cogent Gold

Mitchells & Butlers worked with Cogent to promote its employer brand and showcase its employee experience to prospective recruits. The #LifeAtMAB strategy amplified employee voices with the aim of attracting recruits who would stay with the business for the long term. The social strategy is not a single campaign, but an ongoing employer brand positioning designed to build a stronger culture, improve recruitment and encourage retention.

Social engagement is at 7%, outstripping the 3%-4% industry benchmark. Employee advocacy yielded nearly 2,500 social posts, which resulted in a 12.7% increase in audience size. This indicates the campaign was not only successful in reaching new prospects, but also in engaging current employees more effectively. One judge called it “strategically mature, well evidenced and genuinely innovative in measurement.”

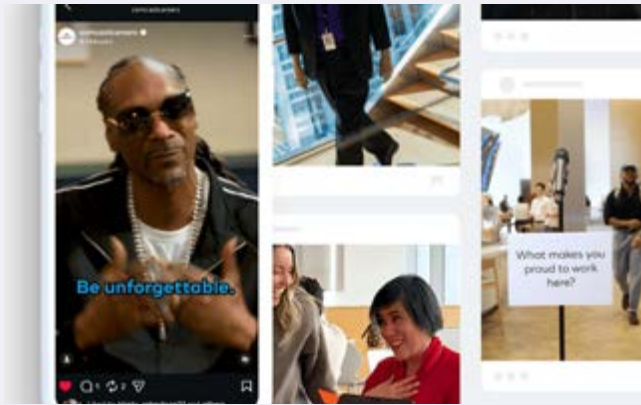


Rolls-Royce and Cielo Gold

Rolls-Royce tasked Cielo with improving its social media strategy to enhance its early years recruiting in the UK. The biggest problem the company faced was a lack of understanding about what a career at Rolls-Royce entailed. Candidates had brand awareness, but no depth of insight about the roles available. Cielo changed this through informative short videos that tackled misunderstandings.

And the campaign was a notable success, with a 990% increase in click-throughs. Impressive engagement statistics showed Rolls-Royce was building a stronger name for itself among young engineers. It also saw a 450% increase in applications and changed the way the company used social media to promote its employer brand. Judges thought the testing environment Cielo created was an excellent way to test and evolve the strategy to yield stronger results.

BEST SOCIAL MEDIA STRATEGY



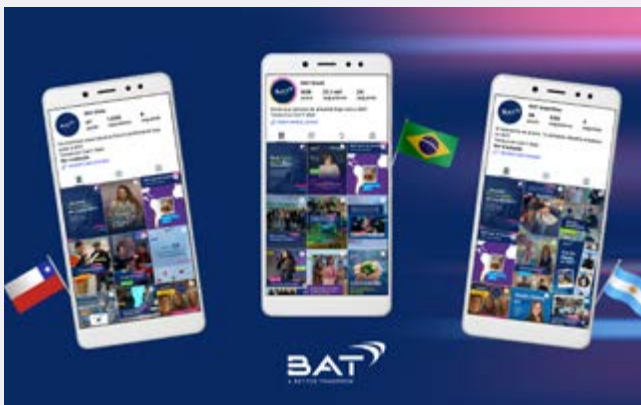
Comcast and Wiser Silver

Comcast wanted to change perceptions of the business from a cable provider to an entertainment firm. It worked with Wiser to bring the best of Comcast's entertainment properties to bear on its social media strategy. The result is a star-studded campaign that converted attention into applications. One judge called this "outstanding" adding: "A pop culture perception problem actively deterring quality candidates solved through a full-funnel social strategy with genuine creative bravery and measurable perception change."



The Army UOTC and Tonic Silver

The Army's University Officers Training Corps faced low awareness, widespread misperception among students and limited presence in students' consideration set. It needed a change in positioning to improve attraction. It worked with Tonic on a social strategy designed to boost visibility and emotional connection through punchy, easy-to-grasp video openings. "A disciplined, efficient strategy that demonstrates how a modest budget can deliver outsized results through smart planning," said one judge.



British American Tobacco (BAT) and ILoveMyJob Bronze

British American Tobacco worked with ILoveMyJob to develop a new social media strategy for the Latin American market that could connect in an authentic way. It wanted to turn its digital presence into a dynamic and engaging talent attraction channel. The strategy put employees at the centre of the content, allowing real stories to build connections with prospective employees. As a result, engagement rates were double the industry standard.



The UK's Intelligence Services and Penna Bronze

Misconceptions about careers in intelligence mean that able candidates rule themselves out, thinking their skills aren't relevant or they don't have the 'right' background. Penna shaped a campaign that delivers authentic stories and busts the myths around the culture of the services. The engaging animation helped differentiate the content while also protecting the identities of employees in an effective creative solution.



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BEST INTEGRATION OF THE EMPLOYER BRAND IN COMMUNICATION STRATEGY



Allegro with Be About Hybrid Agency, Great Digital, Ikona and Mosqi.to Gold

Following its IPO, international expansion and the introduction of a refreshed EVP, Allegro needed to ensure its employer brand became an integral part of its communications strategy. Instead of an EVP separate from the Allegro brand, the two were aligned, creating a stronger expression of Allegro's operations, both internally and externally.

Be About crafted the strategy to align messaging, content, values and creative across the employer brand and external communications. This allowed Allegro to communicate its impact fully and effectively across all its audiences. One judge praised the "exceptional research rigour and genuine structural integration. The EVP is explicitly framed as a translation of 'The Allegro Way' into employee experience language, not a separate narrative. One communication system – #goodtobehere and 'What If...?' – serves candidates, employees and corporate audiences simultaneously across four European markets."

BEST INTEGRATION OF THE EMPLOYER BRAND IN COMMUNICATION STRATEGY

DLA Piper LLP

Silver

Law firm DLA Piper's employer brand had to match up to its corporate communications strategy as a core business imperative. It achieved this by ensuring that its employer brand communications deepened candidates' understanding of DLA Piper's positioning and values. The employee journey is now interconnected and consistent across all engagement and onboarding touchpoints. "The strategic thinking is excellent, each channel plays a distinct role while contributing to one consistent narrative. The integration with interview confirmation emails across nine markets is a smart, practical innovation," said one judge.



KUKA Hungary and Brandfizz Employer Branding

Silver

KUKA's external communications have long been rooted in the real-life experiences of its employees. The robotics company worked with Brandfizz to amplify the voices of its Hungarian employees in the company's first-ever podcast series. This approach resulted in a popular podcast that boosted brand awareness and understanding. "Employees become spokespeople for both the employer brand and the corporate brand, speaking as technical experts rather than just 'telling you what it's like to work here'," said one judge.



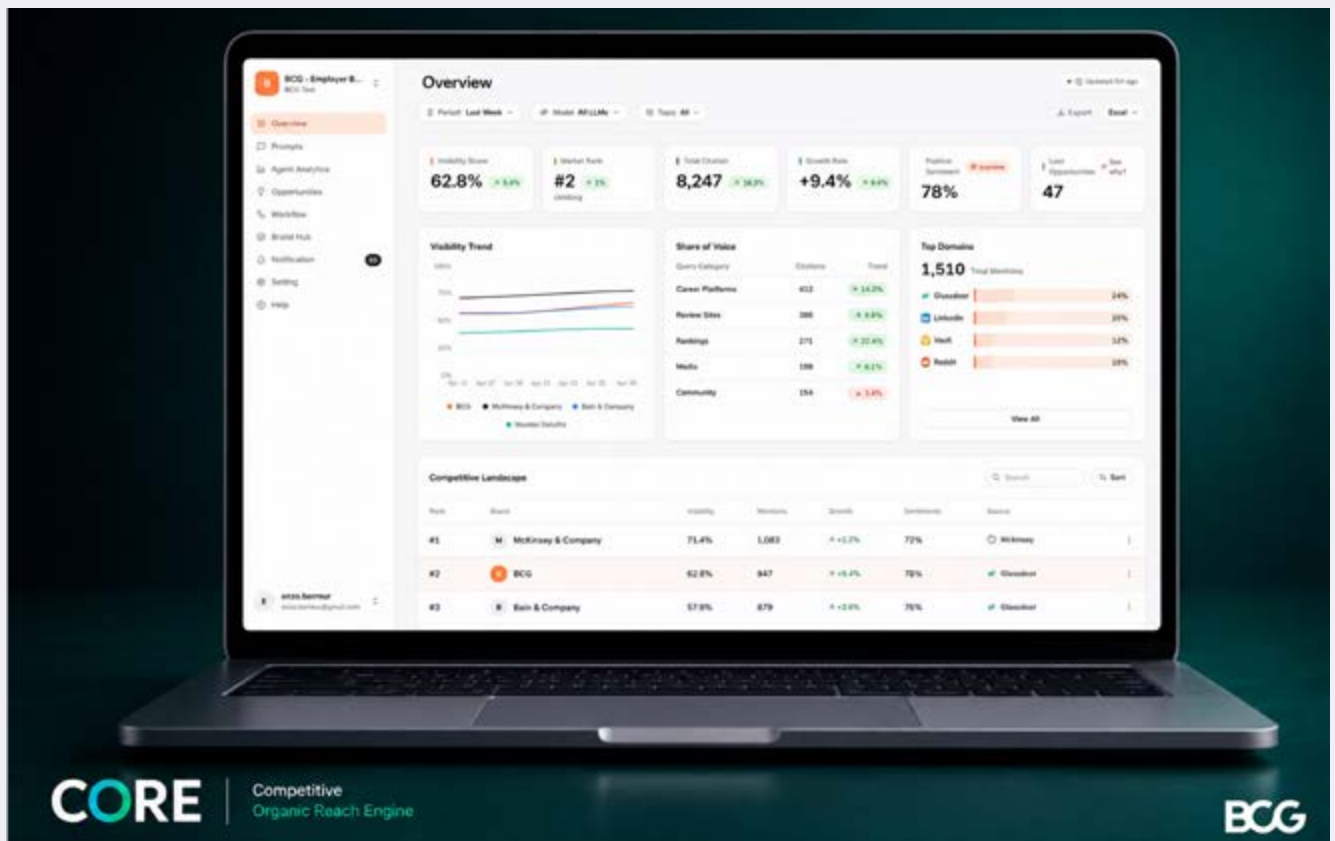
CD PROJEKT RED

Bronze

Gaming studio CD PROJEKT RED delivered a new blog as a communications hub designed to connect employer brand storytelling across channels and put employee voices at its core. The blog was designed to strengthen the company's employer brand while also growing awareness across North America. Judges thought this was "genuinely innovative" as it served "the same content to fans, candidates, employees and corporate audiences simultaneously." according to one judge.



BEST EMPLOYER BRAND INNOVATION



Boston Consulting Group Gold

Boston Consulting Group (BCG) recognised that candidates are more often than not conducting their first employer searches via AI. It developed an industry-first generative engine optimisation (GEO) strategy designed to capture the attention of searches across six major AI platforms. It built a proprietary GEO platform, called Core, to measure how BCG appears when candidates ask AI assistants career-related questions. It could then take those learnings and build a stronger employer brand.

It used this data to make its employer brand more searchable, build brand visibility on AI and create actionable insights for local HR employees to work with. “Core feels genuinely forward-looking,” said one judge. “It gives employer brand teams a practical way to understand how AI assistants describe the company, find where visibility is weak and determine what actions to take. The strongest part is that it is built for real employer brand users: quick to run, localised, competitor-aware and focused on decisions rather than dashboards for their own sake.”

BEST EMPLOYER BRAND INNOVATION

Aegon and TMP Worldwide Silver

Aegon had long preferred financial industry savvy to skills and behaviour in hiring, leading to poor retention along the way. TMP Worldwide developed an immersive assessment centre using occupational psychology and a fun gamified world to identify the right candidates, lower attrition and attract the best hires to Aegon's contact centres. "The innovation is not just a creative wrapper," said one judge. "It changes the way candidates are assessed. The immersive art-heist world helps reveal behaviour, potential and fit, rather than rewarding familiar CVs or polished interview answers."



