



FREE GUIDE

EMPLOYER BRAND & EVP BUYER'S GUIDE 2025

A side-by-side comparison of
25 employer brand agencies,
consultants, and experts
working in North America.

Employer Brand & EVP Buyer's Guide

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I want you to feel *confident* picking your employer brand partner

Selecting the right employer branding partner is one of the most critical yet overlooked decisions a company can make. A great agency fit leads to better recruitment marketing, outreach and brand work that makes every part of the recruiting stack more effective for years to come. A bad agency fit leads to frustration and mediocre work, all with a surprisingly high price tag.

And while you'd think it would be straightforward to pick a brand partner, the selection of an agency, consultant or company to build (or help you build) your employer brand is not an easy task. There are two core reasons.

First, it is very likely that you have never had to select an employer brand partner before. Even seasoned TA, Marketing or HR leaders have been involved in only one or two selection cycles like this, so they, like you, don't have a lot of experience to draw from. And when you don't know what a good process looks or feels like, everything becomes more than just stressful. It becomes scary.

The stakes are real. A bad or poorly-aligned employer brand partner will cost you real money (and real political capital) yielding a fuzzy tagline that doesn't achieve what you needed it to achieve. That's the kind of "failed project" that can linger on your reputation at that company.

Second, almost nothing about employer branding is standardized. If you asked ten employer brand practitioners, you'd find that they don't agree on much. They have different approaches to solving different problems and different tool sets they prefer to use. Heck, you might even notice that they don't all agree on what employer brand is and is for. It's like two plumbers not agreeing on what a "pipe" was. And if these professionals can't agree on much, how can you feel comfortable selecting the one that will help your company?

And there's one extra element: Where once employer branding felt like a secret among those "in the know," now there's a LOT of good information out there on what employer branding is, how it impacts you, who should own it, how you should measure it, etc. Suddenly, we're in some kind of "thought leadership arms race" and everyone is posting useful content about employer branding. And a lot of it is contradictory.

I feel for you. I really do.

This guide is here to help you make sense of it all and make the best decision for you as fast as possible. I want you to really understand your options, set proper expectations, and offer advice that will give you the confidence you need to make a great decision. Because a strong employer brand is a strategic asset that will ultimately help your company grow.

-James Ellis

How to talk about employer brand to get your company excited to invest in it

Define the problem to be solved

Employer branding has become something of a buzzword, which means people who want to sound "in the know" like to throw it around a lot. They also treat it like a magic solution that can be sprinkled over any recruiting problem to make it miraculously better.

I'm a huge advocate for employer branding, but it isn't magic, and it doesn't solve all your problems. So let's start by identifying problems you might be having that employer brand can actually help you solve.

Common Problem: You can't attract the quality of talent that your hiring managers demand. The best candidates have choices in where they work, so they tend to select places where they understand the real upsides and downsides of their choice. If you're having issues attracting quality talent, painting a more credible and specific picture of the opportunity (not just a prettier one) will help.

Common Problem: Your company is becoming invisible to top talent as the job market gets more competitive. If your company doesn't make retail products, it can be difficult to attract talent to your open roles. If you are one of 1,000 companies offering sales associate, developer or operations roles, why would anyone click your job if they don't recognize the company? A strong employer brand builds the specific associations that make your opportunity stand out.

Common Problem: Recruiters are burning out and feel scattered. Recruiting is often a deeply individualized practice. When each recruiter is operating with their own messaging and approach, it leads to inconsistent candidate experiences and recruiters working at cross-purposes. An employer brand creates alignment around what actually makes your company unique and attractive.

Common Problem: You are dragging around a painful negative reputation. Glassdoor has built a business around amplifying every negative thought any of your people (or former people) have had about you. In a vacuum, those negative comments can devastate your recruiting efforts. But with a strong employer brand providing context and counter-narrative, those comments lose their power.

Common Problem: Your offer acceptance rate is dropping. There's nothing more painful (or expensive) than getting a candidate all the way to the offer stage only to have them decline. That often happens because they don't see the specific value of what you're offering beyond the salary. A strong employer brand creates a consistent and credible case for what the candidate can expect.

Common Problem: Recruiting is taking longer and longer. If it's taking longer to fill your requisitions, the right employer brand attracts more qualified candidates faster, and becomes the foundation for a pipeline strategy where interviewable candidates are already in your system before you even open the role.

Common Problem: Leadership told you to "do more with less." Rather than "running to stand still," your leadership wants you to think about your challenges differently. This is where the right employer brand shines. It makes every recruiter and every recruiting tactic demonstrably more effective. It enables centralized messaging that reduces content creation overhead. And it helps you focus resources on what actually moves the needle.

A strategic employer brand impacts the entire company. But for talent acquisition specifically, you can feel confident that the right approach will deliver measurable improvements to your recruiting performance.

Define how employer brand transforms

When talking about what an employer brand can do, it is easy to show a slick career site or talk about improved application numbers. Instead, I want to show you how to talk about employer branding in a few **business concepts** that reframe how your team creates or destroys value.

Changing your language reliably moves EB from "nice-to-have" to "performance lever," even without perfect data.

Demand gen, not lead gen

Recruiting isn't a race to capture whoever's active this week. It's about creating memory, preference, and intent with the 95% who aren't looking yet. Employer branding warms tomorrow's hires so every future search starts ahead.

Think in unit economics

Every hire has a P&L. Brand moves four levers a CFO cares about: Talent 'Customer Acquisition Cost' (CAC), offer win-rate, time-to-competence, and early attrition. If EB doesn't move at least two, it isn't strategy, it's decoration.

Differentiation beats volume

When your claims match competitors', you buy talent at retail: more sourcing, higher comp, slower closes. Specific, proof-based messages attract the right people and make everyone else self-select out. That's cheaper and faster.

Fix the real constraint

Your throughput isn't limited by applications; it's limited by decision clarity and manager time. EB reduces upstream noise and arms managers with exactly what to say to convert right-fit talent quickly. Less thrash, more hires.

Build an owned pipeline

Over-reliance on job boards or agencies is concentration risk. Employer branding creates direct demand you own: people who follow your work, join your lists, and answer your emails. That resilience shows up when hiring gets hard.

Solve the candidate's job-to-be-done

People don't "buy" adjectives; they hire a company to make progress: mastery, autonomy, impact,

reputation. EB explains the progress your environment uniquely enables, with proof. That's what triggers action.

Create pricing power in offers

Perceived fit changes compensation elasticity. Strong EB doesn't slash pay; it reduces the late-stage premium you add to overcome doubt. More yeses at planned comp is real money.

Treat managers as your distribution

Candidates believe hiring managers more than websites. Give every manager a 90-second "Why us/Why now" plus three proof stories. Consistent, credible talk-tracks scale your brand in every interview.

Reduce variance to gain predictability

Leadership buys predictability. EB aligns expectations early, cutting false positives/negatives, interview rework, and first-90-day backfills. Lower variance makes headcount plans—and business plans—actually hold.

Design your talent category

Stop competing on "great culture" and perks you can't win. Define the hard problems, pace, and decision rights you're uniquely great for, and say who you're not for. Category clarity makes you choosable to the right people, fast.

Sound bites you can use with CFO/COO

- "EB is **demand gen for future hires**; sourcing is just capture."
- "We're buying talent at **retail** because our claims match competitors'."
- "A sharper EB **reduces variance**, which increases planning reliability."
- "Manager talk-tracks are **distribution**, not fluff."
- "Differentiation gives us **pricing power** in offers."

Define how employer brand serves them

Smart buyers know that employer branding touches more business functions than typical recruiting projects. To succeed, you need each stakeholder to understand what you're asking of them and what they'll get in return. Otherwise, someone will inevitably object at the worst possible moment, sending everything back to square one.

