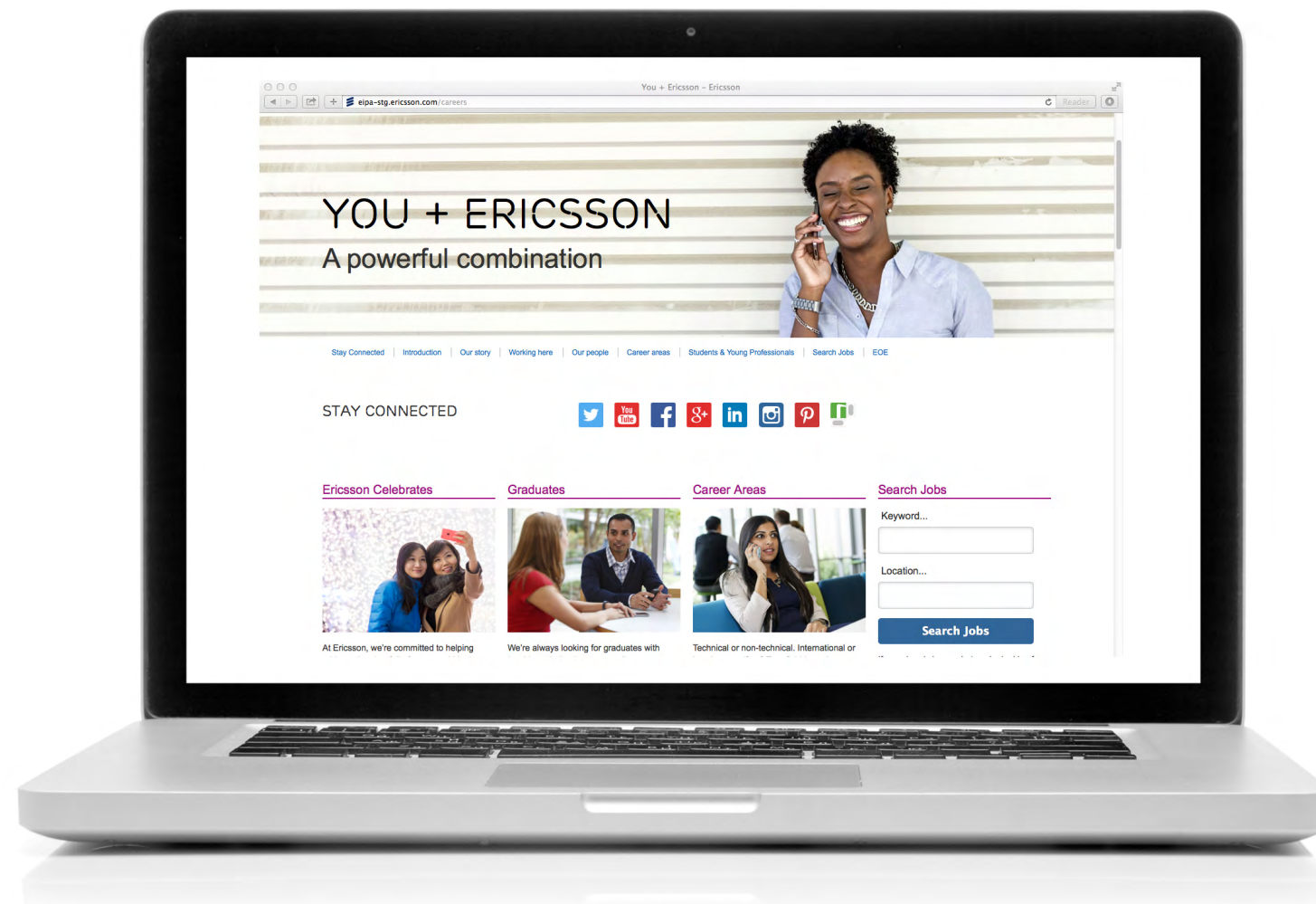




RADs 2016 Submission: Employer Brand



The Objective:

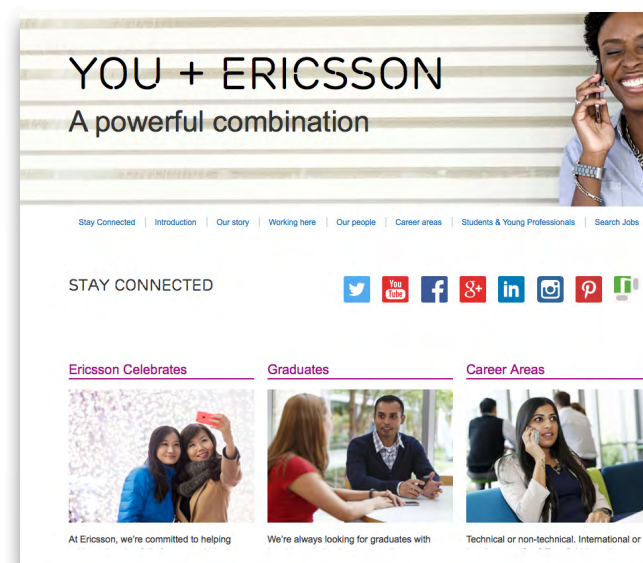
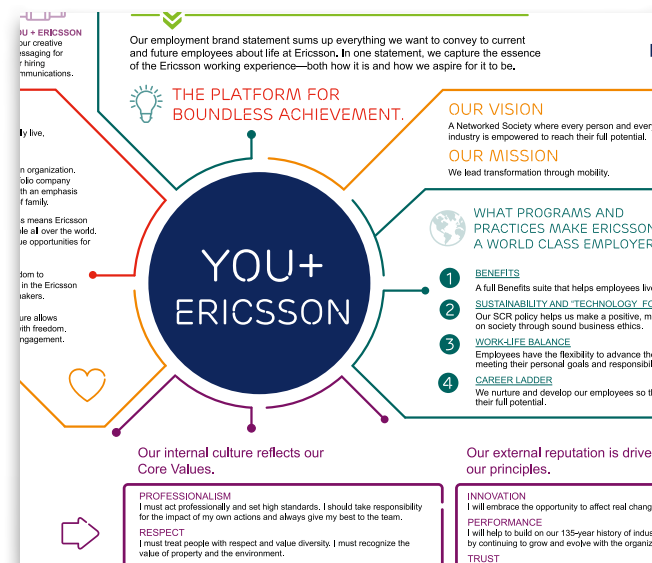
To introduce Ericsson to a new generation of Millennials

Many people still hold the perception that Ericsson is a 'mobile telecoms' organisation. But the reality is now quite different. Over the last decade, the organisation has changed dramatically. They no longer manufacture handsets or even focus exclusively on mobile telecoms. Instead, they are a dynamic, evolving technology solutions provider, working in partnership with network operators in areas such as mobile, TV & Media, ICT and IP.

At the heart of their new positioning is a new vision: the Ericsson vision of The Networked Society. The Networked Society is a place where individuals, businesses and communities can connect more quickly and more easily with the information, products and services they need – at any given time, in any given place. The Networked Society is a concept for today and for tomorrow. Ericsson is already changing how we live and work around the world and as Ericsson solutions evolve, change will only arrive ever more quickly in the future.

In terms of recruitment, the greatest challenge for the 'new Ericsson' is to attract a new generation of Millennials. In many ways, Ericsson has disappeared from view for these people. They are no longer a visible product name like Apple, Sony or Samsung. Nor are they a recognised technology leader like a Google, Microsoft, or an e-commerce success story like Amazon. Yet, inevitably, these are the organisations that Ericsson the employer is competing with. And, in many ways, Ericsson has a far more compelling story to tell about the difference they are making to the way we live and work.