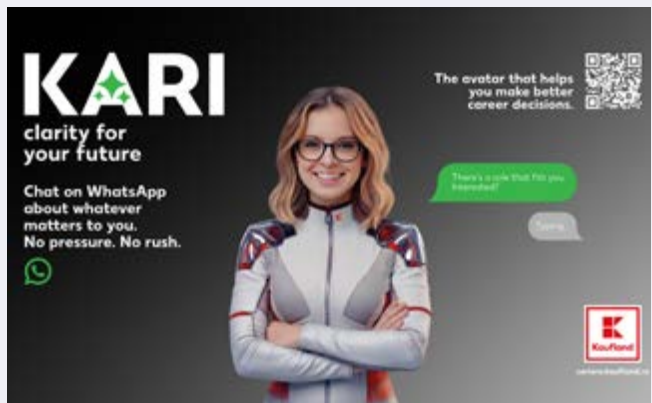
West Midlands Police and Caraffi Silver

West Midlands Police had a hiring misperception where it believed it couldn't reach the best tech talent because of its comparatively low salaries. It worked with Caraffi to change its internal perception and external brand, becoming the first police force to create a tech brand. It used AI to tell a stronger story about the role of tech skills in policing. The strategy "looks beyond the salary gap and tackles the real barriers: visibility, trust, storytelling and candidate experience in a difficult tech hiring market," one judge said.



Kaufland Romania Bronze

Kaufland Romania's AI hiring avatar, Kari, helped it better guide and communicate with prospective employees throughout the recruitment process. Kari was on hand to help shape CVs and applications, encouraging applicants to share the most relevant information and skills with Kaufland. As a result, young people felt better prepared for job applications and Kaufland built a stronger employer brand among the graduate recruitment market.

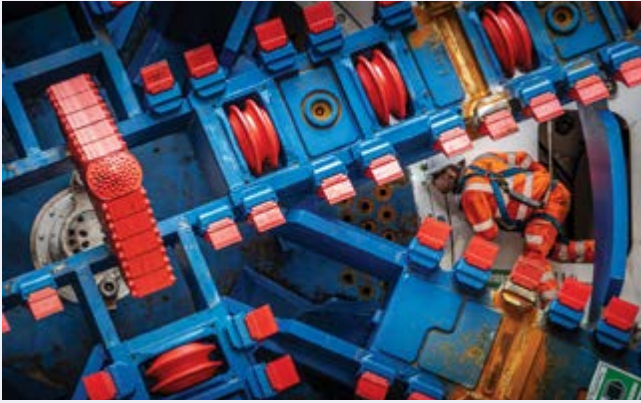


IHG and 33Seconds Bronze

IHG's general manager podcast series, produced with 33Seconds, is a standout in its industry for really showcasing the behind-the-scenes life of the hotel manager. Its authentic content and engaging stories helped build a stronger understanding of what general management careers look like. Judges loved that this helped reshape the approach to hiring general managers, moving away from standard job advert language to treat them like people who respond to peer stories.



BEST EMPLOYER BRAND INNOVATION



SCS JV and WeLove9am Bronze

SCS JV needed to change perceptions of engineering careers to inspire young people to consider roles at firms like SCS JV in the future. It worked with WeLove9am on a Lego model of the company's signature tunnel boring machine. This genius interactive activation sparked joy, curiosity and problem solving in students. Judges thought this was a brilliant way to capture the imaginations of young people in a tangible way.



Siemens and Wisdom Gold

Siemens rebuilt its employer brand from the ground up, beginning in 2022. It wanted to create something its global workforce of 310,000 people could connect to. But developing a single, cohesive brand was a huge challenge for the massive business. Wisdom created a scalable, evolving system for employer brand measurement that allows Siemens to assess its employer brand needs and adapt them along the way.

The data tracking enabled Siemens to balance global consistency with local nuance and flexibility, use candidate surveys as a regular pulse check and track different priorities depending on need. The new employer brand is now infused with regular data and insights, resulting in a 100% increase in LinkedIn engagement, an 83% increase in brand awareness and a 60% reduction in cost-per-hire.

BEST USE OF DATA



Mitchells & Butlers **Silver**

Mitchells & Butlers needed its employer brand to hit the mark to promote stronger hiring and retention practices in a challenging hospitality landscape. It tested five different employer brand propositions with 2,500 employees and 500 job applicants. The resulting brand, 'Hospitality With Heart', was a favourite for 85% of the audience. Judges thought this was an excellent way to ensure the new brand would resonate with the target audience and create the kind of business change the organisation needed to see.



Elsevier **Bronze**

Elsevier wanted to create a holistic, data-driven understanding of the current state of its employer brand. To achieve this, it conducted extensive research across review platforms, LinkedIn, career pages, employee insights and more. This overarching picture of the business allowed Elsevier to refine its employer brand based on actionable insights.

EMPLOYER BRAND POSITIONING



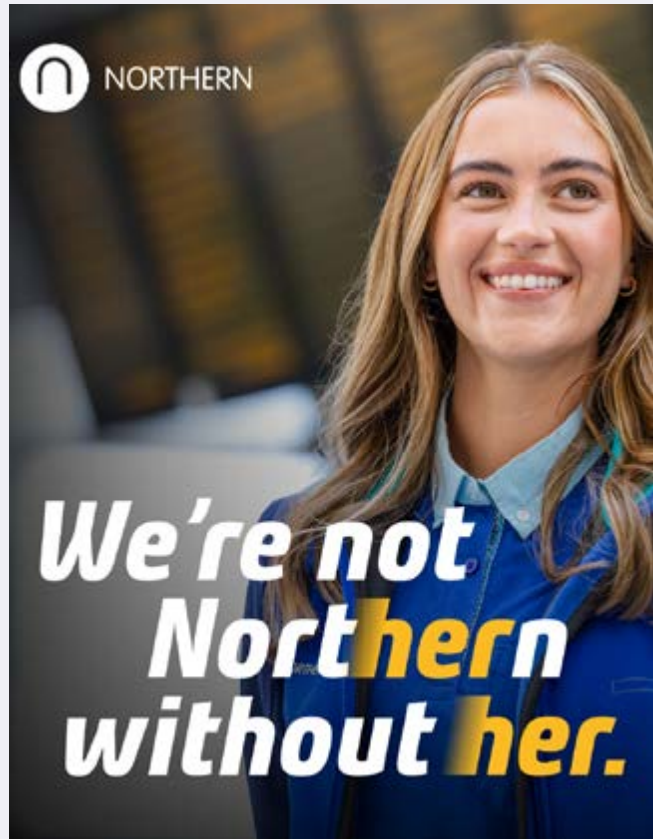
BEST DIVERSITY AND INCLUSION STRATEGY



BT Gold

Despite wanting its workforce to be as diverse as the communities it serves, BT had a problem when hiring engineers. In 2024, not a single field engineer who joined the workforce was a woman. Instead of simply pushing for women in a recruitment campaign, BT re-examined its entire hiring process. It looked at everything from attraction to onboarding to understand how women perceived the business.

It challenged exclusionary practices, rooted out unconscious bias and personalised the process at every stage. As a result, female hires increased from zero in 2024 to 40% of the new field engineer intake in 2025. It has since rolled out this strategy to other hard-to-fill roles where under-representation is a persistent issue. "BT delivered the strongest and most measurable diversity outcome, transforming female representation in a traditionally male-dominated role through a comprehensive redesign of attraction, selection and onboarding. The strategy was insight-led, scalable and produced clear business and diversity results," said one judge.



Northern and Creed Communications Gold

In 2024 and 2025, only one in five applications for Northern Rail came from women. It needed to not only change its strategy, but also change perceptions of railway careers among women. It worked with Creed Communications to put women in the driver's seat in infrastructure jobs. The campaign, 'We're not Northern without her', shone the spotlight on women across the railway. Photos and videos of women working for Northern Rail changed the image of railway careers.

And reactions from train-loving women were overwhelming. As a result, female applications rose to 33% from 17% of the total and the employer brand gained 72% visibility among the target audience. "Northern tackled a long-standing gender imbalance with a highly authentic employer brand platform built around the real experiences of women working in rail. The campaign combined strong creative execution with measurable improvements in female attraction and hiring outcomes," one judge said.

BEST DIVERSITY AND INCLUSION STRATEGY



Yorkshire Building Society and Chatter Communications **Silver**

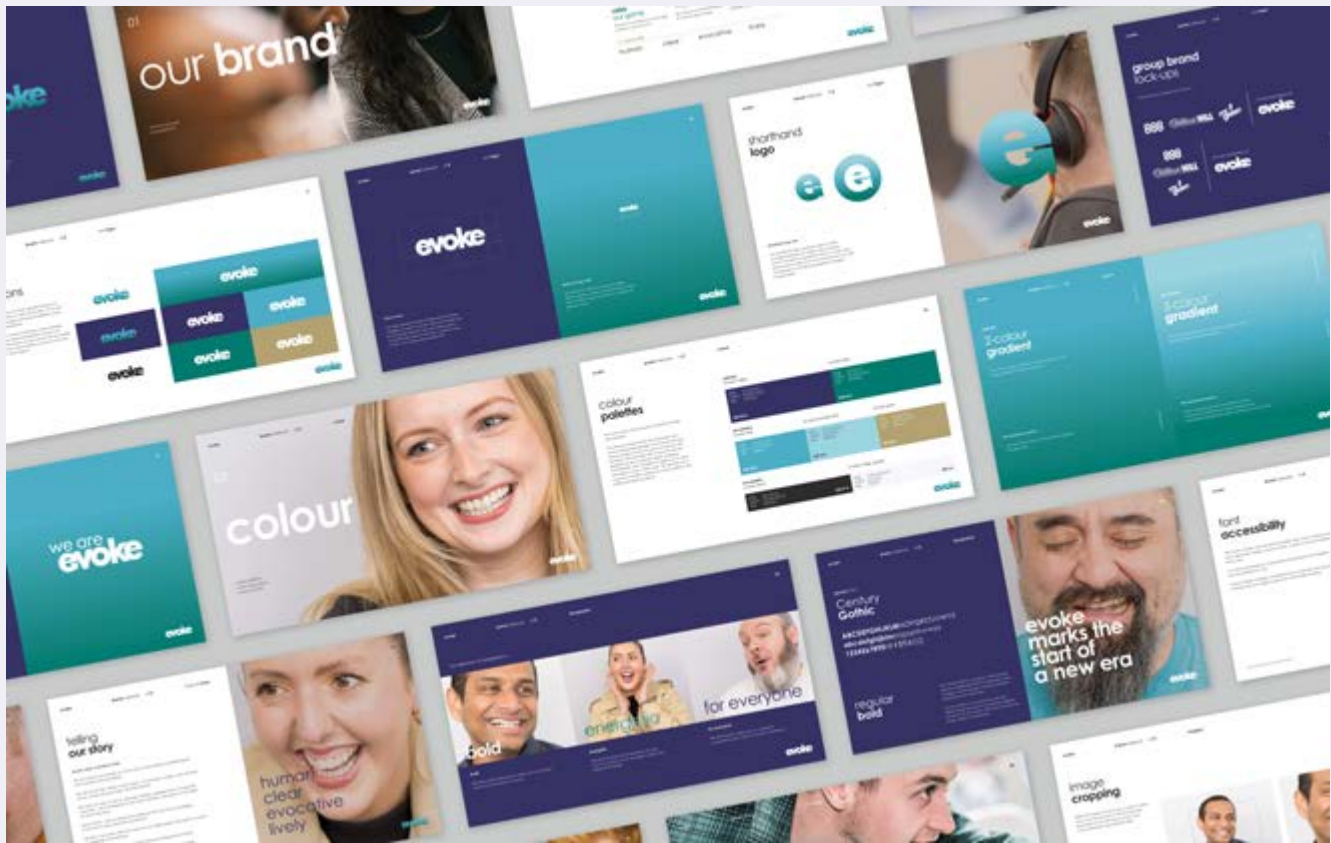
Disabled people face massive challenges in first gaining employment and then achieving the reasonable adjustments to allow them to thrive in their roles. Yorkshire Building Society wanted to change this by making it easy for employers to support disabled colleagues. It worked with Chatter Communications on the 'accessibility passport', a dynamic document that supports employees with accessibility throughout their employment. Judges called this "a genuinely purposeful entry that addresses an under-discussed problem."



CGI and LEAP Create **Bronze**

CGI's 'bystander to upstander' training was designed to give employees the confidence and capacity to challenge negative behaviours and support their colleagues. LEAP Create crafted a learning programme that focused on reimagining inclusion not as a policy, but as a daily behaviour that requires every employee to contribute. Judges praised the "great cultural change and training initiative" and the way CGI "understood the issue and encouraged employees to change the narrative and be strong."

BEST MANAGEMENT OF THE EMPLOYER BRAND FOLLOWING A CHANGE OF MISSION, POSITIONING OR MANAGEMENT



Evoked and Chatter Communications Gold

After a series of acquisitions, name changes and brand consolidations, William Hill 888 needed its employer brand to unite its business internally after so much change. That internal drive became an external one as the business worked with Chatter Communications to create masterbrand Evoke. The new parent brand was designed to ignite curiosity and create a lasting impression on its audiences.