Getting Talent Acquisition onboard The value proposition for TA is straightforward: a strong employer brand makes every recruiter and recruiting tactic more effective by aligning all communications around a validated reason why someone should choose your company. It does this without requiring changes to your existing tech stack.

For individual recruiters, you're offering centralized support: better job postings, improved career sites, consistent recruiting content, and regular social media assets that make their outreach more effective. For TA leadership, you're enabling a shift from expensive transactional recruiting to a model where pipelines of interested talent develop organically.

Getting Marketing onboard The smart approach with Marketing is to position employer brand as an enhancement, not a threat. A strong employer brand distills why people do great work at your company—insights that Marketing can use to make consumer messaging more compelling.

The key is assuring Marketing that employer brand will either enhance their existing work (if they choose to use it) or simply elevate recruiting messages (which most marketers find boring to create anyway) without interfering with their core priorities.

Getting Communications onboard Communications teams vary dramatically in structure and focus, so understand what your specific team does before making your case.

For teams focused on executive and internal communications, position employer brand as ensuring "the inside matches the outside"—creating consistent narrative threads that make new initiatives feel like organic company growth rather than disconnected programs.

For social media-focused teams, have an upfront conversation about LinkedIn access. Since LinkedIn is the primary professional platform, recruiting needs access to share employer brand content. Frame this as providing a content roadmap rather than taking over their channels.

For investor relations-focused teams, employer brand delivers the story of who joins your company and why they stay—valuable intelligence for institutional investor communications.

Getting Human Resources onboard HR typically allows recruiting to own talent attraction while focusing on development and retention. For them, employer brand sets realistic expectations about what working at your company is actually like, wrapped around a compelling reason why people choose you.

This reduces new hire turnover because fewer people experience the "this isn't what I was promised" disconnect that sends them looking for exits immediately. The key is emphasizing that effective employer branding isn't corporate cheerleading—it's honest positioning that helps the right people self-select in.

Getting Leadership onboard Leadership cares about five things: making money, saving money, creating customers, limiting risk, and looking good. Show how your employer brand project impacts one or more of these areas.

Stop thinking in recruiting metrics (time to fill, cost per hire) that don't register with leadership. Instead, translate your outcomes into business language:

Saving money through message effectiveness: Stronger employer brand means more effective job ads, reducing advertising spend for the same results. It also appeals to passive candidates who might not care about job openings but are interested in career development opportunities, reducing agency dependency.

Saving money through higher acceptance rates: When more candidates accept offers, you avoid the significant cost of restarting searches or engaging agencies for backup candidates. For companies with 70-80% acceptance rates, this can yield six-figure annual savings.

Increasing productivity through faster fills: Strong talent pipelines mean some positions never hit job boards, eliminating the standard 45-day "post and wait" cycle. Faster fills mean productive seats, which directly impacts revenue generation.

The approach is simple: identify which of the five leadership motivators your project impacts most directly, then build your business case around those outcomes.

Define your process

Buying something as complex, far-reaching, and sometimes expensive as employer branding isn't easy, mostly because your company won't make it easy. Legal, procurement, capital review boards, HR, marketing, IT, there are so many teams or functions that might want to involve themselves in the process (and always at the worst time), it is surprisingly common for companies to walk away from these kinds of investments, not because they don't want to make them, but because the internal obstacles make it too hard to move forward.

The best way to avoid this is to anticipate it. Here's a quick guide to making an employer brand investment as smooth as possible.

Define the purpose of the project in business terms

Speaking purely in terms of how employer brand will serve the company as a whole means spending way less time trying to explain the complexities and limitations of your ATS to someone in marketing. The more this is a project that serves the business (and not just your little corner of it), the faster people can get on board.

Show your due diligence

What were your criteria in picking your employer brand partner? If you just picked the one a friend suggested, the folks in procurement and legal are going to be skeptical. But if you show how you started with a list of three things critical to the process's success and how well three different companies met those criteria, the decision making process will feel more above board. [For suggested criteria, check out the next section.](#)

Define all your stakeholders early

Does procurement need to get involved? If this isn't software, where does IT fit, if at all? What is the max budget before a capital review board has to sign off? There are plenty of localized rules and guidelines for various teams that you may know nothing about standing in your way. Instead, make a friend at procurement and suggest what they would do in your shoes. Was there a semi-similar project in the last year or two that you could look at? What obstacles did that project hit and have to overcome. You may be very surprised how complicated the company makes spending money, even money earmarked in your own budget.

What is a rule and what is advice?

When a lawyer redlines the contract, it looks like they are saying “VERBOTEN!” But that isn’t necessarily the case. The legal team’s job is to identify areas of risk. In life, everything is a little risky, so they have fantastic job security. When you see a redline, ask the lawyer, “Can you explain the level of risk here?” What they tell you will certainly be enlightening, a peek into how they see the world. A redline isn’t a red light. It’s a way of identifying potential areas of concern, areas that you can help them understand (the contract is more about your world even if it’s written in a language only they understand). When you understand how they see the risk, you might then ask, “And if I accept that risk?” you might be surprised to find that even lawyers can be flexible.

Assign roles and communicate well

This project might require as many as ten people in the room to validate this decision, with only one of those people actually impacted by the choice (that would be you). It seems unfair. But the truth is, they don’t all have equal amounts of skin in the game. So define roles. Who is responsible for success? Who needs to sign off on what? Who needs to be informed of progress? The very first meeting should define those roles, which you can use when someone decides to get over-invested in their own perspective. Having established those roles, always communicate steps in the project so that no one feels left out. They all have bosses and those bosses might ask the status of the project. The more informed they are, the better you are.

How to select an employer brand partner

As you’ll soon see, there are dozens of potential employer brand partners out there. And while they all claim to “do employer branding,” the smart buyers know that approach, philosophy, and execution vary dramatically between providers.

The key to making the right choice isn’t just understanding what they offer—it’s understanding what you actually need and how to evaluate whether a partner can deliver it.

Questions you to ask yourself before you start

What 1-3 specific problems are you expecting an employer brand to solve? You’re not going through this process for fun. You’re trying to solve a business problem. And while employer brand can impact multiple issues, focus is critical. As the saying goes, “The person chasing two rabbits catches none.” Identify your core challenge and define what success looks like when it’s solved.

Who is already bought in, and who still needs to be convinced? Employer brand isn’t equally understood across talent acquisition, HR, marketing, communications, and leadership. There’s a good chance not everyone’s on board yet—especially when it comes to the marketing/TA relationship. If you’re in TA, have the conversation with marketing early to ensure they understand the need and can support your selected partner.

Who is your real competition for talent? Hiring is a zero-sum game. The person someone else hires can’t be hired by you. Focus on 3-5 companies you consistently compete against for talent. This helps you and your partner understand whether you need to outshine three local competitors or what’s left of the tech giants.

What's your actual project scope? Are you looking for strategic brand development? Complete brand and activation? Ongoing content and training support? The scope determines both the type of partner you need and the investment required. No need to spend six figures if you have a five-figure problem.

Why now? What's the catalyst that made this urgent? A leadership mandate? Recruiting metrics hitting a wall? New competitive pressure? Understanding your "why now" helps partners recommend the right approach and timeline for your situation.

Questions to ask prospective partners

When you say "employer brand," what specifically do you mean? This isn't about getting philosophical, but different providers define employer brand differently. Some see it as visual identity (logos, taglines). Others as recruitment marketing strategy. Some as the strategic positioning of your entire people function. If you're talking to someone who thinks "visual identity" and you need strategic positioning, you'll waste time talking past each other.

What is your approach to building the brand? There's no universally correct methodology. Some providers focus on positioning strategy. Others prioritize internal and external research. Some build brands designed to last a decade, while others get you to the next growth stage. The approach determines both the deliverable and the timeline.

What are the limitations of your approach? Every methodology has trade-offs, whether it's timeline, localization requirements, activation complexity, or ongoing maintenance needs. Understanding these limitations upfront helps you evaluate fit and set realistic expectations.