Our objective, therefore, was clear: to re-align the Ericsson employer brand so that it spoke more clearly to a new generation. In doing so, we needed to ensure that we communicated the idea of The Networked Society and the role that Ericsson plays within it. We also needed to explore how the Ericsson employer brand could work more effectively across the right kinds of platforms: capitalising on social media, producing shareable content, creating real opportunities for Millennials to engage naturally with the Ericsson messaging framework.



The Solution:

Re-aligning the existing employer brand and creating more appropriate solutions

Validation:

Ericsson already has an employer brand and EVP, based on the concept of 'YOU + ERICSSON: A POWERFUL COMBINATION'. Our first task was therefore to validate this proposition – and the broader messaging framework that supports it – against our target audience. Talent Works conducted focus group sessions with areas of Ericsson where emerging technologies were being developed and pushed.

Our research proved that the current employer brand, 'YOU + ERICSSON: A POWERFUL COMBINATION', still resonated strongly with employees in the new Ericsson. What did become clear is that the story needed to be told more clearly through examples. What does 'YOU + ERICSSON' mean for people joining now? How will you make a difference? By showing people the impact of Ericsson's work, we'll be able to show them exactly how they can make an impact within the Networked Society.

Articulation:

Our research also showed just how much work Ericsson was doing around the world that was on the leading-edge of technology advancement. They were running Hackathon events to attract the best computer graduates. They were doing work in under-developed countries, to help improve quality of life. They had just opened a 'digital garage' in Budapest, to act as a centre of technology innovation in Europe. For anyone interested in emerging technology and the possibilities it brings, Ericsson is an exciting place and it was apparent that the original EVP, 'YOU + ERICSSON: A POWERFUL COMBINATION', could still be substantiated.

Communication:

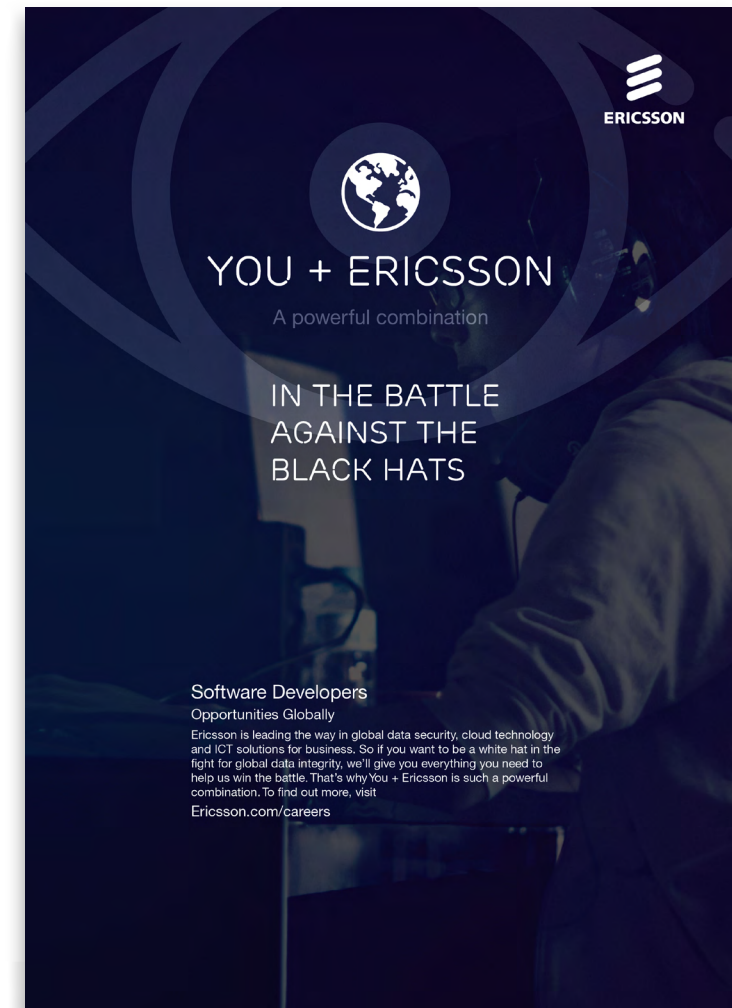
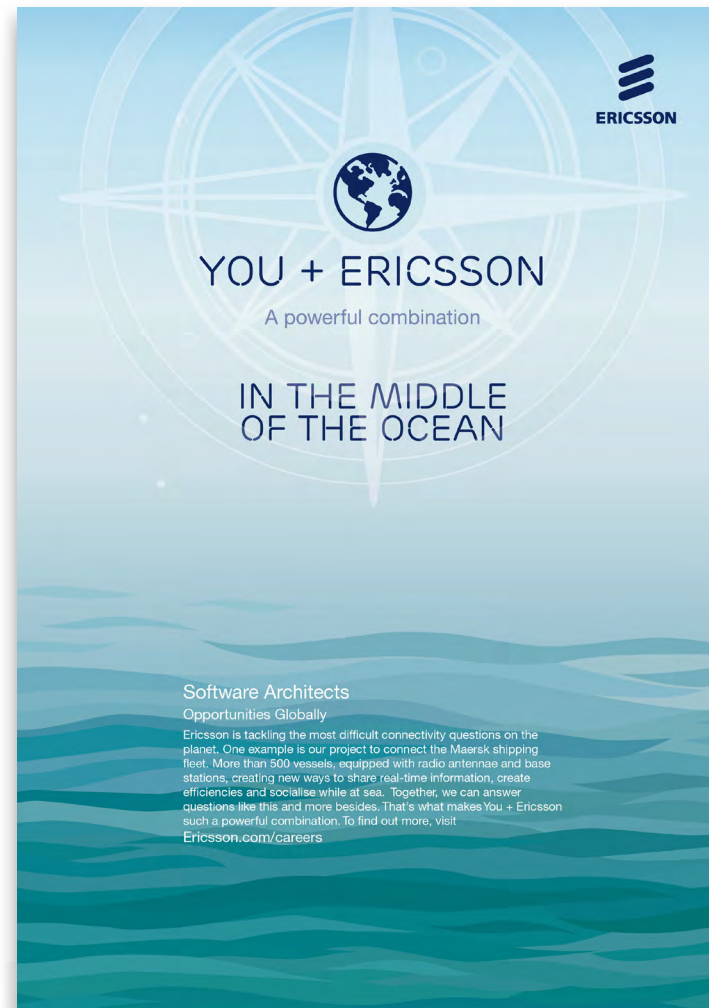
We wanted to take the YOU + ERICSSON brand and make it more contemporary, more relevant and more in tune with the modern Ericsson. We therefore recommended a number of initiatives which the client progressed, which could help to create a globally visible and accessible employer brand.

- The development of a Brand Portal
 - Ericsson brand ambassadors around the globe could download brand materials that helped them to segment messages, target different audiences and deliver on-brand candidate experiences
- A redesign/content update of the Careers site
 - We made the site responsive to mobile
 - We enhanced the information on Diversity & Inclusion, Sustainability and Innovation
 - We provided more pages for Students and Young Professionals
- The development of buildthenetworkedsociety.com
 - A piece of gamification that asks people to make decisions about connectivity in a virtual city
 - It includes a leaderboard that can be shared on social media
 - It captures candidate data through a linkedin login
- New creative campaigns that used examples of Ericsson projects to speak more clearly to a new generation of technology innovators and developers
 - Toolkit campaigns to attract Software Developers, Engineers and Architects
 - Toolkit campaigns to attract graduates



The Solution

Creative campaigns that communicate Ericsson project innovation



The Measurement:

Measuring the impact of the brand internally and externally

The success of the revitalised Ericsson Employer Brand is being measured in three specific ways.