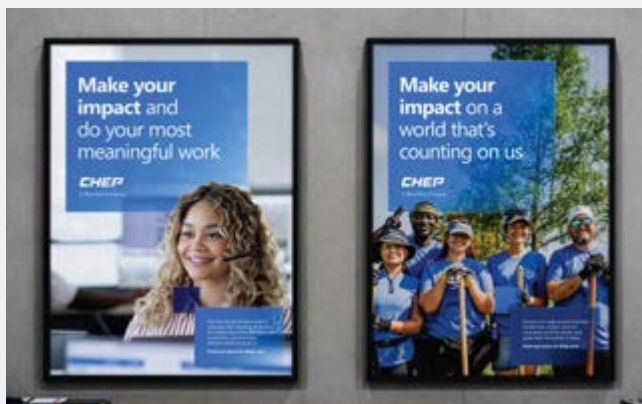
The new brand had to create a winning culture among a fragmented audience – and since its development, it has led to a 20% increase in office attendance. The new, unified business is proud of its past while embracing a stronger future as a combined entity. “The company has understood the legacy challenge of the industry and has been able to really stand out,” one judge said.

BEST MANAGEMENT OF THE EMPLOYER BRAND FOLLOWING A CHANGE OF MISSION, POSITIONING OR MANAGEMENT



Allegro with Be About Hybrid Agency, Great Digital, Ikona and Mosqi.to Silver

Allegro's 'It's good to be here' EVP had to unite a business that had gone through a period of growth and reorganisation. It needed to build a strong internal culture that put a cohesive face forward for the recruitment audience. Be About examined employee perspectives and built an employer brand linked closely to the external brand values. The result was a strong, effective employer brand backed by intensive research and an excellent strategy, according to judges.



Brambles, CHEP and Brunswick Group Silver

Global supply chain business Brambles, which owns CHEP, worked with Brunswick Group on a new EVP after an external rebrand. CHEP's employer brand expressed the distinctiveness of its careers opportunities while still sitting comfortably within the Brambles family. One judge said, "Brambles clearly is showing the impact of people with the EVP and the research is clear and clearly defines the current EVP."



Elsevier Silver

After a brand refresh, Elsevier wanted to boost its brand ambassador programme. It did so by upskilling ambassadors and ensuring they had the space and freedom to promote the employer brand. The result is a stronger employer brand that has more external reach and deeper connections across the business. Judges thought the strategic foundations allowing the ambassador programme to grow and succeed were well developed.



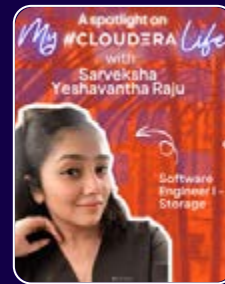
Siemens Silver

Siemens' reorganisation meant that a more unified, cohesive employer brand was needed to support the company's move toward a stronger central operating system. It interviewed hundreds of employees around the world to create an employer brand reflective of the workforce. A new creative approach spotlighted key messages well and a clearer candidate journey increased job applications threefold.

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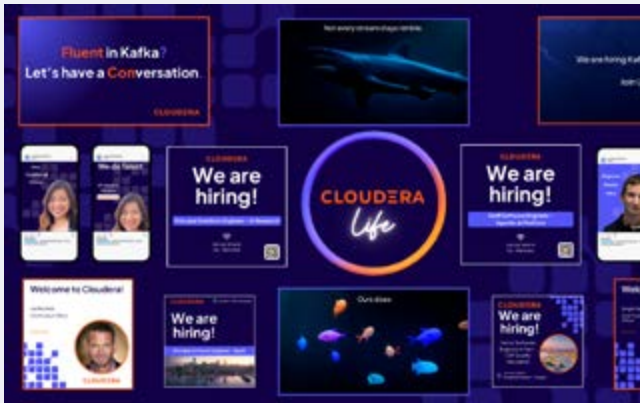
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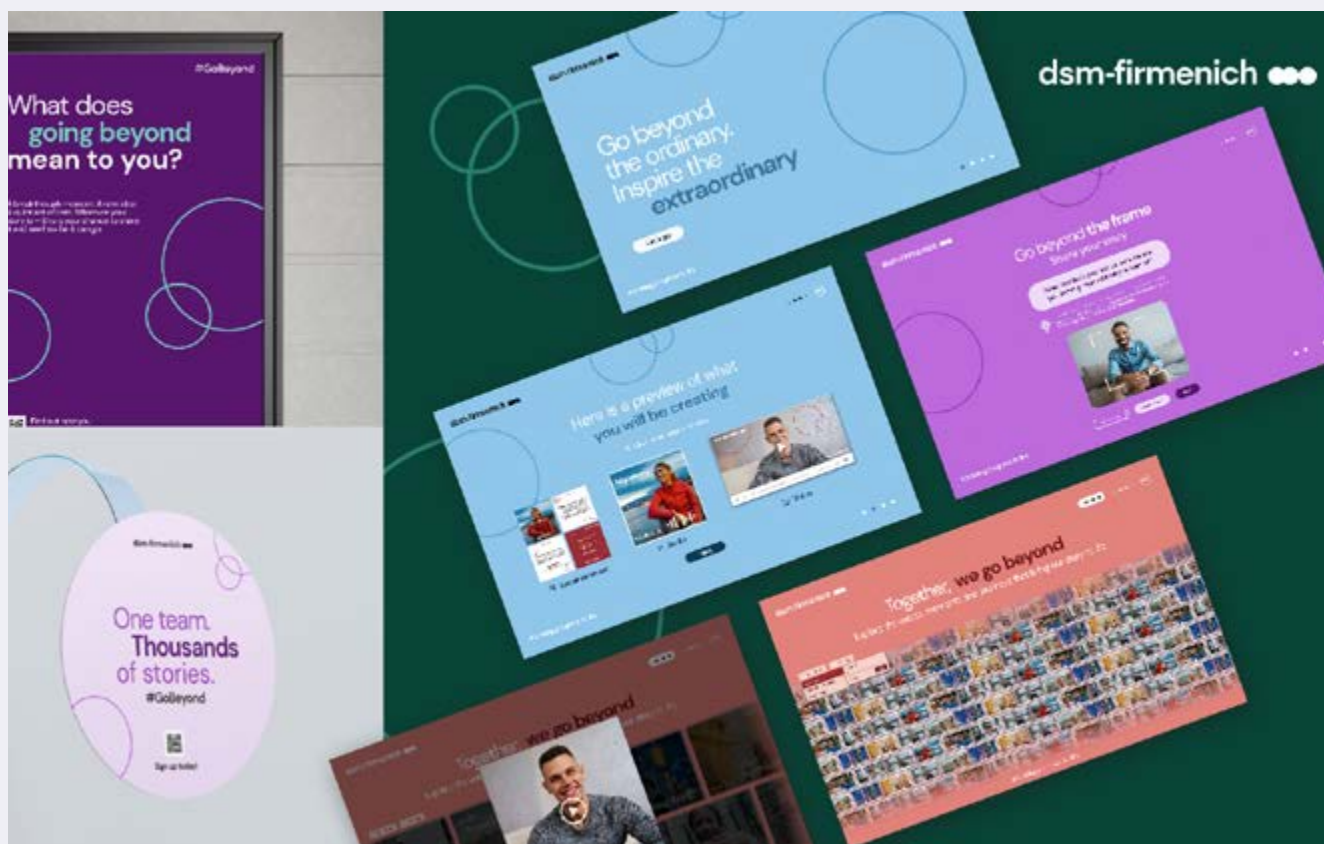
BEST MANAGEMENT OF THE EMPLOYER BRAND FOLLOWING A CHANGE OF MISSION, POSITIONING OR MANAGEMENT



Cloudera Bronze

When new executives joined the board, the company rebranded and the business entered the AI space, Cloudera realised the need for an updated employer brand. It created Cloudera Life, a people-first employer brand that humanises the technology company and puts people at the heart of the business. Judges loved the considered approach to developing the new creative and praised the brand ambassador programme.

BEST MANAGEMENT OF THE EMPLOYER BRAND FOLLOWING A MERGER OR ACQUISITION



dsm-firmenich and The Studio at Symphony Talent Gold

The union of DSM and Firmenich into dsm-firmenich resulted in a single, global business. But employees had already been subject to a barrage of corporate messaging during the merger. The team didn't want the new EVP to feel like 'just another message.' It wanted the employer brand to be something the employees themselves could actually shape. It worked with Symphony Talent to get its staff to go beyond and help build a stronger business.

Beyond that call to action were three core pillars that brought employees together and put the future of the business in their hands. This empowering approach was not only reflective of the can-do culture and science-driven purpose, but also a bold shift from the usual messaging that had defined the merger period. Judges loved this approach, with one saying, "The participation model is really worth recognition: employee stories, audiograms, global activations and the advocacy platform all helped 'Go Beyond' become a shared experience rather than just a new EVP line."

BEST MANAGEMENT OF THE EMPLOYER BRAND FOLLOWING A MERGER OR ACQUISITION



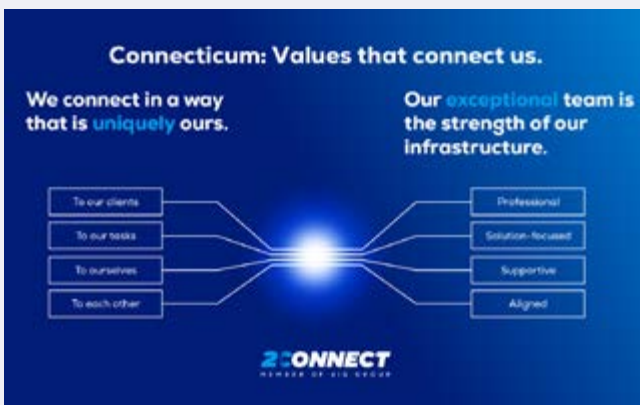
AZ Oostende and d-artagnan Silver

After a merger of two hospitals, AZ Oostende needed a brand that would reflect its unified culture and put patients and people at the heart of healthcare. It worked with d-artagnan on AZ O+, a play on O-negative blood and a shorthand for positivity. This joyful, upbeat employer brand allowed the company to move forward with confidence and optimism. One judge said, “I love the creative and clever approach.”



Global Payments and Wiser Silver

Global Payments' acquisition of Worldpay made it one of the world's biggest payment brands. It worked with Wiser to dig into the corporate culture and develop an employer brand that would allow the company to move forward – all within four weeks. The result is a growth-focused EVP that encourages teamwork, empowerment and connection. “This is a great acquisition case because it moved very quickly without making the work feel rushed or purely top-down. The best part is the scale of colleague voice behind the values,” said one judge.



2Connect Hungary and Brandfizz Employer Branding Bronze

After four companies merged to bring together 1,800 employees under a new corporate umbrella, 2Connect needed a strong employer brand strategy. It worked with Brandfizz to make its employer brand part of the merger process, ensuring that the employer brand was the touchstone employees could turn to throughout the period of change. “It treats the new identity as something employees needed to help build, not simply accept. The internal-first approach is great: values were co-created and the new brand arrived with tools, stories, recognition and a shared event rather than just a logo,” said one judge.

BEST LOCALISATION PROGRAMME

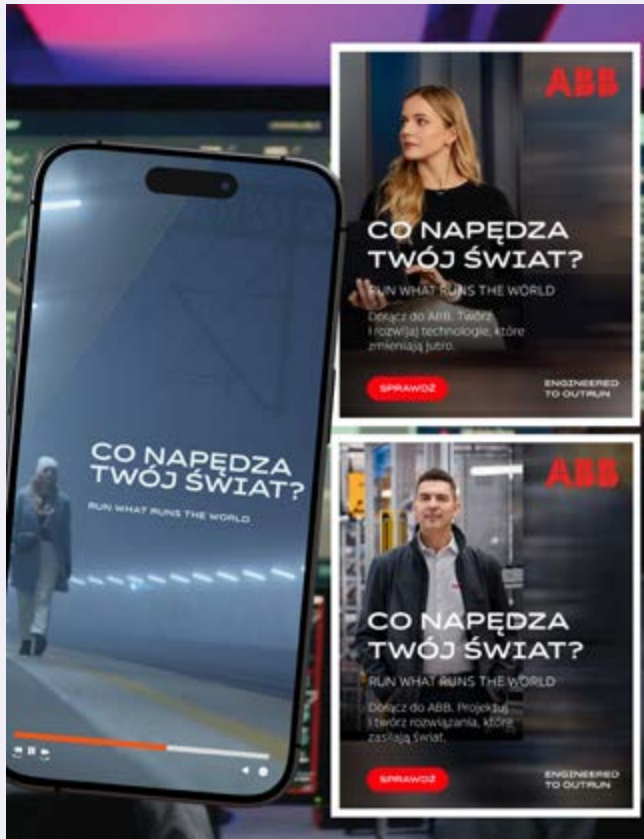


ABB Poland and Job'n'Joy Gold

ABB suffered from a problem of scale. Because its work sprawls across many areas, candidates and employees often struggle to explain clearly to others what ABB actually does. To address this in Poland, where it is competing in a saturated talent market, it needed a fresh approach. It worked with Job'n'Joy on a Polish iteration – ‘What makes your world run?’ – of the global EVP. This allowed Polish employees to express personal stories and explore the connections they have with ABB.