How are you different from [specific competitors]? Most employer brand providers offer some version of "full service" support through in-house teams or contractor networks. When you're trying to understand each partner's strengths and approach, it's helpful to see how they position themselves relative to others beyond just being comprehensive.

What does a typical engagement timeline look like? Understanding the timeline helps you plan internal resources and set stakeholder expectations. It also reveals something about their process—rushed timelines often indicate surface-level work, while extended timelines might suggest over-engineering.

The goal isn't to find the "perfect" partner—it's to find the partner whose approach, timeline, and philosophy align best with your needs, situation, and organizational readiness.

Sample criteria for company selection

Every company is different and every company has different brand needs, so don't just copy/paste this list and call it your criteria. Decide which (if any) of these matters most and weigh it heavily in your decision process.

Speed-to-First-Impact

How long until you actually see concrete artifacts based on the brand (JD copy, outreach emails, social content examples)? Timeline can be set from the kickoff or from the brand delivery date.

Deliverable Differentiation

How will you ensure against cookie-cutter work?

Recruiter and Hiring Manager Enablement

How will you ensure that the employer brand lives in the recruiters' and hiring managers' process.

Low-Lift Integration

Will all delivered content work with your ATS/CRM "as-is," with minimal meetings and translations for usage? What is the process of delivering materials?

Who's Driving?

Who are the named senior doers on the work (not pitch team) and how long have they been on the team?

Competitive Clarity

Will the brand deliverable show your brand relative to your competitive set?

CFO Narrative & Unit Economics

How will you help us tie this work to Talent CAC, offer win-rate, time-to-competence, early attrition and other metrics leaders care about?

Resource-Smart Content Ops

Will we need you to build all future content? How will we be able to repurpose existing content to align to the new brand?

IP & Data Portability

Who owns the research, brand materials, and content?

How this guide was created

Unlike most industry guides that filter vendor information through editorial perspective or sponsored content, this guide presents employer brand providers exactly as they describe themselves.

Every company listed completed an identical submission form between October 2023 and May 2024. The descriptions you'll read are their own words, unedited and unfiltered. No marketing spin from us, no advertorial content, no pay-for-play positioning.

This isn't a comprehensive directory of every employer brand provider—some companies declined to participate, and others may not be aware this resource exists. As new providers decide to join, they'll complete the same standardized process everyone else did.

The goal is simple: give you direct access to how these companies actually position themselves, describe their approaches, and explain their value. What you do with that information is up to you.

For more employer branding resources

Check out EB-AF.com, the world's largest collection of employer brand resources

Alphabetical company listings

[Ad Strategies](#)
[Aloysius Butler & Clark \(AB&C\)](#)
[Appcast](#)
[Blu Ivy](#)
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[Brandemix](#)
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[CATO Creative](#)
[Employer Brand Labs](#)
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[exaqueo, LLC](#)
[Flint & Steel Inc.](#)
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[Pink Squid](#)
[Powerhouse Talent Inc.](#)
[Recruitics](#)
[Shaker Recruitment Marketing](#)
[Splice](#)
[ThirtyThree](#)
[Universum](#)



Ad Strategies

URL: adsrecruit.com

Owner/Notable Employee: Susan Leverentz

Location: Southwest US

Size: 6-25 employees

Area of Specialization: Startups? Yep.

Fortune 500s? Yep. Healthcare? Big time. Our specialty isn't about size or stage, it's about helping anyone who needs to connect people with work that matters.

Services offered:

- ☒ Brand strategy
- ☒ Brand/EVP development
- ☐ Coaching
- ☒ Staff Training
- ☒ Activation strategy & planning
- ☒ Creative development
- ☒ Content development
- ☒ Social media execution
- ☐ Event planning/management
- ☒ Metrics/reporting
- ☒ Ad management

Our approach/philosophy to employer brand/EVP development:

We believe the best employer brands are rooted in authenticity, not manufactured. We dig in with research, competitive insight, and storytelling to uncover what your people actually value and line it up with where your leaders want to go. We never invent a brand. We reveal the one already alive in your culture. Then we bring it to life with clarity and heart so it attracts, engages, repels, and keeps the right talent.

What problem are we best set up to solve?

The next one in front of you. Whatever challenge shows up, be it messy messaging, wasted spend, or no clear story, we tackle it with grit, creativity, and heaps of data. We cut through the noise, connect the dots, and untangle it all so your employer brand is authentic, clear, and compelling. Best of all? We have a damn good time doing it.

Notable recent clients:

GoDaddy, Insight, Blue Cross Blue Shield of Arizona

Our approach to employer branding success:

We know we're successful when our clients feel truly listened to. That's why we lead with curiosity and collaboration, making space for real conversations that uncover both challenges and opportunities. From there, we shape an authentic strategy that clears away the noise and helps teams move forward with confidence. Success for us isn't about shiny taglines; it's about giving you the clarity, tools, and confidence to hire better, spend smarter, and serve your customers and communities well. And if we have some fun together along the way, that's a big win too.

What would you want someone to know about the company:

We're a women-owned, Scottsdale-based employer brand and recruitment marketing agency that's been at it for decades. Our clients stick with us for the long haul because we make complicated hiring challenges simple, save them a ton of money in all kinds of places, and keep the process fun. We bring curiosity, courage, commitment, and clarity to every strategy, but we're not stuffy about it. At our core, we're about relationships. We're collaborators, connectors, and straight-shooters who are in it with and for our clients. We help enterprise and Fortune 500 companies uncover what makes them unique so they can hire the right people to better serve their customers and communities.



Aloysius Butler & Clark (AB&C)

URL: abccreative.com

Owner/Notable Employee: Shawn Kessler,
Partner

Location: Mid-Atlantic

Size: 26-100 employees

Area of Specialization: AB&C partners with organizations of all sizes and at all stages. AB&C's healthcare specialization fully integrates brand marketing and employer branding together under one roof for hospitals and health systems.

Services offered:

- ☒ Brand strategy
- ☒ Brand/EVP development
- ☐ Coaching
- ☒ Staff Training
- ☒ Activation strategy & planning
- ☒ Creative development
- ☒ Content development
- ☒ Social media execution
- ☒ Event planning/management
- ☒ Metrics/reporting
- ☒ Ad management

Our approach/philosophy to employer brand/EVP development:

At AB&C, never the same means there's no such thing as one-size-fits-all employer branding. We take a research-led approach to EVP and employer brand development, grounded in employee insight, market realities and the talent landscape our clients compete in. By focusing on what's true and what sets organizations apart, we shape EVPs, personas and messaging platforms that deliver strategic clarity and guide outstanding creative. Our philosophy is simple: when your employer

brand reflects real experiences and purpose, it resonates and connects with people who join, engage and stay for all the right reasons.

What problem are we best set up to solve?

AB&C doesn't just develop brands, we bring them to life, uncovering what truly sets their employee experience apart and why it matters. We craft authentic employer brands, messaging and experiences that connect people to purpose. Because when it's done right, employer branding doesn't just work, it changes futures.

Notable recent clients:

Jefferson Health, Optum, Kenvue, Berkadia

Our approach to employer branding success:

Successful employer branding and recruitment marketing is done in a loop, not a funnel. We start by building activations from within that reinforce internal alignment and can extend across the full hiring lifecycle. As messaging, experiences and recruitment marketing work together, we build engagement, encourage advocacy and connect with people who see themselves in the story. Optimization is always on. By continuously measuring sentiment and results along the way, we ensure that the employer brand stays human, relevant and effective over time.