- Brand Ambassador engagement
- Careers site analytics
- Gamification analytics

Brand Ambassador Engagement

Ericsson has promoted 'YOU + ERICSSON' internally as an opportunity to become a brand ambassador. Brand Ambassadors can download toolkits on the EVP, the messaging framework and the brand, as well as accessing social media content to share.

So far, Ericsson has more than 150 Brand Ambassadors.

Careers Site Analytics:

On Ericsson.com/careers, we are measuring the following on a month-by-month basis:

- Sessions
- Users
- Page Views
- Pages/Session
- Avg. Duration
- Bounce Rate
- New Visits

Since the new careers site launched in June, the site analytics show incremental increases in visitors and a reduction in bounce rates. By September, there is also significant growth in the number of page views. Please see pdf 5 for supporting reports.

Similarly, careers site analytics show that the pages for Students & Young Professionals are now amongst the most viewed on the site.

Ericsson has also conducted internal testing when the new careers site for gender bias and candidate attractiveness through a third party vendor. Results show that the site tested well in tone and content, better positioning Ericsson to attract and recruit females in the future. Please see pdf 5 for supporting reports.

Gamification Analytics:

The game has been used to promote the Ericsson employer brand in a number of ways. It has been used internally to encourage employees to re-engage with the Ericsson employer brand and to promote Employee Referral.

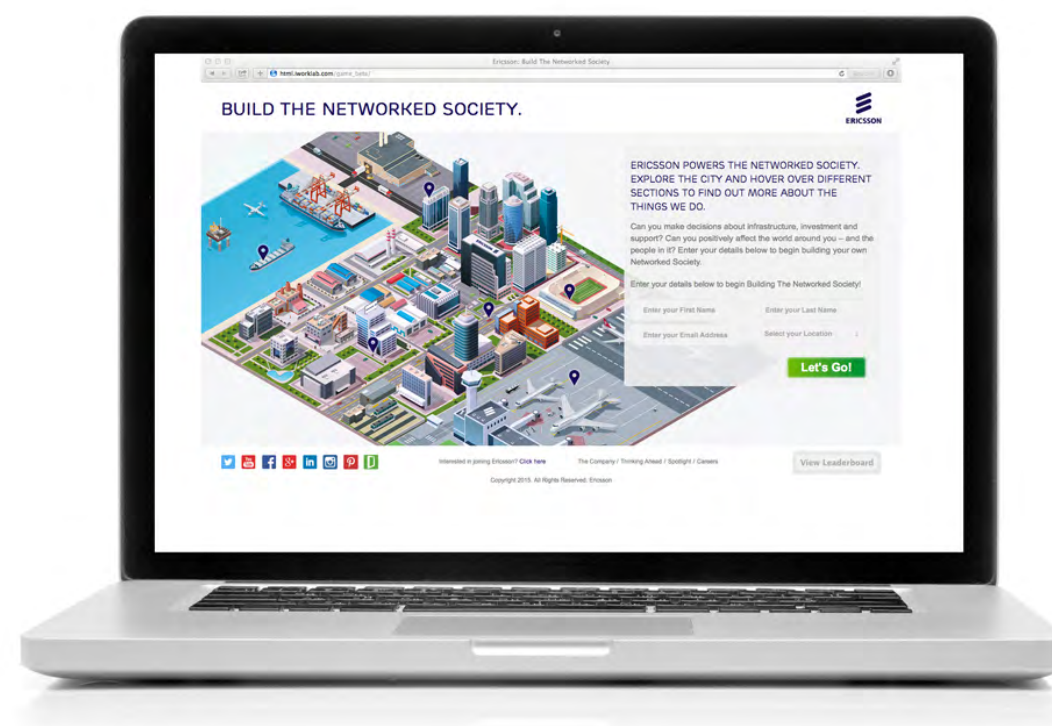
The game has also been used externally at events. These events include the Grace Hopper event in Texas, with more than 10,000 delegates. For this event, the game was linked into a prize for people who finished at the top of the leaderboard – candidate data is collected via LinkedIn login.