The resulting videos increased brand awareness and built a stronger understanding of ABB as a business and as an employer. The campaign outstripped all its KPIs by reaching a strong audience across social media channels. Judges thought the clear alignment between objectives and strategy made for an excellent, effective campaign that achieved outstanding results.



IHG and Tonic Gold

IHG's vast portfolio meant its 'Room for you' employer brand had to be both cohesive and international, as well as personal and local. It needed to work hard in every region to fill the countless roles the company had on offer. To achieve this, Tonic ensured the brand was flexible enough to be adapted to local needs. Employees around the world contributed to shaping the employer brand while the creative assets were framed to provide enough consistency to support the variation in content.

Moreover, the brand ambassador programme, the Story Suite, enabled employees the world over to create their own content on behalf of the brand. As a result, clicks and candidates were up in key markets around the world. Judges thought this was a brilliant, 360-degree campaign that made a real difference for IHG. One praised the way it “clearly understood the challenges and nuance between markets.”

BEST LOCALISATION PROGRAMME



Ocado Logistics and Caraffi Silver

Ocado Logistics leapt into the Nottingham market by turning its delivery drivers into local superheroes. Caraffi delved into the motivational factors pushing jobseekers in the region, using those insights to shape punchy, comic-book-like messaging that had real impact. A massively successful campaign, Ocado not only filled its available roles, but also hired hundreds more than expected. This was a case of localisation done right, even on a city-wide scale, according to judges.



GE Aerospace Hungary and Brandfizz Employer Branding Bronze

GE Aerospace wanted to engage its blue-collar workers in Hungary with local content that was relevant to them and showcased the value they had to the global business. It worked with Brandfizz on a localised recruitment campaign that yielded a 134% increase in applicants. Judges praised the way GE Aerospace really understood its market and what candidates needed from it as an employer.



Netflix and The Studio at Symphony Talent Bronze

Netflix worked with Symphony Talent to create a strong global employer brand that was flexible enough to adapt to the needs of its global recruitment markets. It created messaging that was tailored to reflect cultural expectations, address local barriers and better connect with talent. Judges thought this was a really strong strategy and praised the way tools were created that allowed local teams to work within the global system to refine content for their markets.

EMPLOYEE JOURNEY



BEST EMPLOYEE EXPERIENCE



Virgin Media O2 and Chatter Communications Gold

Virgin Media O2 was suffering from poor performance and a poor customer experience, but it knew it could do better. With customer service employees bearing the brunt of customer frustrations, the employer brand was also taking a hit. In the midst of this, the company was investing in a massive infrastructure upgrade that would address these issues and get the network running smoothly. It worked with Chatter Communications to bring employees along on the journey.

It spoke honestly and openly about the problems facing the business, while ensuring the positive future of the business was front and centre. Employees were made more able to speak about the business and its progress, arming them with the skills, messages and confidence needed to engage more effectively with customers – and to become brand advocates in their own right. “The company actively changed everyday internal behaviours, drove down employee turnover and proved that a superb employee experience delivers massive commercial value,” said one judge.

BEST EMPLOYEE EXPERIENCE



Siemens Silver

Siemens' global employer brand redevelopment aligned with a business reorganisation. This meant that employees had to be re-engaged around the world. It took a future-facing approach, ensuring employees were engaged with the shaping of the business' strategy and objectives. "Siemens has delivered a highly strategic and beautifully aligned entry that treats the employee experience with corporate maturity. By seamlessly connecting physical workspaces with advanced digital tools, it has managed to remove standard administrative friction while fostering real strategic pride," said one judge.



Grupa Maspex and Grow Agency Bronze

Food company Grupa Maspex wanted to inspire a workforce based outside of Poland's city centres to ensure the future of its business. It worked with Studio Wiedzy to engage with candidates before they even apply for roles, building skills and shaping CVs along the way. "A thoughtful and strategic initiative that extends employee experience beyond onboarding into a long-term talent journey. The programme demonstrates a strong connection between employer branding, education and talent development," one judge said.



MAIRE Bronze

Technology and engineering firm MAIRE worked on its open day programme, designed to build a strong sense of belonging and internal advocacy. Employees were empowered to build, shape and enact the programme themselves, driving inclusion and connections between the business and its workforce. One judge called it "a beautifully creative campaign that successfully injects modern human energy into a complex industrial operation. By placing real employee stories in the spotlight and supporting managers with practical communication toolkits, they built an engaging internal platform."

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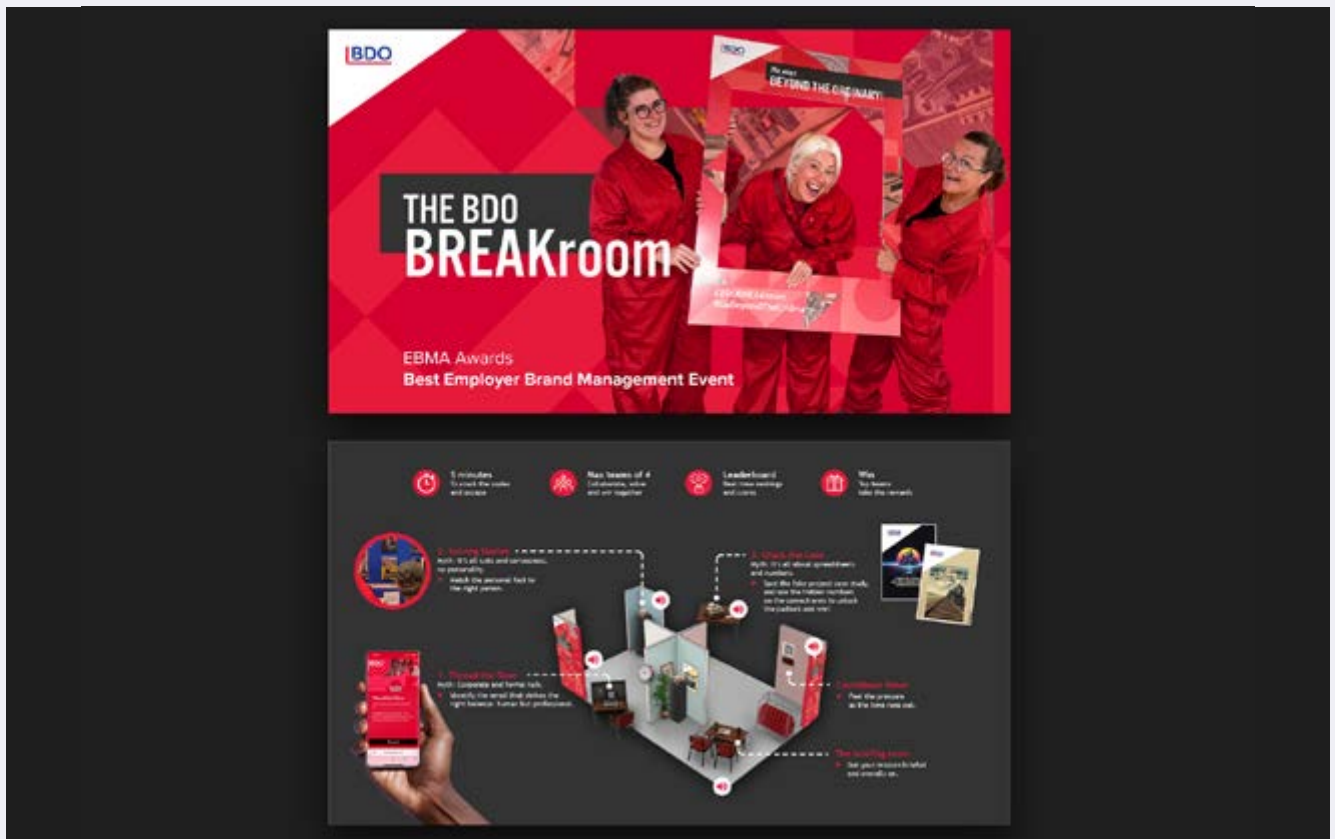
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BEST EMPLOYER BRAND MANAGEMENT EVENT



BDO and Pink Squid Gold

BDO wanted to overcome the perception of accountancy as being rigid and numbers-driven when recruiting in a saturated campus market. To reposition itself as a human, varied and opportunity-led firm, it worked with Pink Squid on a memorable student event. The live escape room style experience was not only engaging, but also helped debunk myths and misperceptions about careers in accounting.

The competition and fun, interactive game were full of real-life stories, the demonstrable impact of BDO's work and the human side of the company's corporate culture. After debuting on 10 campuses, the experience was amplified on social media across the UK for continued engagement. "This is a magnificent example of how to break the standard corporate mould with employer-branded event management. BDO and Pink Squid have taken a potentially dry, transactional recruitment milestone and completely transformed it into an inspiring, unscripted emotional connection. The spectacular creative risk-taking paid off beautifully, building deep candidate trust and immediate commercial momentum across the talent funnel," said one judge.

BEST EMPLOYER BRAND MANAGEMENT EVENT

Kaufland Romania Silver

Major retailer Kaufland Romania launched an AI career guidance avatar at a careers event. Through WhatsApp, the AI provided CV feedback, job recommendations, skills-gap identification and insights about the Romanian labour market. One judge called it “a highly innovative and insight-led initiative that effectively redefines employer branding by extending it into a meaningful, long-term service addressing real early-career needs.” Others praised the overall event for breaking the mould and creating a distinctive branded environment at the careers expo.



MAIRE Bronze

Technology and engineering business MAIRE worked on its Global Open Day 2025, an event that took place simultaneously across 23 offices worldwide. It translated the company's complex engineering activities into accessible, real-life experiences, while inspiring the next generation to engage with STEM disciplines and build early connections with future skills and careers. “By building its event framework entirely around unscripted employee storytelling rather than generic brand lecturing, MAIRE created an inspiring, inclusive environment for its global community,” one judge said.



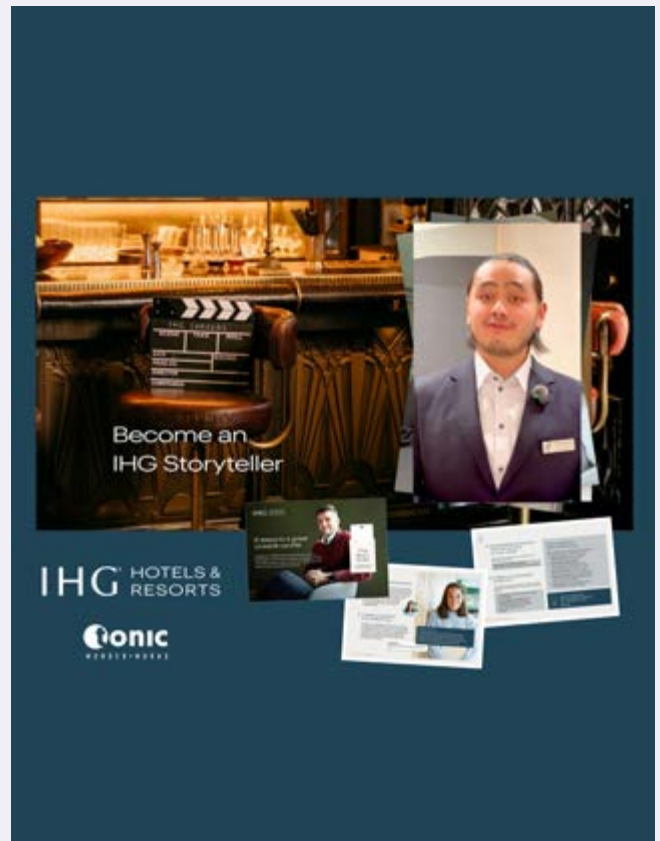
BEST BRAND AMBASSADOR PROGRAMME



Allegro and Sharebee Gold

E-commerce brand Allegro wanted to increase its employer brand recognition across Central and Eastern Europe, reach highly skilled technical talent and support recruitment in newly opened offices across the continent. It worked with Sharebee to foster a community of more than 300 brand ambassadors empowered to act as recruiters, promote the company to potential employees and foster connections within the internal audience.