What would you want someone to know about the company:

AB&C is the largest independently owned, full-service advertising agency in the Mid-Atlantic and an ADWEEK Top 50 shop. Our independence means we're working exclusively for our clients and not shareholders, and being full-service means we are here for every possible challenge. We prove our worth and earn business — not through contracts, complicated service agreements or obligations to use or buy anything — but by simply asking, "What can we do to make your brand stand out?" We're also the people behind HireControl, the career site platform, shaped over the past 15 years and across 60+ modern career site launches.



Appcast

URL: appcast.io

Owner/Notable Employee: Matt Molinari – CEO
Matthew Gilbert – VP, Employer Brand Strategy
Brianna Huynh – Creative Director

Location: Offices located in the US, Canada, Germany, Belarus, UK and headquartered in Lebanon, NH

Size: 500+ employees

Area of Specialization: Enterprise-sized organizations – particularly in healthcare, retail, manufacturing, transportation & warehousing, accommodation and food service, finance and insurance.

Services offered:

- ☒ Brand strategy
- ☒ Brand/EVP development
- ☐ Coaching
- ☐ Staff Training
- ☐ Activation strategy & planning
- ☒ Creative development
- ☐ Content development
- ☐ Social media execution
- ☐ Event planning/management
- ☐ Metrics/reporting
- ☐ Ad management
- ☒ Other: Advanced engagement technology and job search innovation

Our approach/philosophy to employer brand/EVP development:

Appcast Brand and Creative is a unified team that helps clients across the global spectrum of Career Site development, EB design, and recruitment marketing. We've launched a new framework that makes Career Site design and development easier. It's built on core technology packages tailored to our clients' needs for storytelling, performance, and engagement.

What problem are we best set up to solve?

Lack of quality candidates for open roles; we optimize employer branding and recruitment marketing to attract and engage best-fit candidates to fill open roles as quickly and efficiently as possible.

Notable recent clients:

Encompass Health, ASPCA, Nike, Lifepoint Health

Our approach to employer branding success:

Appcast believes that organizations help themselves best – from attraction to quality hiring to retention – when they help people make better job and career decisions. To achieve that, we bring powerful tools that optimize media strategies with brand and value proposition insight that aligns with market realities: People join organizations (high-level messaging), but the path to that is by applying for jobs (detailed day-to-day attributes). This approach empowers speaking as an organization and to job seekers directly at the right place, right time, right content, and stories.

What would you want someone to know about the company:

In addition to our Career Site and Employer Brand practice, Appcast offers AppcastOne – a single, omni-channel recruitment marketing solution that harnesses programmatic job advertising, search and display, social media, and all other forms of online and offline media to produce the best hiring outcomes. We recently launched two innovative products, Appcast Search and Appcast Social Brand Ads, that allow full funnel metrics where they were otherwise not possible. This is unlocking performance data like never before.



Blu Ivy

URL: bluivygroup.com

Owner/Notable Employee: Stacy Parker and Leandra Harris Co-Founders

Location: MidWestern USA, Vancouver BC, Montreal Quebec, Toronto, Ontario.

Size: 6-25 employees

Area of Specialization: We specialize in sectors where talent and leadership are directly tied to business performance, including healthcare, energy, aerospace and defense, retail, and technology. Our clients are primarily mid-size to enterprise organizations (1,000+ employees), often multi-location, global, and managing complex workforce needs. We deliver multi-language solutions across research, workshops, and creative activation—equipping organizations to attract and retain talent, align leadership, and scale culture with measurable impact.

Services offered:

- ☒ Brand strategy
- ☒ Brand/EVP development
- ☒ Coaching
- ☒ Staff Training
- ☒ Activation strategy & planning
- ☒ Creative development
- ☒ Content development
- ☒ Social media execution
- ☒ Event planning/management
- ☒ Metrics/reporting
- ☐ Ad management
- ☒ Other: Media strategy, Culture architecture development

Our approach/philosophy to employer brand/EVP development:

At Blu Ivy Group, we believe an Employer Brand should work as deeply inside the organization as it does in the market. That's why we design EVPs as business systems, not slogans. Our inside-out

approach blends listening, data, and market insight to align EVP, purpose, behaviors, and strategy into frameworks that strengthen leadership credibility, shape culture, and elevate reputation. Profoundly felt by employees and powerfully used to attract talent, our EVPs drive measurable outcomes such as engagement, retention, and growth - while giving CHROs and boards confidence in ROI through our Employer Brand & Culture Index.

What problem are we best set up to solve?

Blu Ivy helps Employer Brand and Talent leaders move beyond campaigns to strategies that earn executive trust. We align culture, leadership, and reputation so their work drives measurable talent attraction, engagement, and business performance, positioning them as change agents, not just recruiters and marketers.

Notable recent clients:

Pure Storage, Crocs, Ripple, Framatome

Our approach to employer branding success:

At Blu Ivy Group, we know employer brand success isn't a campaign. It is the system that connects talent strategy to business performance. For 15 years, our inside-out approach has helped organizations attract and retain the right people while rallying employees and leaders around a shared culture story. We design EVPs that improve applicant quality and retention, strengthen leadership credibility, and inspire belonging while building pride and resilience in a changing world. With measurement at the core, we ensure employer brands deliver engagement, reputation, and performance outcomes that CEOs and TA leaders can trust.

What would you want someone to know about the company:

Blu Ivy Group is trusted by leading organizations worldwide as both a creative partner and strategic advisor. Our work has helped clients earn Recruitment Ad (RAD) Awards, Great Place to Work recognition, and measurable gains in attraction, retention, and engagement. We support initiatives from focused three-month projects to multi-year transformations, building long-term partnerships with many of the world's most respected brands. Every engagement is informed by our proprietary Employer Brand & Culture Index, ensuring strategies are rooted in data, benchmarked with rigor, and designed to deliver sustainable business impact.

**BNO****URL:** bnoinc.com**Owner/Notable Employee:** Joanne Obenoff,
Trista Walker**Location:** US**Size:** 26-100 employees**Area of Specialization:** We specialize in
delivering EVP Strategy and Activation for
Global, Fortune 1,000 organizations**Services offered:**

- ☒ Brand strategy
- ☒ Brand/EVP development
- ☐ Coaching
- ☐ Staff Training
- ☒ Activation strategy & planning
- ☒ Creative development
- ☒ Content development
- ☒ Social media execution
- ☐ Event planning/management
- ☒ Metrics/reporting
- ☐ Ad management

Our approach/philosophy to employer brand/EVP development:

We promote a research driven methodology that examines Candidate Insights, Company Research, Competitive Analysis, and Cultural Trends to derive insights and construct an ownable and unique employer brand value propositions for our clients.

What problem are we best set up to solve?

We deliver brand strategy, identity, and activation for brands with complicated products and services in industries like healthcare and fintech and in specialty areas like employer brand marketing

Notable recent clients:

Verizon, Bristol Myers Squibb, Colgate-Palmolive, Safran Aerospace & Defense

Our approach to employer branding success:

Our success is derived through a strong commitment to research based insight development and concept validation.

What would you want someone to know about the company:

Founded in 1981. Certified Woman-Owned Business, CXPA Certified. Medallia and Qualtrics partners.



Brandemix

URL: brandemix.com

Owner/Notable Employee: Jody Ordioni

Location: Northeast US

Size: 6-25 employees

Area of Specialization: Brandemix thrives in complex, multi-brand organizations—hospitality, retail, finance, technology, healthcare, public sector—anywhere where marketing, HR, and internal comms must speak with one voice across geographies.

Services offered:

- ☒ Brand strategy
- ☒ Brand/EVP development
- ☐ Coaching
- ☒ Staff Training
- ☒ Activation strategy & planning
- ☒ Creative development
- ☒ Content development
- ☒ Social media execution
- ☒ Event planning/management
- ☒ Metrics/reporting
- ☒ Ad management
- ☒ Other: Internal Comms, Website Development

Our approach/philosophy to employer brand/EVP development:

What is your approach/philosophy to employer brand/EVP development? (no more than 100 words)
Brandemix pioneered the marketing-integrated approach to EVP development—because your employer brand isn't separate from your company brand, it's an extension of it.

