

# Changing the Employer Perception of a Household Name

## AT A GLANCE

### CHALLENGES

- Candidates have outdated view of the company
- Candidates weren't responding to outreach.

### OUTCOMES

- 8X response to outreach
- Multiple qualified candidates for hard-to-fill roles
- 30% increase in candidates joining the Talent Community.

## SITUATION

The Global Director of Talent Attraction for a well-known US manufacturer knew that many of her peers struggled with a lack of company name recognition among candidates, and she appreciated that challenge, but having to talk candidates out of what they thought they knew about an organization seemed even tougher, and was the problem she was facing.

She hired a consultancy to interview candidates who didn't respond to outreach and found that her messaging wasn't wrong, the problem was that candidates saw the company name and stopped reading. Her company's employer brand was tied to the public perception that they made a low-tech consumer product in a mature market. Technology had fundamentally changed the company and the roles they needed to fill. Younger candidates thought it was the kind of place where their parents would work. She needed to break through that perception.

## ACTION

Her Employer Brand Manager teamed up with the Corporate Communications group and used Amplify VMS to capture informal video clips of employees in technical roles including Data Platform Engineers, 3D Materials Visualization Managers and GTM Technical Leads. Employees filmed their own clips and talked about the types of projects they were working on. The employees looked, dressed and talked like candidates' friends, not their parents.

## RESULTS

The videos were shared on LinkedIn, Twitter and other social media, and in LinkedIn InMails. The subject of every InMail was: Meet your new colleague. The results were instantaneous. Candidates were curious and the videos were short – under 30 seconds. Watch rates exceeded 50% and response rates were 8 times higher than any other outreach.