Using employees to attract future prospects has proved to be successful as 58% of new candidates heard about jobs at Allegro through employer brand channels. Employer brand awareness internally also reached an all-time high of 85% last year. "This is a masterclass in how to build and scale a sustainable, long-term ambassador programme. It successfully breaks the industry trend of advocacy programmes losing momentum after two to three years. By focusing heavily on the personal development of employees alongside business metrics, it creates a genuine win-win scenario that stands out across the board," said one judge.



IHG and Tonic Gold

IHG didn't stop at defined numbers of brand ambassadors. It wanted to build a community space where any employee could become an advocate. It worked with Tonic to launch the Story Suite, a space where staff could come together to share their experiences of working at IHG. It promotes learning from fellow colleagues and encourages connections among its global workforce.

In the first three months, 77 employees joined the community and began infusing it with real stories and authentic learning. IHG built a space that could be employee-owned, but provided content prompts and how-to materials to ensure consistency and clarity across the community. Judges thought this was "a beautifully designed, people-first initiative that brilliantly reflects the warmth of hospitality culture. It provides fantastic practical support to help everyday employees overcome the fear of content creation."

BEST BRAND AMBASSADOR PROGRAMME

KFC UK&I and Chatter Communications Silver

To promote user-generated content on social media, KFC had to navigate an incredibly complex landscape of approvals. Instead, it armed employees with content training, resulting in the development of a community of content creators all promoting the best of KFC's careers. The Chatter Communications project impressed judges for its "incredibly brave, punchy and highly creative campaign that targeted a notoriously difficult-to-reach frontline audience."



SPD Technology Silver

Software development company SPD Technology built a brand ambassador forum by giving its community content and employer brand training in a structured learning programme. This gave them the confidence and freedom to then promote the employer brand internally and externally to great effect. The company noted a massive increase in reach and engagement in its content as a result. "A brilliantly managed, highly professional submission that proves how investing in genuine skill-building yields massive commercial value," said one judge.



ABB Poland Bronze

Electrification and automation company ABB wanted to stand out among a saturated employer market in Poland. It fostered a group of 142 brand ambassadors, empowered to communicate with the business, share their love for ABB and engage with colleagues across the business. "It is a mature, steady initiative that proves how nurturing small, genuine human relationships can support a small corporate team at scale," said one judge.

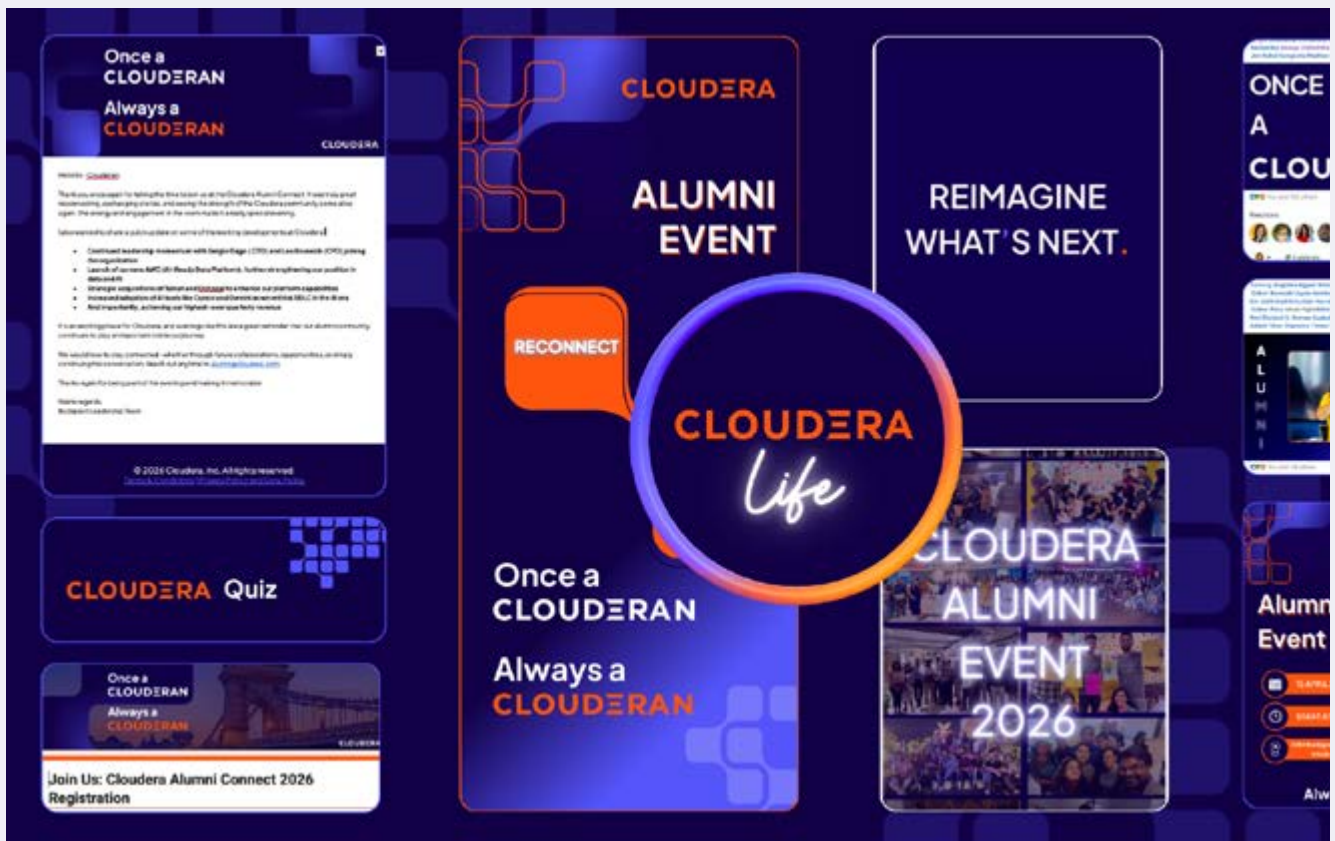


Cloudera Bronze

Cloudera's brand ambassadors were trained through engaging, TikTok-style micro-learning content videos to create an impressive advocacy force for the business. The programme encouraged employees to put their colleagues forward for ambassadorships as well, creating a self-sustaining cohort in the process. Judges loved the way the ambassador learning modules were created, allowing employees to really engage with the content and connect with the business' values and purpose.



BEST ALUMNI PROGRAMME



Cloudera Gold

Big data and AI pioneer Cloudera was facing a period of incredible growth. To support this, it launched a highly targeted alumni engagement programme. It developed exclusive, impactful events in India and Budapest that combined cultural nostalgia with compelling technical storytelling to re-engage former employees. It wanted to entice alumni into becoming 'boomerang' hires and rejoin the business during its period of growth.

The programme resulted in 12 immediate rehires and rebuilt the active pipeline of qualified potential employees. Judges thought this was a brilliant way to rebuild connections with former staff in a way that is directly relevant to the company's recruitment challenges. As part of a cohesive employer brand strategy, this alumni programme is well on its way to helping Cloudera build a stronger future.

A woman with blonde hair tied back, wearing a bright green jacket, light blue jeans, and sunglasses, is running towards the left. She is holding a black laptop under her arm. The background is a solid orange color. Overlaid on the image is large, bold, white text that reads "Video Production, Elevated".

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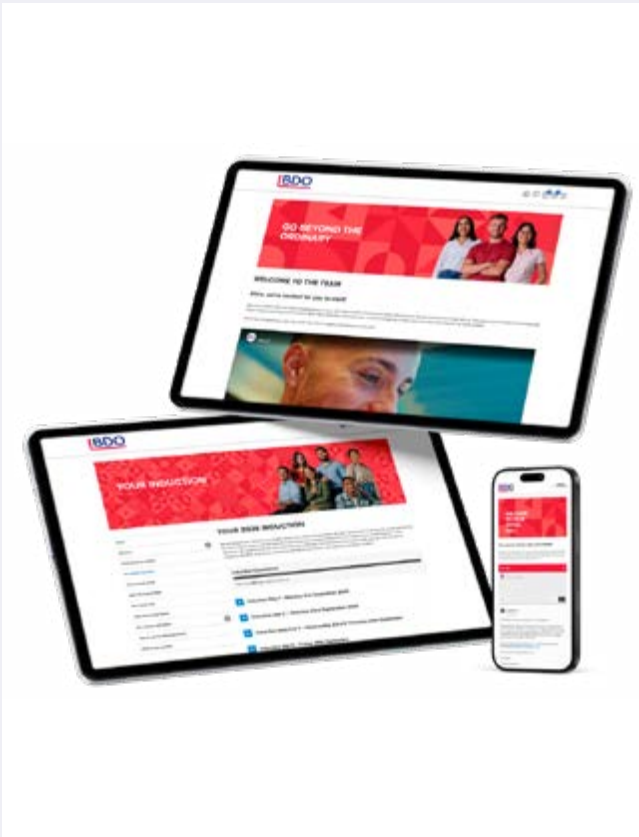
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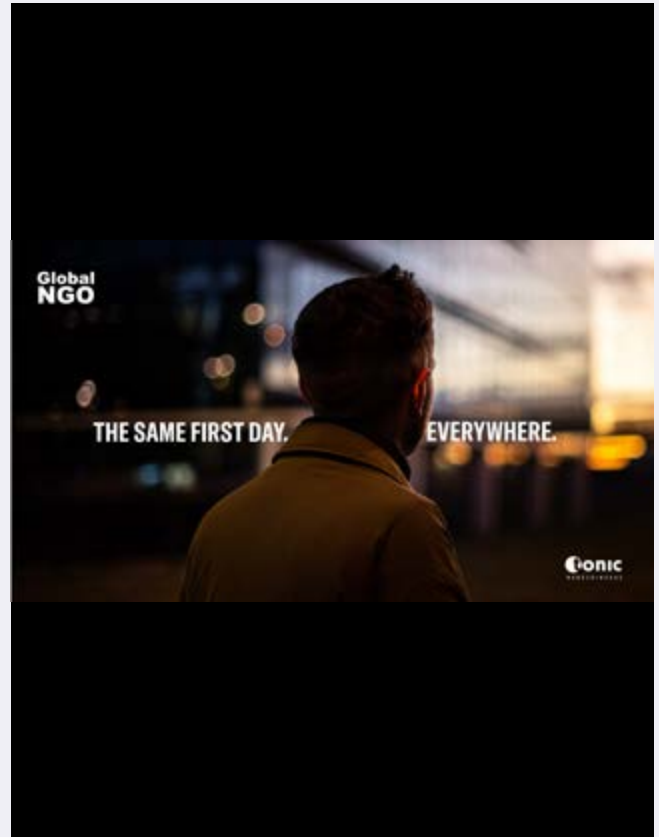
BEST ONBOARDING OR REBOARDING PROGRAMME



BDO Gold

Feedback highlighted inconsistencies in the BDO preboarding experience, showing information dispersed across channels, varying levels of engagement and limited opportunities for new joiners to build connections before day one. BDO shaped a new welcome portal to transform the onboarding process and better integrate employees from the moment of hire. The site is a cohesive platform for new hires to engage with the business, get to know their team, understand more about the company's values and purpose, and come to terms with their role in BDO's corporate culture.

This simple yet effective portal is changing the game for the accountancy firm. The average time per session is upwards of seven minutes, with new hires also actively engaging with the content across the site. Strong feedback indicates the welcome portal has helped build a better sense of belonging from even before day one. "A solid, well-executed preboarding solution with strong satisfaction scores and genuine innovation. The employer brand integration is authentic and consistent," said one judge.



Global NGO and Tonic Gold

With a massive worldwide remote workforce to consider, a global human rights NGO needed a digital onboarding programme that would work hard to integrate new, passionate employees into the organisation. Tonic shaped the programme to build a sense of inclusion from the start. Many employees operate on their own in difficult places around the world. Including them in the organisation helped harness their passion and strengthen their commitment to the cause.

Online learning, new starter guidelines and clear communications helped unify the onboarding experience and create a more integrated workforce from day one. Judges loved the way the simple content created a massively important 'same first day for everyone' across the globe. One judge said, "This is a genuinely impressive piece of strategic and creative work. The scale, the mission-driven framing, the Bogota diagnostic and the dual-pathway design are all exceptional. The employer brand integration is among the strongest in any category."