Unlike traditional HR-focused agencies, our one-brand philosophy ensures your EVP authentically reflects and amplifies your corporate brand promise. We conduct comprehensive research and analysis of your organization's culture and goals, then collaborate directly with your marketing team to create an EVP that enhances rather than contradicts your customer-facing brand.

What problem are we best set up to solve?

Brandemix uncovers the heartbeat of your culture and turns it into a clear, compelling story that attracts, engages, and retains the right people—cutting time-to-hire and media spend while lifting offer-acceptance and retention.

Notable recent clients:

Purdue University, Estee Lauder, ZIM Global Shipping, Cerebral Palsy of NYS

Our approach to employer branding success:

"exactly what I expected." Employees share the great things about their culture without prompting. Hiring managers report a higher caliber of talent. We listen for those moments because they prove our work is landing. Our employer brand framework and employee stories keep content fresh—and true—long after onboarding. And the numbers keep it real- time-to-fill down 30%, offer-acceptance up 20%, first-year retention up 10%, along with improvements in cost per hire, and quality of hire.

What would you want someone to know about the company:

Brandemix is an independent, woman-founded communications agency with a 20-year track record of employer brand success across every major sector and region. Our small, senior team blends brand strategists, creatives, and media planning pros—so clients get big-agency thinking with start-up speed. We're relentless about client responsiveness; you get direct access to decision-makers, fast turnarounds, and honest advice. We've been recognized for our creative, but our pride comes from hearing a chief marketing officer say, "This employer brand feels like us." Brandemix connects your strategy to your story—and your story to the people who make it real. Across channels, across time zones, and across the entire talent journey.

Brand Point Zero

BrandPointZero Limited

URL: brandpointzero.com

Owner/Notable Employee: Mark Beavan

Location: United Kingdom

Size: 26-100 employees

Area of Specialization: Every organisation is unique. That's what makes this sector so fascinating. We relish the opportunity to work with a wide range of organisations, global or local, private or public, large or small, across all sectors and industries.

Services offered:

- ☒ Brand strategy
- ☒ Brand/EVP development
- ☐ Coaching
- ☐ Staff Training
- ☒ Activation strategy & planning
- ☒ Creative development
- ☒ Content development
- ☒ Social media execution
- ☐ Event planning/management
- ☒ Metrics/reporting
- ☒ Ad management
- ☒ Other: Careers website development

Our approach/philosophy to employer brand/EVP development:

We hear it all the time: "people are our greatest asset!"

But the way many businesses talk tells a different story, with uninspiring employer propositions, same-same comms and experiences that feel like an afterthought.

No wonder so many of us are disengaged.

We help our clients understand their people on a cultural level and apply consumer-grade creativity to build employer brands that make them famous.

BrandPointZero: Famously Great Employer Brands

What problem are we best set up to solve?

Understanding what it is that makes your organisation a great place to work. And then giving you the tools through which to tell your story to the people that matter. Those who work for you, and those you want to.

Notable recent clients:

United Healthcare Group, Cornerstone On-Demand, JLR, Clarks

Our approach to employer branding success:

The key to employer branding success is your people. Sharing, engaging and creating content that reinforces and promotes your employer proposition. Which means that you need to create an proposition that colleagues recognise and champion, a communications framework that is easy to understand, and content that people are proud to share. Because chances are, that the next person that you'd like to hire is already known to. Sitting waiting in one of your colleagues' professional or personal networks.

What would you want someone to know about the company:

We believe that the most powerful brands are the ones that make a cultural impact. That's true of employer brands, too. But navigating our ever-changing cultural landscape is a challenge that requires knowledge and skill.

BrandPointZero's an award-winning employer brand agency that transforms organisations by developing and activating employer brands in context of the cultures that matter – to their business, their people and future people.



CATO Creative

URL: catocreative.ca

Owner/Notable Employee: Bekki Cait

Location: North East

Size: 1-5 employees

Area of Specialization: Retail

Services offered:

- ☒ Brand strategy
- ☒ Brand/EVP development
- ☐ Coaching
- ☒ Staff Training
- ☒ Activation strategy & planning
- ☒ Creative development
- ☒ Content development
- ☐ Social media execution
- ☐ Event planning/management
- ☐ Metrics/reporting
- ☐ Ad management

Our approach/philosophy to employer brand/EVP development:

Our approach shifts EVP from “value proposition” to “value proof,” (EVProof™) embedding it in daily work through store-relevant channels, manager enablement, and unified messaging. We focus on operational reality first, ensuring promises align with lived experience. The result: credible and sustainable employer brands that employees feel proud of.

What problem are we best set up to solve?

CATO helps retail companies solve the corporate–store disconnect by embedding engagement into daily operations. We make employer brands real in stores—turning brand promises into lived experiences that boost retention, pride, and performance without adding new tools or initiatives.

Notable recent clients:

Sobeys Inc.

Our approach to employer branding success:

Our approach to employer branding success is rooted in proof, not promotion. We focus on aligning what's promised with what's actually lived by employees—especially in frontline retail environments. Success comes from embedding brand into the daily rhythm of work: clear, empathetic messaging, manager enablement, and practical store-level actions. We unite HR, Operations, and Communications around one narrative so every function becomes a proof point. Rather than adding new tools or campaigns, we make existing systems work harder. The result is an employer brand employees trust, customers feel, and leaders can measure in pride, retention, and performance.

What would you want someone to know about the company:

Our team combines both corporate retail expertise and extensive store management experience. We don't just understand retail strategy—we've implemented it on the sales floor. This dual perspective allows us to identify practical solutions that work in real-world store conditions.



Employer Brand Labs

URL: EmployerBrandLabs.com

Owner/Notable Employee: James Ellis

Location: Chicago

Size: 1-5 employees

Area of Specialization: We serve companies under 2,000 employees. If you're midsize, the pressure to grow is real—your budgets are tight, your competitors are bigger, and your leaders expect impact now. Most agencies chase Fortune 500 budgets. We're the only partner built for you.

Services offered:

- ☒ Brand strategy
- ☒ Brand/EVP development
- ☒ Coaching
- ☒ Staff Training
- ☒ Activation strategy & planning
- ☐ Creative development
- ☒ Content development
- ☒ Social media execution
- ☐ Event planning/management
- ☐ Metrics/reporting
- ☐ Ad management
- ☐ Other: Talent strategy and

Our approach/philosophy to employer brand/EVP development:

Most agencies hand you a slogan after six months and \$100k. We think that's broken. Employer Brand Labs builds employer brands that perform. Powered by our Choosability framework, we uncover why candidates actually say yes, then distill it into a concise, usable Employer Brand Brief—delivered in 3–6 weeks. No jargon. No wasted time. Just clarity leaders and recruiters can use immediately, because you don't have time or money to mess around.

What problem are we best set up to solve?

Hiring isn't broken because recruiters don't work hard. It's broken because your brand is generic. We fix that. We build brands that make companies choosable—brands that deliver better hires, more predictably, and at lower cost. That's employer branding designed for business growth, not gloss.

Notable recent clients:

Webflow, ASICS, BECU, Telecare

Our approach to employer branding success:

Let's be honest: 120-slide deck "deliverables" and endless focus groups don't change outcomes. Your employer brand should be your growth engine, not a vanity project. Our approach is built for performance: fast, focused, and grounded in competitive audits, data, and candidate decision psychology. We strip away the noise and get straight to building a brand that works—one that attracts upgraded talent, improves offer acceptance, reduces hiring costs, and drives business growth. If it doesn't create measurable impact, it isn't what we think of as employer branding. That's why our clients call us the anti-agency.

