



trendence & Oliver Viel
research » strategies » careers

Fact Based Consulting for HR Branding and Marketing



www.trendence.com

www.oliverviel.com

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Where do you want to be six months from now?

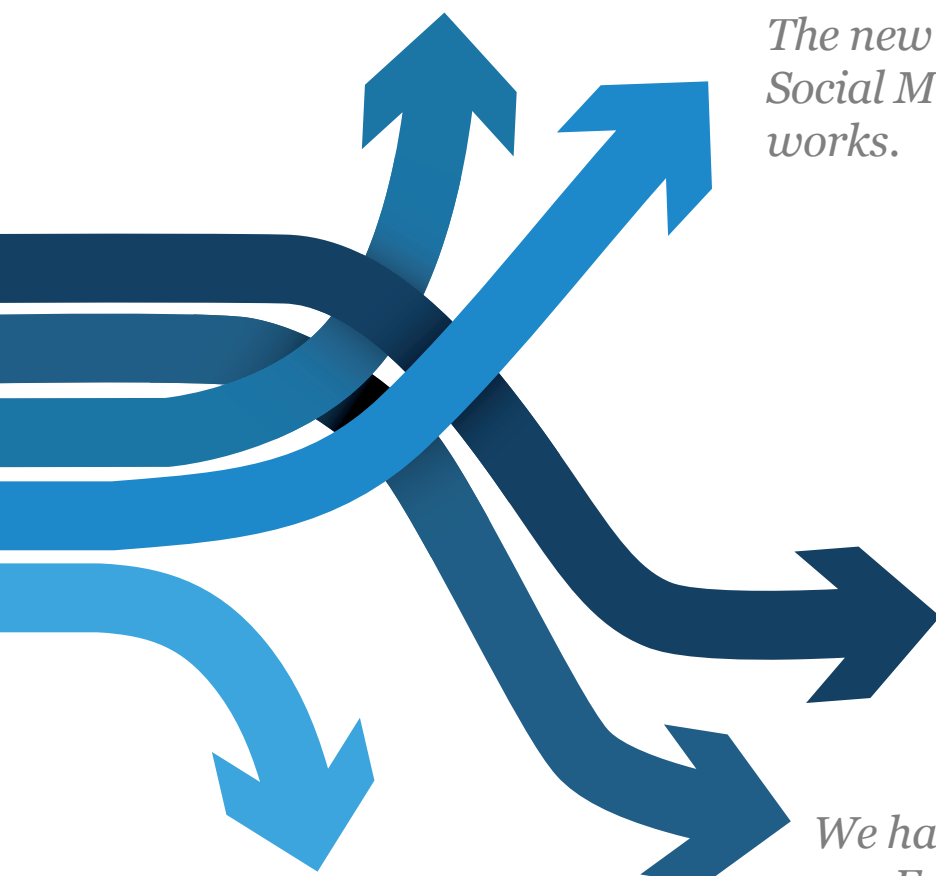
*We've established a
Global Employer
Branding Strategy.*

*The new Online and
Social Media Strategy
works.*

*Our International
Careers Landing Page
has been launched.*

*We have just updated
our Employer Brand
Positioning.*

*Our International
University Marketing
shows a visible effect.*



This
is just an
introduction.
We need
to talk.

Soon.

*No matter where
you want to go -
we are prepared
to help you reach
your goal.*

What is Fact Based Consulting?

*First class
research
combined with
expertise and
experience.*

We deliver full service support in employer brand management and personnel marketing for corporations. Our clients always have

- a) an experienced consultant by their side and
- b) state of the art market intelligence at their finger tips.

Full service means that we can help you in any situation from analysis to strategy and implementation.

What makes our service unique?

For over ten years trendence & Oliver Viel have been collaborating in employer branding and personnel marketing. During this time we have worked on national and international projects for some of the most renown and successful employer brands.

*Specialization,
experience and
full service.*

We support decisions with hard facts: trendence surveys are state of the art, which is why they are preferred and implemented by the biggest players in the market. Customized surveys offer a genuine competitive advantage.

Our full service approach also includes the connection to and management of other suppliers. Whether you need an up-to-date, ambitious freelance designer, a media supplier or an international top agency – we will find the connection that best suits your needs.

Deliverables

If you plan concepts like these, talk to us!

Project Strategy

- Targets, Milestones & KPIs
- Workflow & Focus

Employer Brand Management

- Brand positioning
- Marketing Stories

Personnel Marketing

- Media plan, budget round & schedule
- Campaign & Evaluation

Sound Employer Brand Management can be ...

- Brand-, market- and competitor analysis
- Moderating international meetings
- Deciding on a new EVP
- Choosing and briefing suppliers
- Agency pitch
- Testing results

Sound Personnel Marketing can be ...

- Producing internal media (website, banners, graphs etc.)
- Rating and purchasing external media (ads, social networks etc.)
- Selecting and managing suppliers
- Project management & evaluation

... tailor made.

Each project is customized to your demands. All surveys, presentations and reports are designed to simplify decision making leaving you free to focus on your objectives.

Ignoring data means to rely on random decisions.

Why research?

Nobody would risk launching a new product without using preliminary research. We believe that HR must be just as professional and efficient.

trendence has the networks, tools and experience to provide you with solid solutions. Base your decision on tangible facts. That's what provides security: Being resource-efficient and on the safe side.

Good research primarily reduces complexity.

Employer Branding

Positioning your Brand

*To start a serious
Brand
Positioning you
need to know
where your brand
really stands.*

Brand positioning is a classic in our portfolio. We have conducted many such positioning projects since 2002 and are still passionate about it. Each project is unique because it follows a company's individual process. Though we enjoy doing this for you, we still believe a high degree of stakeholder involvement is necessary to acquire relevant insider views.