BEST EMPLOYEE WELLBEING INITIATIVE



UPSTARS Gold

Upstars is the top-ranked Ukrainian IT company and focuses on gaming, software development and consulting. In response to the ongoing conflict in Ukraine, it developed the Upmental wellbeing programme to support its workforce. This gamified care programme supports employees' mental health through a combination of education, self-care, social interaction, physical activity and online learning.

The company's workforce had reached intensely high levels of stress, with 58% of employees exhibiting moderate stress levels. Since the implementation of the initiative, 60% of participants experienced improvements in their wellbeing and 30% said they were able to stabilise their stress levels. One judge said, "Upstars has delivered a highly strategic and beautifully aligned submission that treats corporate health and employee psychological safety with true organisational maturity. It serves as a benchmark model for embedding everyday compassionate health values into a complex corporate workspace."

BEST EMPLOYEE WELLBEING INITIATIVE



Grapefruit **Silver**

Romanian digital agency Grapefruit implemented Ctrl+Alt+Walk, an internal step challenge designed to address screen time and improve physical movement and employee interaction. From modest beginnings, it has now expanded to six partner agencies and features further gamified activities, yielding a stronger corporate culture as a result. "This entry stands out for its exceptionally clean, user-friendly and digital-first approach to workplace health communication," said one judge.

BEST ONGOING COMMITMENT TO EMPLOYER BRAND MANAGEMENT



Currys and Tonic Gold

Currys has long considered its employer brand as a core function of its operations. It isn't a single campaign or a seasonal effort, but a long-term strategy to make Currys the home of tech lovers. It has shaped its internal culture to allow staff to bring their passion to bear on the workplace. The most recent adaptation of the employer brand was to unite all aspects of its business behind the 'Tech lovers unite' EVP.

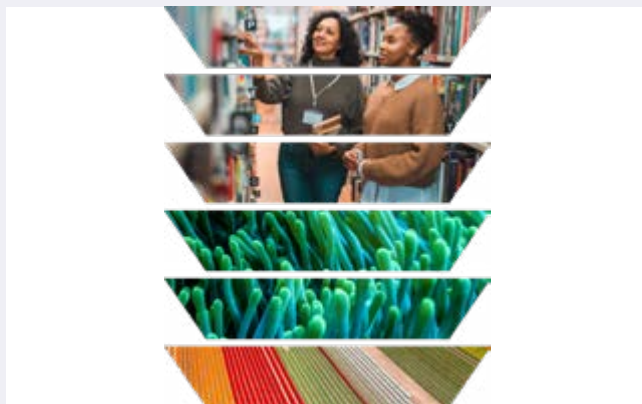
Tonic supported this update through a refined visual brand and a storytelling approach. Content features real employees telling their own stories and using their own words to describe the business. The result is a heartfelt, authentic employer brand that carries forward Currys' long-standing commitment to its employees and culture. "Currys stands out because the employer brand has been managed patiently over time, not relaunched every time the business changed. It feels embedded in the business: careers, social, candidate comms, advocacy, onboarding and internal tools all play a role," said one judge.

BEST ONGOING COMMITMENT TO EMPLOYER BRAND MANAGEMENT



Barnsley Premier Leisure (BPL) Silver

Barnsley Premier Leisure's commitment to its employer brand has seen it shift perceptions of careers in fitness centres along the way. Its support for its employees' development and career progression has encouraged new entrants to consider jobs in leisure centres as long-term careers. Judges loved that this wasn't just a recruitment push, but a true embedded employer brand. One said, "What works well is that the EVP is not treated as a campaign line, but as something used across everyday people touchpoints."



Elsevier Silver

Elsevier wanted to ensure its global employer brand ambassadors were well equipped to promote the brand's internal story and share the best of Elsevier with their colleagues around the world. It trained 200 ambassadors, empowering them to strengthen the Elsevier employer brand. "A well-measured, well-executed employee advocacy campaign with strong ROI," said one judge, praising the excellent engagement results for social media content about the brand.



Cloudera Bronze

Cloudera wanted to use its employer brand to transition away from tactical recruitment drives in order to build a stronger name for itself as an employer of choice. Its revamped careers site was complemented by the promotion of organic employee-driven brand advocacy. "Cloudera shows a mature talent brand ecosystem, with useful tools built around real candidate moments rather than just culture content," said one judge. Another praised the "strong activation and creative way of bringing relevant content to life".



Mondelēz International Bronze

Mondelēz International created an employer brand programme across Europe designed to deepen the connections to the employer brand within the business as a means of promoting itself as an employer to new recruits. It did so through excellent localisation and the development of a community of brand ambassadors. Judges called the development of the talent attraction community "a smart structural fix to a real resourcing problem, built with unusually honest self-diagnosis."

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BEST EMPLOYER BRAND MANAGEMENT FROM THE ENGINEERING AND MANUFACTURING SECTOR



IQM Quantum Computers and Finders Seekers

Gold

IQM Quantum Computers built an employer brand system designed for one of the most complex and talent-constrained engineering environments in the world. Highly specialised professionals are quick to ignore generic messaging and businesses that lack credibility so IQM needed to project confidence, precision and personality across its employer brand.

It worked with Finders Seekers to 'Give quantum a heartbeat'. It put people at the heart of the brand, showcasing the humans behind the computers. This allowed it to avoid jargon or product-heavy content and instead spotlight the role quantum computing can play in people's lives. "This is a sharp and distinctive case for a very difficult talent market. 'Give quantum a heartbeat' works well because it makes highly complex technology feel human without losing technical credibility," according to one judge.

BEST EMPLOYER BRAND MANAGEMENT FROM THE ENGINEERING AND MANUFACTURING SECTOR

ASELSAN

Silver

Defence electronics business ASELSAN needed to infuse its employer brand with energy to regain the recognition and clout it had in the past. It achieved this by focusing on students and graduates, building a brand that is young, relevant and future-facing. "ASELSAN shows real scale and ambition," said one judge. Another praised the "strong, credible results delivered through a well-executed, authentic employee-advocacy campaign."



NSG Group and Creed Communications

Silver

NSG Group's strong heritage and legacy was being lost on employees. To celebrate its business' strengths and build a more engaged workforce, it worked with Creed Communications on an employer brand built on collaboration, future-facing ambition and innovation. "Exceptional, exemplary research driving a well-embedded global rebrand," said one judge.



KUKA Hungary and Brandfizz Employer Branding

Bronze

Robotics company KUKA allowed its Hungarian employees to become the main voices of the company's first-ever podcast series, 'Past.Present.Robot'. The podcast focused on robotics trends, software and digitalisation, sustainability, women in engineering, SME automation and the future of robotics. Each episode connected personal employee stories with the company's expertise, making the brand more credible, relatable and differentiated.



SCS JV and WeLove9am

Bronze

SCS JV's incredible partnership with Lego saw it deliver Lego tunnel-boring machine kits to classrooms across the UK. This brought the HS2 engineering project to life in a tangible, fun way and, by extension, made engineering more accessible and engaging for students who had switched off from engineering careers. One judge said this was a "brilliant way to make engineering visible. It turns something huge, hidden and difficult to explain into something students can build, touch and understand."



BEST EMPLOYER BRAND MANAGEMENT FROM THE FMCG SECTOR



Brown-Forman and Tonic Silver

Brown-Forman is the parent company of some of the world's best-known spirit brands, but it was virtually invisible as an employer brand. It worked with Tonic to distil its corporate culture and ethos into an EVP that essentially put it on the map as an employer of choice. The result is a strong, ownable strategy that gives Brown-Forman the best chance of building a stronger corporate culture and employer presence well into the future.

BEST EMPLOYER BRAND MANAGEMENT FROM THE FOOD AND BEVERAGE SECTOR



Bonafarm Group and Brandfizz Employer Branding

Gold

Hungary's Bonafarm Group is a massive agriculture and food business that employs more than 7,500 people. It built a new employer brand to reach new prospective employees, create a stronger working culture and infuse its business with employee pride and belonging. Brandfizz supported this by putting Bonafarm on the map beyond its well-known consumer brands. Its 'salami technique' rooted the employer brand in relevant language and imagery.

The result is a brand with a cohesive look and feel, tone of voice and personality. Since the launch, 37% of applicants have come from social media, an outstanding result for the campaign. "Bonafarm and Brandfizz have constructed a highly successful, structurally sound employer brand from absolute scratch. Navigating a massive agricultural and manufacturing footprint is a tough task, but their clever focus on the real faces behind the famous foods brought outstanding unity to the group," said one judge.

BEST EMPLOYER BRAND MANAGEMENT FROM THE FOOD AND BEVERAGE SECTOR



Mitchells & Butlers **Silver**

Pub group Mitchells & Butlers wanted to strengthen its employer brand for the nearly 50,000 hospitality workers across its operations. Its 'Hospitality with Heart' EVP infused warmth and charisma into the employer brand, aiming to rebuild the culture after the impacts of Brexit and Covid on the hospitality recruitment market. Judges thought this was a "premier, industry-leading sector entry. Mitchells & Butlers has masterfully managed to find a single, emotionally authentic voice that unifies 19 distinct consumer operations without erasing their individual brand traits."

BEST EMPLOYER BRAND MANAGEMENT FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



AZ Oostende and d-artagnan Gold

When AZ Damiaan and AZ Henri Serruys merged into AZ Oostende, two hospital cultures suddenly had to become one. d-artagnan identified values present across both organisations: a shared positivity, dedication and drive to always strive for the best. It turned that into the organisation's new employer brand, represented by the AZ O+ moniker, with its associations to the universal donor O-negative blood type. It also exudes positivity and makes for a simple but impactful visual brand.

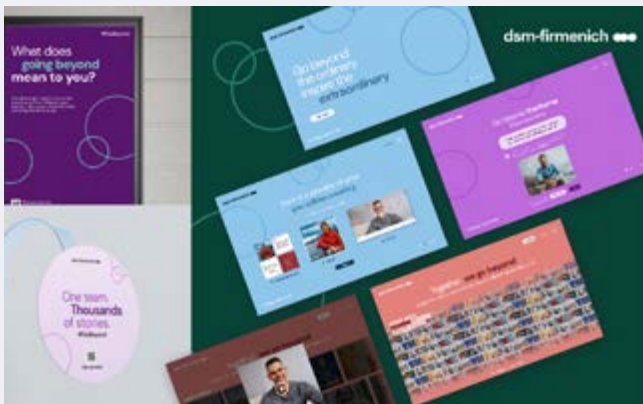
The employer brand's tone of voice remained personable, eschewing stodgy and outdated complicated medical speak. The creative uses the plus sign and positive imagery to create a warm, friendly employer brand. There has since been a 55% increase in applications and a massive increase in the hospital's audience. "It took an opposite stance to typical healthcare employer branding, leading with employee-first values and a staged EVP implementation post-merger. That kind of counter-positioning takes confidence – and it paid off," said one judge.

BEST EMPLOYER BRAND MANAGEMENT FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