What would you want someone to know about the company:

Recruiting is easier (and companies grow faster) when the right people already want to work for you. Employer branding shouldn't feel like lipstick on a pig. It turns your differentiated value into desire among the future drivers of your business. That's what we do. Employer Brand Labs builds brands that perform: brands that attract the right talent, cut hiring costs, speed up time-to-fill, and earn credibility with leadership. We don't sell slogans, decks, or campaigns for their own sake. We engineer choosability. If your goal is growth, not gloss, we're the partner that makes it happen.



Employera

URL: employera.com

Owner/Notable Employee: Andy Getsey

Location: San Francisco and Boston

Size: 6-25 employees

Area of Specialization: We work primarily with enterprise and mid-size companies.

Services offered:

- ☒ Brand strategy
- ☒ Brand/EVP development
- ☒ Coaching
- ☒ Staff Training
- ☒ Activation strategy & planning
- ☒ Creative development
- ☒ Content development
- ☒ Social media execution
- ☒ Event planning/management
- ☒ Metrics/reporting
- ☒ Ad management
- ☒ Other: Employee experience design

Our approach/philosophy to employer brand/EVP development:

Our name – Employera – is inspired by the pivotal role employees play in shaping your organizational identity, and our deep commitment to human-centered design and collaborative co-creation that builds authentic employer brands that stand out, and shapes communications and cultures that help employees and companies thrive together in today's workplace.

What problem are we best set up to solve?

We help companies attract, engage and retain the right people through employer branding, recruitment marketing, internal communications, experience design and consulting.

Notable recent clients:

Huntington Ingalls, Bank of New York Mellon, Waymo, Black & Veatch

Our approach to employer branding success:

We are strong believers in collaborative co-design. So we work closely with your cross-functional teams to co-create strategy, plans, branding, communications, and experience design that builds stronger alignment between your workforce and your business strategy.

What would you want someone to know about the company:

Our senior teammates have worked as both function leaders inside, and consultants to, some of the most dynamic companies in the world.



exaqueo, LLC

URL: exaqueo.com

Owner/Notable Employee: Susan LaMotte

Location: Global with HQ in USA

Size: 6-25 employees

Area of Specialization: exaqueo does not have a particular area of speciality. We have served start-ups to enterprise organizations and everyone in between across a variety of industries. Our clients often span global locations, and we excel at supporting organizations with complex, matrixed structures or those building their employer brand for the first time.

Services offered:

- ☒ Brand strategy
- ☒ Brand/EVP development
- ☒ Coaching
- ☒ Staff Training
- ☒ Activation strategy & planning
- ☒ Creative development
- ☒ Content development
- ☒ Social media execution
- ☐ Event planning/management
- ☒ Metrics/reporting
- ☐ Ad management

Our approach/philosophy to employer brand/EVP development:

At exaqueo, we believe the foundation of a strong employer brand is the employment relationship - the mutual exchange between employer and employee. Our approach begins with deep workforce insight to understand what employees and candidates think, feel, and need. Using proprietary methods rooted in social and workplace psychology, we build a research-driven brand strategy that reflects the authentic employment experience. Every element we develop is practical, sustainable, and aligned with organizational goals. The result is a meaningful and consistent brand narrative that resonates across the talent journey so organizations can attract, engage, and retain the right people for lasting impact.

What problem are we best set up to solve?

exaqueo helps organizations uncover, articulate, and activate the authentic employment experience. We're built to solve the disconnect between how companies market themselves as

employers and the actual employee experience, ensuring alignment through research, strategy, and brand to attract and retain talent who will thrive.

Notable recent clients:

Bose, Google Operations Center, CVS Health, Nestle Purina

Our approach to employer branding success:

Success in employer brand starts with truth. We uncover what truly defines the employment experience through rigorous research, workforce insight, and cultural understanding. We align that truth with organizational goals and across stakeholders to develop an authentic, differentiated brand strategy that resonates internally and externally. Success isn't just about awareness. It's about driving the right talent behaviors, supporting retention, and reinforcing culture. We measure success by impact: improved perception, increased application quality, stronger engagement, and alignment across touchpoints. And we don't stop at strategy. We partner through activation and beyond to ensure the brand lives across the employment lifecycle.

What would you want someone to know about the company:

exaqueo is more than a consulting firm. We're a true partner. Founded by practitioners, our team brings in-house HR, recruiting, and brand experience from some of the world's most respected organizations. We're known for our strategic depth, responsiveness, and ability to flex with complex, evolving client needs. Every engagement is custom and grounded in data, with an emphasis on practical outcomes and long-term value. As a certified woman-owned business and the first ever Rally "Best Agency Partner" winner, we're proud to bring a values-driven, human approach to employer brand, helping companies ensure every employee's work has meaning.



Flint & Steel Inc.

URL: flintandsteelinc.com

Owner/Notable Employee:

<https://www.flintandsteelinc.com/meet-the-team>

Location: Canada

Size: 1-5 employees

Area of Specialization: Ideal Partner Profile:

1. Mid-sized to Large Organizations
2. Industries with High Competition for Talent or Complex Talent Needs
3. Canadian Employers (National or Global Footprint)
4. Companies Focused on High-Performance Culture

Services offered:

- ☒ Brand strategy
- ☒ Brand/EVP development
- ☒ Coaching
- ☒ Staff Training
- ☒ Activation strategy & planning
- ☒ Creative development
- ☒ Content development
- ☒ Social media execution
- ☒ Event planning/management
- ☒ Metrics/reporting
- ☒ Ad management
- ☒ Other: Team Building, Experiential recruiting events

Our approach/philosophy to employer brand/EVP development:

Flint & Steel approaches employer brand and EVP development as a strategic, culture-first discipline—not a marketing exercise. Their philosophy is to create aspirational employer brands that reflect where an organization is headed, while embedding the cultural frameworks needed to get there. They align brand promises with leadership behavior, performance expectations, and employee motivations. Through data-driven insights and stakeholder engagement, Flint & Steel ensures the EVP leaves room to grow but is grounded in reality—acting as both a magnet for top talent and a blueprint for culture transformation. The result is a brand that inspires—and delivers—measurable impact.

What problem are we best set up to solve?

Flint & Steel helps organizations attract, engage, and retain top talent by transforming employer brands into performance-driven cultures. Through data-backed insights, AI-powered content, and strategic activation, they deliver measurable recruitment ROI while aligning brand, leadership, and culture for long-term talent success.

Notable recent clients:

Unilever, Public Service Division of Singapore. Royal Bank of Canada

Our approach to employer branding success:

Flint & Steel defines employer branding success as the alignment of brand, culture, and performance. Their approach begins with deep research—capturing candidate insights, culture diagnostics, and leadership perspectives—to shape an EVP that is both aspirational and actionable. Unlike surface-level campaigns, they embed the brand into the fabric of the organization through structured activation, stakeholder alignment, and measurable outcomes. Success is not just about awareness—it's about attracting the right talent, elevating employee experience, and driving performance. Flint & Steel builds brands that evolve with the organization, serving as a roadmap for cultural growth and long-term talent advantage.

What would you want someone to know about the company:

Flint & Steel stands apart by going beyond branding to build high-performance cultures. As the only Canadian firm offering AI-powered employee advocacy at scale, they combine full-service content production with deep strategic consulting. Their exclusive access to Canada's largest early-career insights database, paired with global talent research in 42 markets, gives clients unmatched precision. Led by former EB leaders from global brands, they deliver faster turnaround, smarter strategy, and measurable ROI. From psychometric-driven assessments to experiential activations, Flint & Steel helps organizations not only attract talent—but become the kind of workplace that top talent stays for.



