

EmPower™

Employment Branding to recruit, retain and revitalize your team



Is your team aligned with your vision and business goals? Are the right people on board?

Imaginasium's EmPower combines diagnosis, recommendations and an execution framework to help your organization truly live its story. Aimed at potential employees seeking an engaged, vibrant environment, as well as current employees, managers, HR staff, recruiters and top management — EmPower achieves buy-in and understanding of your vision and business goals. We show you how to execute the brand story through visual identity and how to deliver the message to your target audience at each touch point to fuel success.

A competitive marketplace takes on a whole new meaning as your company competes to attract and retain the best talent. Each position — from front office, to floor, to field — brings with it its own set of challenges. And each generation (Y, X, and boomers) brings with it its own set of expectations. It's an employee's marketplace and they know it. How do you get the right people for your organization when the people you want are calling the shots?

Solution: Employment Brand Development

Imaginasium's process begins with your company brand and your core values. We uncover your employment experience and story through focus groups with your team at multiple levels — revealing what being an employee for your company really means and what really sets you apart as an employer from other companies. Then, we work with you to create a foundation based on USPs (unique selling propositions) and UBPs (unique buying propositions) for key messages that will resonate with potential employees, new recruits and seasoned professionals.

After defining the story, we help you tell it with a differentiating position, distinctive visual brand language (visual and voice components to engage at all touch points) and a brand path

that brings it to life and engages your team and recruits. Our recommendations will define the best ways to target the right employee with the right message to reach your employment objectives.

Finally, we work with your HR professionals, recruiters and management to create a system for Employment Brand Evangelists who deliver on the promises of the brand and execute the position for the long term to ensure consistent messaging across all touch points.

Imaginasium's EmPower process:

- Aligns employer and employees to understand and want to deliver on your brand and its promises.
- Positions you as an employer of choice for top talent.
- Provides consistent audience messaging for all employment-related communications.
- Leverages the company brand more effectively to attract and retain employees.
- Outlines a targeted plan to reach potential employees across continents, positions and generations.
- Provides recommendations and a compelling creative framework to allow you to execute your brand.

For more information or to discuss your situation, contact:

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Imaginasium is a Full Brand Alignment firm dedicated to guiding leaders through measurable change by aligning their brands through strategic marketing communications.

live your story

Imaginasium

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