CVS Veterinary Group and Creed Communications **Silver**

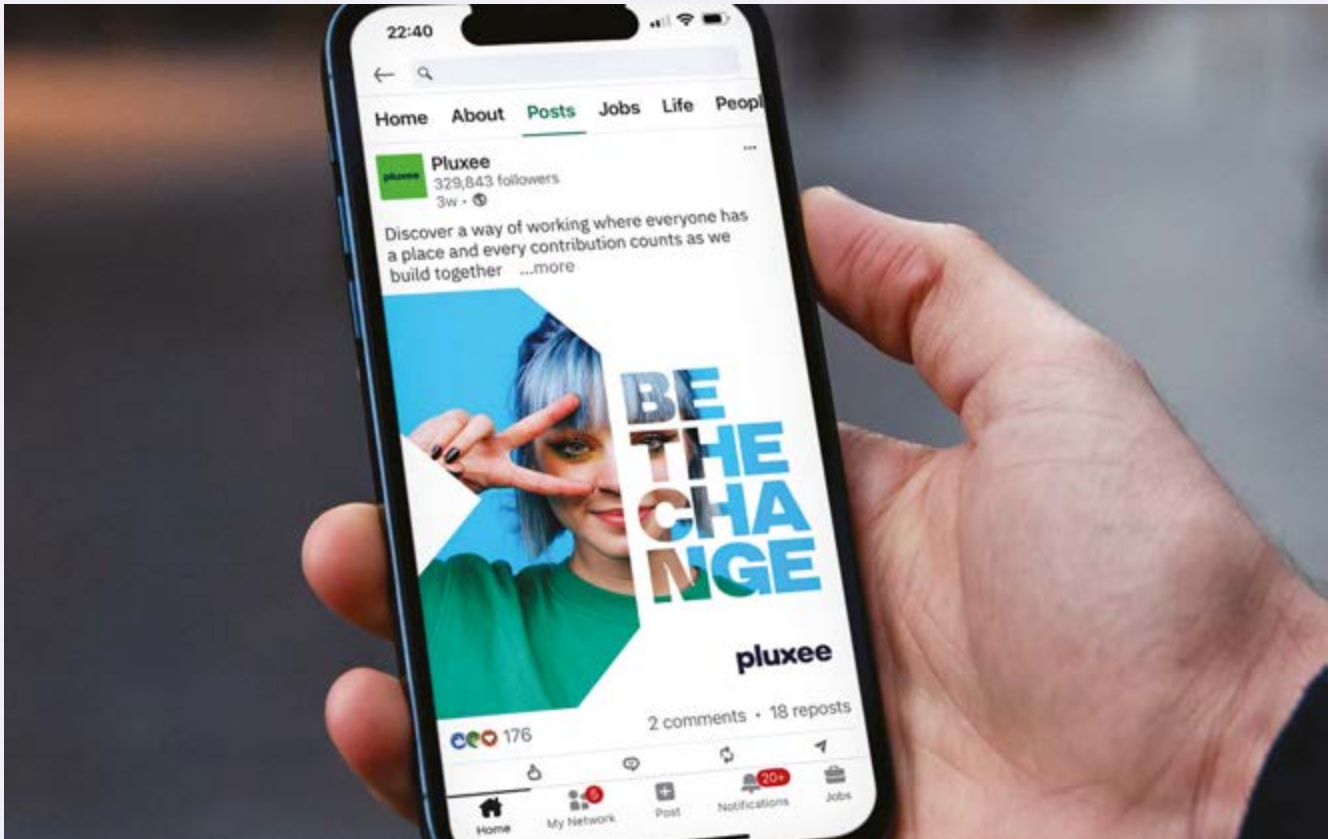
CVS Veterinary Group suffered from a lack of visibility. It needed to attract in-demand veterinary professionals while also building a stronger name for itself among potential recruits. It worked with Creed Communications to build a creative system that shows CVS' employees from an animal's eye-view. This distinctive look is captivating and clearly communicates the brand's purpose. Judges loved this twist on the typical approach in the industry to showcase animal-led imagery.



dsm-firmenich and The Studio at Symphony Talent **Bronze**

dsm-firmenich worked with Symphony Talent to unite its employer brand after a merger. It brought together employees around the world to build an employer brand from the inside out. "A well-constructed, globally ambitious employer brand built on a genuinely compelling challenge of uniting two major organisations during a period of high communication and transformation fatigue. The 'Go Beyond' EVP is purposeful, scalable and authentically activated through employee participation rather than top-down messaging. The scale of execution across eight global locations is impressive," one judge said.

BEST EMPLOYER BRAND MANAGEMENT FROM THE PROFESSIONAL AND FINANCIAL SERVICES SECTOR



Pluxee and Visual Assets

Gold

Pluxee is an employer benefits firm that operates across 28 different countries. Its employer brand is a foundational enabler to engage its more than 5,000 employees, showcasing the experience of working at Pluxee and attracting talent. Following several years of considerable change, including becoming an independent business, Pluxee set out to strengthen employee engagement, talent acquisition and retention. It embedded authenticity and credibility into its new EVP and employer brand by analysing the market and developing a standout brand with a sense of energy and joy.

The employer brand was centred on a simple-yet-powerful idea: 'Be The Change at Pluxee'. This idea reflected the brand's focus on market leadership and growth, becoming a key message across the communications strategy. Creatively, Pluxee developed vibrant, multicultural and high-energy assets that have a strong emphasis on people and allow prospective employees to take a behind-the-scenes look into the company's culture. Judges thought the creativity and strong results were a standout in the sector.

BEST EMPLOYER BRAND MANAGEMENT FROM THE PROFESSIONAL AND FINANCIAL SERVICES SECTOR



Aegon **Silver**

Aegon is in the midst of a programme to accelerate the transformation of Aegon UK into a leading digital savings and retirement platform. To achieve this it redesigned its employer brand to create stronger applicant pools, build employee advocacy and infuse its brand with a younger energy that better communicates its brand purpose. Judges liked the way the employer brand is “clearly connected between the creative and the overall strategy”.

BEST EMPLOYER BRAND MANAGEMENT FROM THE RETAIL SECTOR

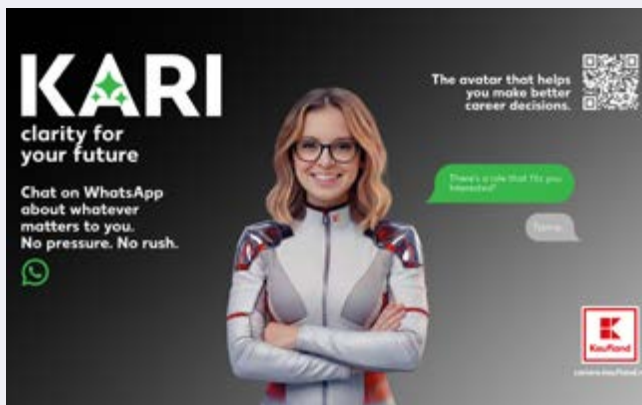


Currys and Tonic Gold

What began as an EVP project for Dixons Carphone has evolved into a long-term employer brand programme spanning business transformation, Covid disruption, the launch of the Currys 'superbrand' and the development of a modern EVP designed for today's retail talent market. At the heart of it all is a simple belief: capable and committed colleagues are essential to delivering a great customer experience. Currys has worked with Tonic to embed its employer brand throughout the business.

This has empowered employees to continue to thrive in an environment that champions tech lovers. It encourages employees to build their skills, share their ideas and continue to bring their enthusiasm and passion to the workplace each day. One judge said, "It feels embedded in the business: careers, social, candidate comms, advocacy, onboarding and internal tools all play a role."

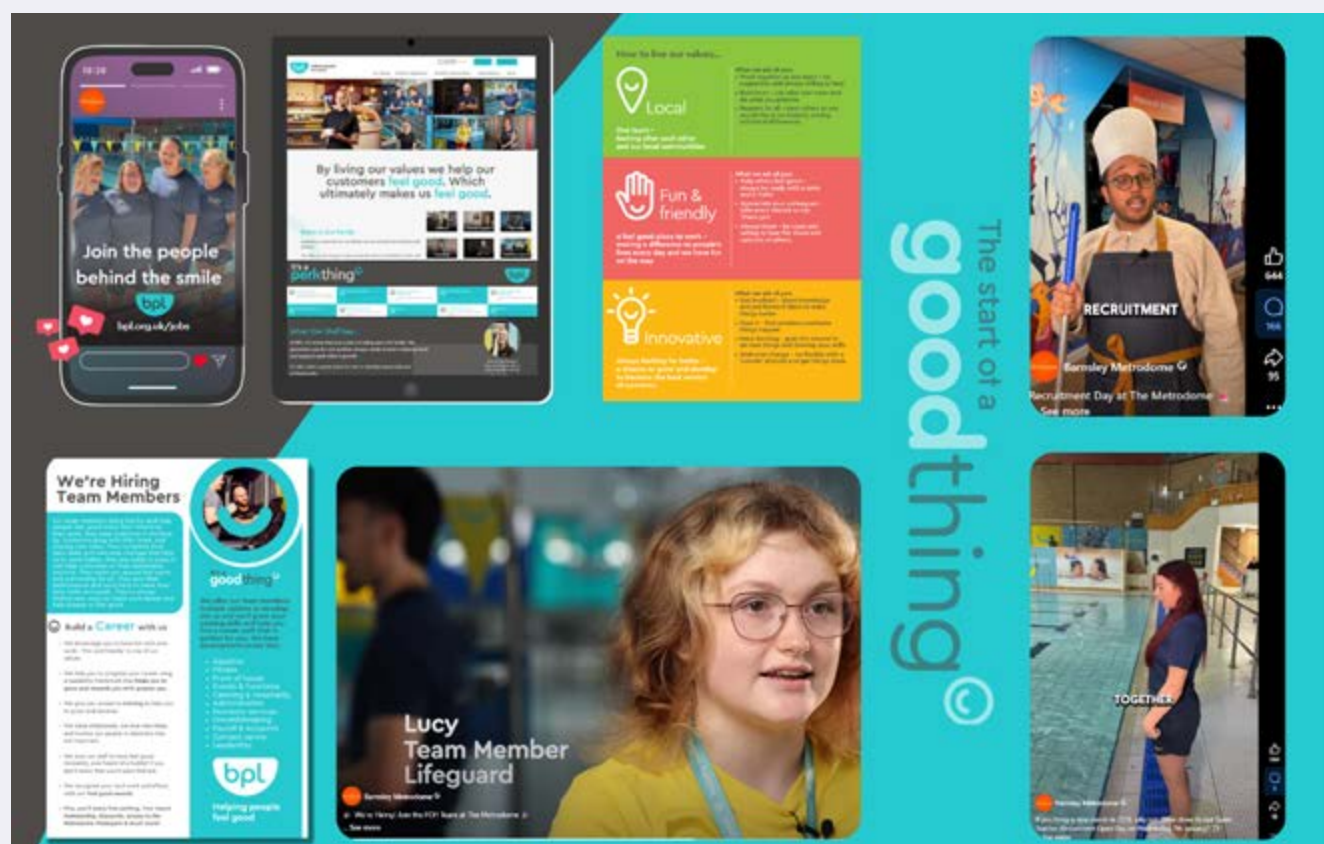
BEST EMPLOYER BRAND MANAGEMENT FROM THE RETAIL SECTOR



Kaufland Romania Silver

Kaufland Romania's employer brand has allowed it to become an employer of choice in Romania. By implementing a new AI helpbot, Kari, to support applicants throughout the application and onboarding process, Kaufland has further strengthened its already robust employer brand. The work it has achieved this year has resulted in better-quality applicants, more relevant CVs being delivered and a clearer understanding of careers at the business.

BEST EMPLOYER BRAND MANAGEMENT FROM THE SPORTS, TRAVEL, LEISURE AND TOURISM SECTOR



Barnsley Premier Leisure (BPL) Gold

Barnsley Premier Leisure needed to combat the perception that leisure centre roles were short-term or entry level jobs for people not looking to build careers in fitness. It wanted to promote the idea of a rewarding job full of progression. To do this, it updated its careers portal, showcasing the fulfilling aspects of leisure centre jobs. Its EVP, 'It's a good thing', infused the brand with positivity, warmth and health.

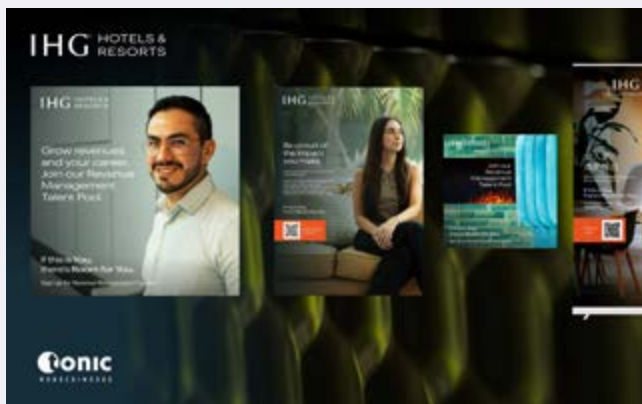
The internal culture also changed as a result, with leadership routes becoming more visible and employee recognition schemes honouring excellent work. As a result, 94% of employees said they feel proud to work at Barnsley Premier Leisure and employee appreciation has increased by 8%. In addition, 90% of applicants cite the brand's values and belonging as a reason for applying. "Feels like a really honest employee and community first approach," said one judge. Another praised it for being "a small organisation doing real, meaningful work to change how its people experience their careers."

BEST EMPLOYER BRAND MANAGEMENT FROM THE SPORTS, TRAVEL, LEISURE AND TOURISM SECTOR



Parkdean Resorts Silver

To build a stronger name for itself as an employer, Parkdean Resorts needed to generate buzz beyond its consumer brands. It infused its employer brand with heart, showcasing the joy, passion and belonging that employees feel when working across Parkdean's sites. One judge called this "an honest, grounded employer brand refresh" that "is authentic, employee-led, and practically implemented." Another said it has "operational rigour and grassroots authenticity".



IHG and Tonic Bronze

IHG wanted its 'Room for You' EVP to be flexible enough to function across its portfolio. It needed to localise to different markets' needs and build a stronger case for IHG, particularly when recruiting for hard-to-fill roles. Tonic achieved this by using a storytelling approach that can adapt to different regions and jobs with ease. One judge called it "a strategically sophisticated, globally ambitious employer brand system built for one of the world's largest hospitality companies."