GBS Worldwide

URL: meetgbs.com

Owner/Notable Employee: Crystal Lay, CEO & Chief People Officer | Torey Palmer, Chief Growth Officer | Dwane Lay, CXO

Location: US

Size: 6-25 employees

Area of Specialization: GBS continues our work across many industries; telecom, healthcare, finance, energy, and more, but our true specialty is aligning people strategy with business transformation. We thrive with organizations that lead with purpose, embrace inclusion, and seek impact beyond cosmetic fixes. Using proprietary frameworks like The Decision Engine™, we help clients looking to scale innovation, strengthen culture, and empower people at key career moments by ensuring they have an employer brand that inspires, influences behavior, and most importantly drives results.

Services offered:

- ☒ Brand strategy
- ☒ Brand/EVP development
- ☒ Coaching
- ☒ Staff Training
- ☒ Activation strategy & planning
- ☒ Creative development
- ☒ Content development
- ☒ Social media execution
- ☒ Event planning/management
- ☒ Metrics/reporting
- ☒ Ad management
- ☒ Other: Career Sites, I/O Psychology & Organizational Development Coaching/Consulting

Our approach/philosophy to employer brand/EVP development:

At GBS, we see EVP as the behavioral contract between people and employer, and Employer Brand as the way it's brought to life. Our award-winning approach combines organizational psychology, behavioral science, and communications strategy to surface what truly drives attraction, engagement, and retention. Using our Brand x System™ and Employer Brand Engine™, we translate EVP into positioning, messaging, and scalable experiences. By connecting strategy to story and story to behavior, we ensure your talent doesn't just hear what makes you different, they experience it across every touchpoint - making your EVP a driver of attraction, engagement, and long-term performance driving measurable and meaningful outcomes.

What problem are we best set up to solve?

We help organizations bridge the gap between brand promise and talent experience. Whether the issue is conversion, candidate quality, funnel performance, or perception, we uncover what's really not working and build employer brand systems that perform—rooted in behavioral science, executed with clarity, and built to deliver measurable results.

Notable recent clients:

Zoom, New Western, CVS Health, Signature Aviation

Our approach to employer branding success:

At GBS, employer brand success is measured by alignment: between what's promised, what's experienced, and what talent actually values. We use EBx™, our proprietary Employer Brand Experience™ framework, to assess brand perception, behavioral response, and consistency across the lifecycle.

Grounded in organizational psychology and powered by insight, EBx™ helps us quantify trust, traction, and performance. We combine strategic storytelling, behavioral design, and creative execution to build brands that work across teams, functions, and formats. Success isn't about slogans or visibility; it's about credibility, conversion, and retention. We don't just build brands that look good; we build award-winning employer brand systems that perform.

What would you want someone to know about the company:

We prioritize long-term relationships with our clients, and our track record reflects this commitment. Our typical client engagement spans multiple years, involving several Statements of Work (SOWs).

Beyond speaking to the caliber of our award-winning work, we demonstrate sustainable partnerships that foster an environment where outstanding work thrives, transforming us from mere 'vendors' into an integral part of your team. If you seek such a partnership, then we invite you to meet GBS.

HAVAS People

A Havas Company

Havas People

URL: havaspeople.com

Owner/Notable Employee: Jackie Carow -
Agency Director, US

Location: Offices in New York, Chicago,
London, Mumbai, Sydney

Size: 100-500 employees

Area of Specialization: Our experience is cross-sector and cross-market but our sweet spot is working with multi-national, professional and corporate organizations to deliver on their multifaceted employer brand needs and recruitment communications.

Services offered:

- ☒ Brand strategy
- ☒ Brand/EVP development
- ☐ Coaching
- ☒ Staff Training
- ☒ Activation strategy & planning
- ☒ Creative development
- ☒ Content development
- ☒ Social media execution
- ☐ Event planning/management
- ☒ Metrics/reporting
- ☒ Ad management
- ☒ Other: Applicant Tracking Systems, ExmpoInternal Comms

Our approach/philosophy to employer brand/EVP development:

We shape meaningful employer brands that connect with audiences and thrive in the changing world of work. Being part of Havas means that our approach is shaped by progressive, modern communication principles that are more commonly found in B2B and B2C marketing—setting us apart from traditional recruitment or HR consultancies. We see employer branding as a continuous process across the entire talent journey: from candidate, to employee, and alumni. Our holistic approach to EVP development activates both externally and internally, to truly embed into the employee experience. Through insights, storytelling, and culture alignment, we bring the EVP to life—ensuring company values are lived and employees' voices fuel a brand built from the inside out.

What problem are we best set up to solve?

We help multinational organizations tackle complex talent challenges through employer branding, employee experience, recruitment marketing, and learning communications. From internal comms to global hiring campaigns, we deliver insights, digital, media, social strategy, and creative. Our full-service approach fuels ambitions, reshapes perceptions, and inspires talent worldwide.

Notable recent clients:

Enterprise Mobility, Raising Cane's, Sanofi, Memorial Sloan Kettering Cancer Center

Our approach to employer branding success:

We have developed a rigorous (but flexible) employer brand framework which guides our holistic approach - from how we design research methodologies to how we create your employer brand platform and then activate it externally and internally. But it always starts with the question 'what does success look like for you?' Our framework is based around 4 key areas of enquiry: Culture, Category, Audience, and Brand. By looking at these areas we identify interesting themes, gaps or even tensions. This helps us then identify where we can take your EVP and Employer Brand development, crafting compelling messaging that resonates with your audiences.

What would you want someone to know about the company:

As Havas People, we stand apart by being global; being marketing and communications led; being deeply integrated within a global communications group and, having a talent communications specialism which spans the entire employee lifecycle, beyond recruitment.

We are incredibly proud to deliver award-winning work, including:

- 3 awards at the globally renowned RAD Awards 2025, including Work of the Year for the second year running
- 3 awards at the RAD Awards 2024, including Best International Employer Brand for the second year running.



HireClix

URL: hireclix.com

Owner/Notable Employee: Neil Costa
Founder & CEO

Location: Based in Gloucester, MA serving clients globally

Size: 26-100 employees

Area of Specialization: We don't believe in one-size-fits-all solutions. HireClix works with organizations of every size, industry, and stage, delivering a personalized approach that reflects each client's unique culture and goals. Even within the same industry, no two companies are alike. Our specialty is immersing ourselves in your business, understanding what sets you apart, and applying our recruitment marketing, EVP and employer brand expertise to build strategies that resonate with your audience and deliver measurable impact.

Services offered:

- ☐ Brand strategy
- ☒ Brand/EVP development
- ☐ Coaching
- ☐ Staff Training
- ☐ Activation strategy & planning
- ☒ Creative development
- ☒ Content development
- ☒ Social media execution
- ☐ Event planning/management
- ☒ Metrics/reporting
- ☒ Ad management
- ☒ Other: Career site solutions

Our approach/philosophy to employer brand/EVP development:

Our approach begins with leadership alignment sessions to connect your strategy, talent priorities, and culture vision. We conduct comprehensive quantitative and qualitative research - including surveys, interviews, and focus groups - to ensure that your EVP is both aspirational and authentic, and based on genuine employee and market insights. The EVP is validated with stakeholders to gain their buy-in; we do not simply hand over slides. We provide a comprehensive playbook that explains the "why" behind each word choice, and includes messaging pillars and activation guidance to integrate into your talent strategy, recruitment communications, and brand assets.

What problem are we best set up to solve?

HireClix helps enterprise organizations attract and hire top talent by optimizing their recruitment marketing strategy. From career site development to media buying and analytics, we solve the problem of inefficient, outdated hiring practices and empower TA leaders to drive results with data, creativity, and industry expertise.

Notable recent clients:

Pfizer, Easter Seals, Epsilon, Harbor Freight

Our approach to employer branding success:

Our EVP development service helps organizations define, launch, and measure a compelling Employee Value Proposition that drives real business impact. Our approach generates interest, builds trust, and inspires action, ultimately attracting top talent and retaining your best employees for longer. We measure success through awareness and alignment surveys, talent acquisition metrics, and retention rates. We also track engagement levels and advocacy, including referral activities and overall employer brand sentiment. With our scalable and future-ready execution, we help you align your promises with your actual delivery, ensuring that your employer brand is not only seen but also truly experienced.