From a broader, external perspective, analytics from our June launch through to October show:

- 9,446 page views
- 3,349 sessions
- 2,444 users

The game has also been played in more than 100 countries.

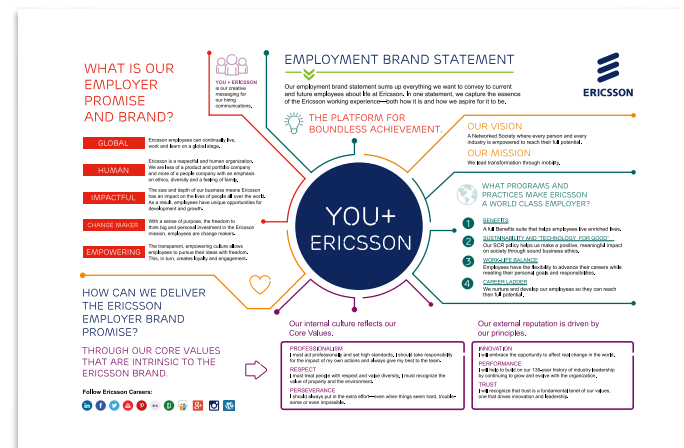
Of these countries, the analytics show that Ericsson has achieved wider awareness in locations where supporting social media campaigns have helped raise awareness. These areas include the US, the UK and India, where there is the greatest need to recruit Millennials as the business grows.



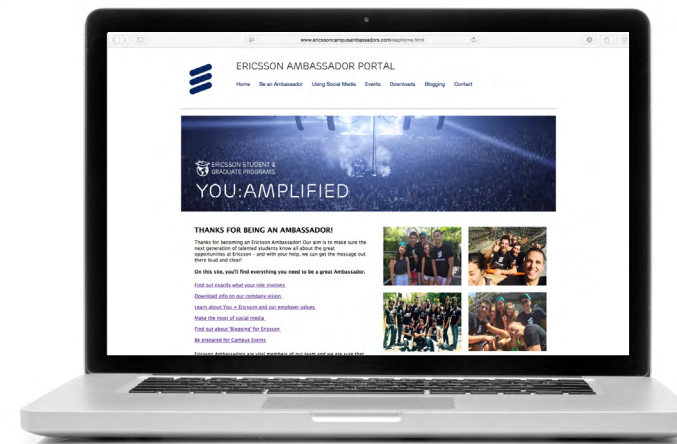
We created a game that has been played in more than 100 countries.

YOU + ERICSSON:

Brand overview



1. EVP infographic for internal stakeholders

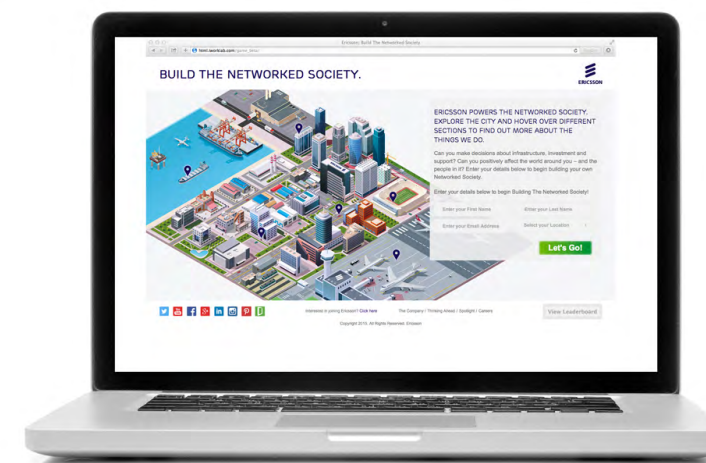


2. Password protected, internal portal for Brand Ambassadors



- 3. External website for candidates, reflecting the new messaging

5. Targeted creative campaigns to recruit for different roles



4. buildthenetworkedsociety.com
A game that brings Ericsson's project work to life!