London Gatwick and MGA Bronze

London Gatwick Airport worked with MGA to bring the best of its brand purpose – its role at the start of a journey – to bear on its employer brand. By infusing the brand with future-facing language and the concept of the career as a journey, it captured the attention and emotion of the target audience. This simple yet effective approach was called "a well-structured EVP development project rooted in genuine employee insight and delivered with strong brand alignment" by one judge.

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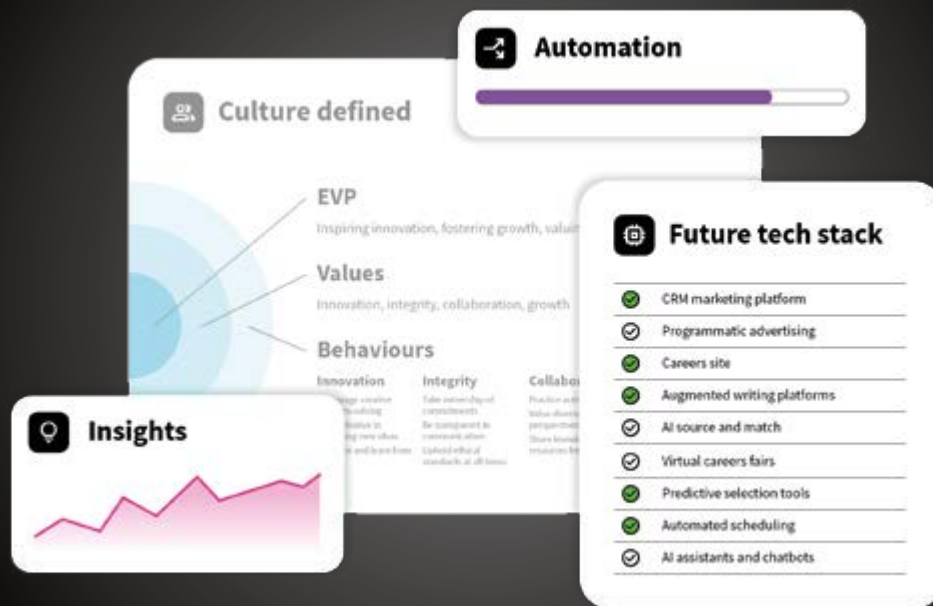
BEST EMPLOYER BRAND MANAGEMENT FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR



Netflix and The Studio at Symphony Talent Gold

Netflix had the unusual problem of massive, global brand recognition paired with little understanding about its jobs, career paths or opportunities. It needed to make the wide world of entertainment more accessible to jobseekers and attract the right talent for its unique roles. To do this, it worked with Symphony Talent on an EVP that puts the spotlight on Netflix's employer brand pillars.

The tone of voice conveys clear messages about the company and its approach while simple graphics allow for flexibility across different languages and marketplaces. Metrics indicate successes across different markets, including more mentions on social media, more applicants and greater diversity of applicants. One judge called it a "great campaign that clearly understood the challenges and nuance between markets."



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BEST EMPLOYER BRAND MANAGEMENT FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR



Allegro with Be About Hybrid Agency, Great Digital, Ikona and Mosqi.to Silver

Allegro followed up an IPO with the expansion of its employer brand strategy to embed 'The Allegro way' deeply into the business. Be About helped it align the employer brand with the external brand and deliver clear, confident communications across its audiences. This resulted in a 26.5% increase in applications, year-on-year. Judges thought the research that went into the employer brand development led to a well-defined and effective brand strategy.



Elsevier Silver

Elsevier's global employer brand needed internal advocacy in order to become firmly embedded across the business. It developed a brand ambassador programme that saw 200 global ambassadors become experts in the employer brand. This helped build strong employee connections, improve external brand recognition and promote the company as a great place to work. Judges called the upskilling an "impressive effort" and said this strong commitment helped it achieve success.



CGI and LEAP Create Bronze

CGI worked with LEAP Create to make its culture more inclusive. The 'Bystander to upstander' campaign was designed to identify micro-aggressions, intolerance and non-inclusive language. It gave employees the confidence to stand up for themselves and their colleagues and call out challenging behaviour. Judges thought that this approach to changing behaviour by "leaning in to the awkward/elephant-in-the-room type scenarios" was impressive and bold.



Cloudera Bronze

Cloudera wanted to build a stronger understanding of its offer as an employer. It needed to compete for the best tech talent while also improving retention in the process. The 'Cloudera Life' campaign was a punchy, recognisable campaign that led to 57% of candidates coming through to the company from social media and 20% from employee referrals. Judges thought this was positive proof of "the importance of people-led hiring".

BEST EMPLOYER BRAND MANAGEMENT FROM THE TRANSPORT AND LOGISTICS SECTOR



Ocado Logistics and Caraffi Gold

When approaching its launch in Nottingham, Ocado needed to recruit hundreds of delivery drivers in a landscape where potential employees often overlook delivery and logistics careers. It worked with Caraffi to gain deep insights into the motivating factors behind Nottingham's jobseekers. It then turned those into an emotive, superhero-like campaign that makes delivery drivers the stars of the show.

The punchy graphics and strong, human language built a connection between the brand and the target audience of prospective recruits. As a result, Ocado not only met its goal of hiring 400 new team members, but outstripped it by 116%. "This is a strong logistics case because Ocado understood the problem behind the numbers. Local Legends gave the Nottingham launch a proud local identity, while the landing page handled the practical questions before candidates reached the ATS," said one judge.

BEST EMPLOYER BRAND MANAGEMENT FROM THE TRANSPORT AND LOGISTICS SECTOR



MAG and Wiser Silver

Manchester Airports Group worked with Wiser to infuse its employer brand with a sense of purpose and passion. Its 'We are the journey makers' brand united its three airports and large workforce behind a single, shared commitment. Employee engagement led to clear insights that helped shape the employer brand to ensure it was reflective of the internal culture. "I really like this. I think it's sharp and clever, and I love the way it has been embedded into the end-to-end employee lifecycle," said one judge.



SCS JV and WeLove9am Bronze

SCS JV needed not only to recruit young engineers, but also change the way young people perceive careers in engineering in the first place. It worked with WeLove9am to create a Lego tunnel-boring machine that was then delivered to schools. This helped foster a greater understanding of engineering through a fun, playful asset that kids actually enjoyed. "The Lego tunnel-boring machine is a brilliant way to make transport infrastructure feel real. It takes something huge and hidden, then turns it into something students can build, touch and talk about. That is far more engaging than a standard careers presentation, and it fits SCS JV's HS2 story very well," said one judge.

GRAND ACCOLADES



BEST CREATIVE EXECUTION OF THE EMPLOYER BRAND



AZ Oostende and d-artagnan **Winner**

Hospital branding and employer branding tend toward certain clichés around patient care, healthcare excellence and staid, corporate messaging. AZ Oostende wanted to take a different approach to unite its two workforces behind one shared vision and express its commitment to a positive future in the healthcare industry.

It worked with d-artagnan to develop the AZ O+ employer brand. This excellent twist on the O-negative blood type also acted as a force for positivity across the business. This positivity was complemented by a personable tone of voice and upbeat human photography. The result is a friendly, engaging brand built by employees, for employees. As a result there has been a 231% increase in visitors to the careers site and a 55% increase in job applications.

“What sets it apart is the deliberate creative direction it took: an opposite stance to typical healthcare employer branding, leading with employee-first values and a staged EVP implementation post-merger. That kind of counter-positioning takes confidence and it paid off,” said one judge. Another praised the “employee-led, inclusive, real people, tongue-in-cheek humour approach, away from the standard healthcare norm that really sets it apart from the crowd.” It is an excellent example of creativity and boldness in the employer brand and a worthy winner of this year’s ‘Best Creative Execution’ award.

MORE CHANCES TO WIN

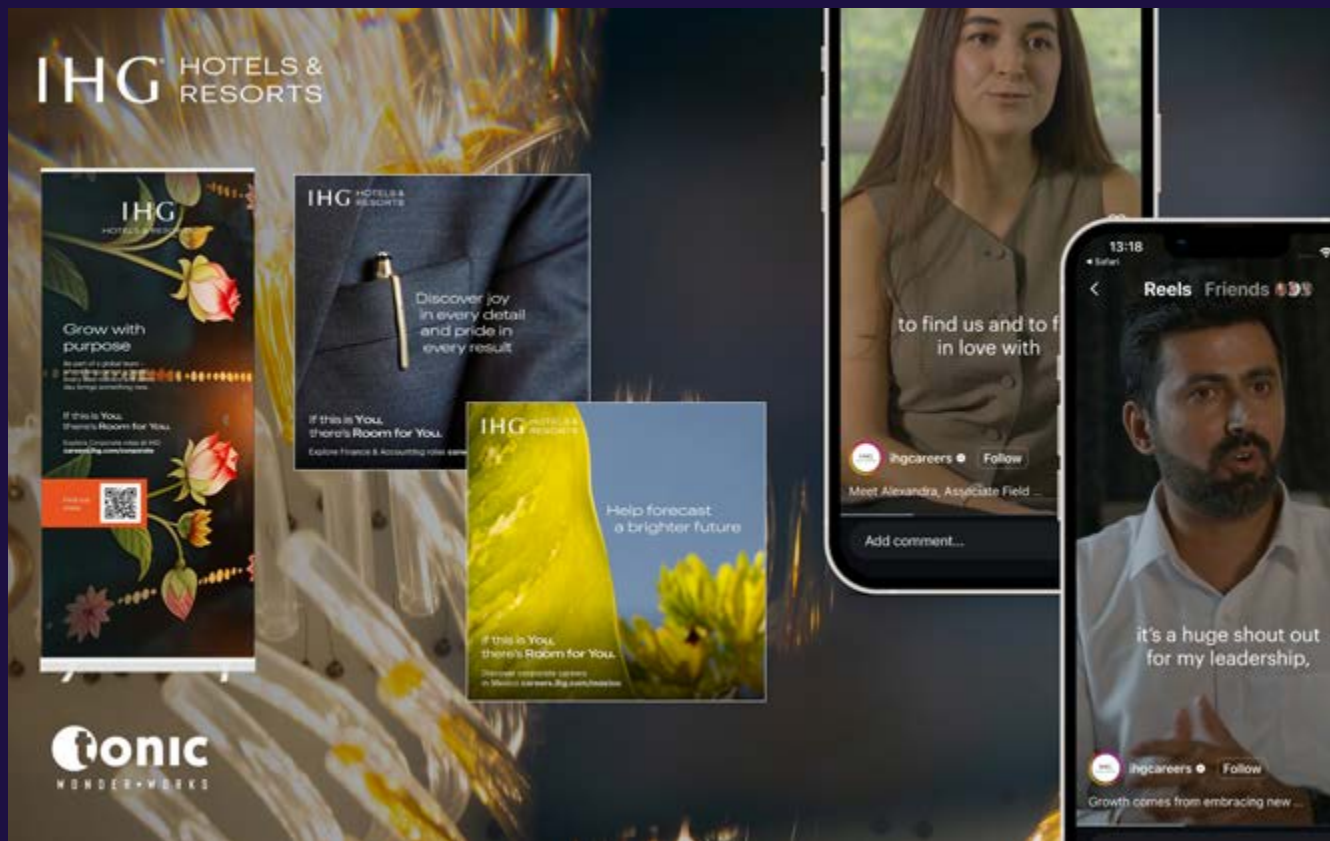


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GRAND PRIX



IHG and Tonic Winner

There are some businesses for whom an employer brand is not just a good-to-have or a recruitment campaign, but a business need that is required for its continued operations. IHG is one of those companies. With a vast hospitality portfolio full of difficult-to-fill roles and challenging environments, candidates need to be top-notch and buy into the IHG way of work.

To ensure its ongoing commitment to its employer brand is still serving its business needs, IHG worked with Tonic across its employer brand strategy. It launched a podcast for hotel general managers, talking through the working lives of this crucial workforce. It also created a global brand ambassador community, allowing employees to promote the business themselves. A localisation strategy enables regional teams to get the most out of their recruitment drives.

This overarching and ongoing commitment to its employees makes IHG an outstanding example of employer brand excellence. One judge called the brand ambassador programme “a beautifully designed, people-first initiative that brilliantly reflects the warmth of hospitality culture.” Another loved the strategic employer brand communications, calling it “a strategically strong global employer branding programme with excellent execution and a highly consistent communication framework. The campaign successfully balances global consistency with local relevance and delivers impressive recruitment marketing results, although it builds on an existing platform rather than introducing a fundamentally new approach.” It is a deserving recipient of this year’s ‘Grand Prix’.



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