Employer Branding is a powerful tool that helps shape the perception of the company within the target groups.

There is no patent remedy because each particular organisation works differently. We help you discover your individual balance: It makes sense to plan in advance – and it makes sense to give the team and agency sufficient room for their creativity to unfold.

How long does a project take? It is a logistics challenge to keep all those involved on the edge of their seats when a project runs for more than eight months. On the other hand, if you are on a tight three month schedule, it may be tough to fit in all necessary meetings. We know what it is like to work with decision makers from large corporations and will be able to recommend a schedule that best fits your individual situation.

Sometimes a tight deadline can be beneficial.

On the following pages you will find a brief summary of the operative process behind such a brand positioning project. Please bear in mind that it does not take content and result into account. The following graph offers additional information about milestones & deliverables.

Employer Branding

Milestones & Deliverables

This graph summarizes four operational steps explained before.



Consulting Deliverables:

- Concentrating data for decisions
- Moderation
- Agency briefing
- Story telling

Consulting Deliverables:

- Structuring
- Second opinion
- Media production
- Supplier management

3.

EVP development & marketing stories

- Filtering and focusing all Information
- Fact based decision making
- Agency pitch
- Story telling

4.

Finalising

- Testing the look and marketing stories
- Producing all media formats
- Preparing for launch

Research Deliverables:

- Media rating
- Ad hoc campaign & media testing

You will find it encouraging to tick these steps as you go along.

Employer Branding

The Process

1.

The **Pre Start Phase** is an essential part of every project. Whether you need solid facts to get the management on board or you want to engage your peers: It is very helpful to have the right arguments, facts and a structure at hand before starting.

Even the greatest vision needs a well defined plan to become reality.

2.

The **Project Kick-off** marks the point in time at which the project officially starts and everyone involved is brought on board. At this stage all preparations are converted into concrete plans, schedules and tasks. Once this stage is completed, the project is secured beings that all fellow colleagues involved have committed themselves to their specific role in the process.

3.

The next phase marks the creative and most fun part – we discuss, meet interesting people and create something new.

EVP (Employer Value Proposition) development and agency pitch should be done when all internal and organisational obstacles are eliminated. We strongly recommend developing the EVP internally and then involving the agency. This has proven to be the shortest and fastest way to achieve focus and authenticity. However it might make sense to involve an agency in the EVP-process – especially when you want to omit the pitch. In any case the agency should be involved in the next milestone: developing the **marketing stories** together to bring the abstract EVP to life.

4.

In every project it is important to allow enough time for **the project close-out** because there are almost always unexpected developments and operative details that have to be dealt with at the end. Project completion entails switching from the “new ideas welcome” position to “sealing the deal”. Some projects have a tough deadline straight from the start – in this case the finalising phase is a convenient extra to ensure that everyone involved can share the relief of the strain.

It's a great reward to see the new campaign go live.

Personnel Marketing

Investment in Attention

It is not about spending money but about genuinely activating your target group.

The challenge in personnel marketing is to reach your target group effectively and efficiently in order to get as much out of your campaign as possible. To be successful it is necessary to obtain as much reliable information as possible. The classic tools of personnel marketing are university marketing, online media (including social media and the companies careers website), events and print media. Also very important is the recruiting process itself which generates a large number of target group contacts.

We find it crucial to create a consistent campaign that is fully tailored to your media, schedule and targets. Experience shows that in particular complex corporations get a competitive edge through streamlining and controlling their efforts. Our solutions combine targeted market research with sound experience and reliable, hands on consulting.



We offer support in every stage of the marketing circle.

References

ABB, adidas, Accenture, AGCO, AirFrance, Aldi Süd, Allen & Overy, Allianz, Audi, Springer, BASF, Beiersdorf, Bertelsmann, BCG, BMW, BNP Paribas, British Sugar, Brose, Cadbury Schweppes, Clifford Chance, CMS Hasche Sigle, Coca-Cola, Commerzbank, Continental, Credit Agricole, Credit Suisse, Daimler, Danone, Datev, Dekra, Deloitte, Deutsche Bahn, Deutsche Bank, Deutsche Börse, Deutsche Telekom, Diehl, Dr. Oetker, Dräger, EADS, Enterprise Rent-A-Car, E.ON, Ernst & Young, ESA, Europäisches Patentamt, Evonik, Festo, Fiat, Fielmann, Fraunhofer Gesellschaft, Freshfields, GDF Suez, General Motors, Gothaer, Haniel, Hays, Hella, Hengeler, Herbert Smith, Hewlett-Packard, HSBC Trinkaus, HypoVereinsbank, IBM, IKEA, Infineon, JP Morgan, KfW, KPMG, LIDL, Linklaters, Lloyds TSB, Logica CMG, L'Oréal, Lovells, Lufthansa, Mahle, MAN, Mars, Metro, Michelin, Microsoft, MLP, Morgan Stanley, Munich Re, Nestlé, Orange, Otto, Peek & Cloppenburg, Philips, Porsche, Postbank, PricewaterhouseCoopers, Procter & Gamble, Rohde & Schwarz, Roland Berger, Rolls-Royce, RWE, Sainsbury, Salzgitter, SAP, Schaeffler, Shell, Siemens, SKF, Société Générale, Software AG, Sparkassen-Finanzgruppe, Tchibo, ThyssenKrupp, TNT, Tognum, Toyota, TUI, TÜV Süd, Unilever, Vattenfall, Volkswagen, Vodafone, Voith, ZF Friedrichshafen, Zurich

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