What would you want someone to know about the company:

In addition to recruitment marketing expertise, our team brings real-world recruiting practitioner and talent acquisition operations experience, giving us a unique perspective on what works in practice. Backed by deep industry knowledge and a data-driven approach, we ensure your employer brand stands out. We show up prepared, we tell the truth, and we never push something you don't need. We've become the team that people refer to their peers, as we are more than a vendor; we're an extension of our clients' teams. We pick up the phone. We answer the email. We hop on the call. We care.



Hope Leigh Marketing Group

URL: hopeleighmarketing.com

Owner/Notable Employee: Carrie Corbin & Amanda Thompson Buffington

Location: Based in Dallas, TX - serve clients worldwide

Size: 6-25 employees

Area of Specialization: We specialize in helping mid-size to large enterprise organizations scale their talent attraction efforts, globally. We especially excel in supporting organizations navigating change, growth, or transformation. Our team has deep experience across industries, including tech, financial services, sales, retail, call center, healthcare, logistics, and manufacturing.

Services offered:

- ☒ Brand strategy
- ☒ Brand/EVP development
- ☐ Coaching
- ☒ Staff Training
- ☒ Activation strategy & planning
- ☒ Creative development
- ☒ Content development
- ☒ Social media execution
- ☒ Event planning/management
- ☒ Metrics/reporting
- ☒ Ad management

Our approach/philosophy to employer brand/EVP development:

Your employer brand is your overarching, true identity. It should reflect the heart of your organization, be rooted in real employee experience and brought to life through clear, compelling storytelling.

Our approach is based on foundational brand marketing principles. It is intentional, collaborative and candid, focused on answering the "What's in it for me?" for both candidates and employees. Whether you need a full employer brand overhaul or a targeted message or EVP refresh, we deliver frameworks that are authentic, actionable, and aligned to your business and hiring goals. The result? Employer brands that resonate and recruitment strategies that convert.

What problem are we best set up to solve?

We help organizations, globally, to attract and engage the right talent by designing data-driven talent attraction, recruitment marketing, and employer brand strategies that deliver real results.

With expertise built in the trenches; we specialize in audience insights, storytelling, creative, and media activation to build authentic and impactful employer brands.

Notable recent clients:

CrowdStrike, H&R Block, Hilti

Our approach to employer branding success:

We blend strategic planning with human-centered storytelling to build employer brands that work in the real world. Our process starts with extensive discovery, analysis, and stakeholder alignment to ensure the brand reflects your actual culture and employee experience. We build pillars and personas to shape message frameworks that connect with the motivations of your ideal candidates and current teams. Then we bring it to life with tailored content and targeted activation. Once launched, we continually optimize based on real-time performance, ensuring your brand delivers value, internally and externally. The result is an employer brand that's not only grounded in truth but built to attract, engage, and convert the right talent.

What would you want someone to know about the company:

Hope Leigh Marketing Group brings a modern, strategic, and deeply human approach to recruitment marketing and employer branding. Founded by practitioners who know the hiring lifecycle inside out, we serve as both advisor and partner, balancing insight with execution. Our boutique model means you get senior-level insights and guidance, flexible support, and enterprise-level results. We're known for transparency, responsiveness, and solutions that scale without sacrificing authenticity.

What Sets Us Apart:

- Founded by TA and marketing leaders
- Transparent pricing with no hidden markups
- Long-standing client relationships built on trust and outcomes
- Technology agnostic, with custom, practical strategies tailored to your unique needs



Impact Talent Collective

URL: impacttalentcollective.com

Owner/Notable Employee: Deb Horowitz,
Founder/CEO

Location: Southeast

Size: 26-100 employees

Area of Specialization: Healthcare and health services are the primary focus. Over the past 20+ years, we have supported all types of healthcare organizations from large, national for-profit and not-for-profit, to regional and rural facilities.

Services offered:

- ☒ Brand strategy
- ☒ Brand/EVP development
- ☐ Coaching
- ☐ Staff Training
- ☒ Activation strategy & planning
- ☒ Creative development
- ☒ Content development
- ☒ Social media execution
- ☒ Event planning/management
- ☒ Metrics/reporting
- ☒ Ad management

Our approach/philosophy to employer brand/EVP development:

We approach each brand development or refresh on a mission to identify your brand's unique rhythm. Like great songwriters who create stories that resonate, we dive deep into the fabric of your organization to understand what your employees enjoy most about working there. We create stories that matter. Stories that resonate and move people to take action. Messaging that is not performative but performance-driven.

Our depth of expertise allows us to work through EVP development faster than traditional agencies, with output that far exceeds expectations.

What problem are we best set up to solve?

We help clients break free from stagnant marketing methods and bland EB messaging to create performance-driven talent strategies and messaging that differentiates their brand.

We move clients from a "push" strategy (job posts) to a "pull" strategy using content to attract candidates and leverage visibility on LLMs.

Notable recent clients:

Case studies and references available upon request.

Our approach to employer branding success:

We believe your employer brand is an extension of your consumer brand and should amplify your consumer brand promise. While an overarching EVP is the typical client request, we recognize that further personalization is necessary to effectively translate that EVP at the departmental level, career type, and more.

Taking the time to customize at this level has improved offer acceptance rates, reduced turnover, cut hiring costs, and boosted employee morale.

Our goal is to create messaging that resonates with the right target audience, turning them into passionate advocates (we call raving fans) as both employees and candidates.

What would you want someone to know about the company:

We're the "new kid" with a history. The company is young, but we're a badass band of charismatic characters with decades of experience. We're leaders in TA, employer brand, recruitment marketing, social media, and HR - you'll be working with our best and brightest.

EB is our jam.

We believe every brand has its own "sound", unique vibe, and raving fans waiting to be engaged. We help you to rise above the noise and create your own!

We are here to create candidate and employee experiences that set you up for success. Ready to make some noise? Reach out today!



RECRUITMENT INNOVATION

NAS Recruitment Innovation

URL: nasrecruitment.com

Owner/Notable Employee: Jennifer Henley,
COO

Location: Our team consists of a fully remote
staff located nationwide

Size: 26-100 employees

Area of Specialization: We specialize in
healthcare recruitment marketing,
supporting hospital systems, health
networks, behavioral facilities and senior
living organizations nationwide. We also work
with clients in the retail and manufacturing
industries.

Services offered:

- ☒ Brand strategy
- ☒ Brand/EVP development
- ☐ Coaching
- ☐ Staff Training
- ☒ Activation strategy & planning
- ☒ Creative development
- ☒ Content development
- ☒ Social media execution
- ☒ Event planning/management
- ☒ Metrics/reporting
- ☒ Ad management

Our approach/philosophy to employer brand/EVP development:

We believe your employer brand is the foundation for a strong company identity. A successful employer brand is tied directly to the EVPs that showcase your quality offerings and unique value, defining what makes your company different and illustrating why top talent should choose you. Our detailed approach reveals those differentiators and turns them into a clear, compelling story that is authentic to your organization and resonates with the right candidates. We understand that a consistent, genuine brand voice backed by targeted strategy is the key to setting you apart from the competition and connecting you to your ideal applicants.

What problem are we best set up to solve?

NAS is best at navigating brand visibility and recruitment communication challenges that are barriers to attracting the right candidates. We are dynamic enough to see the big picture and evaluate the small details, ensuring that mid-size organizations receive optimized content and strategy that honors their vision and keeps them competitive.

Notable recent clients:

MetroHealth, Dierbergs, Brown University Health, Darden

Our approach to employer branding success:

A successful employer brand is both true to your culture and magnetic to your ideal candidates. NAS guides clients through a proven process: listening to internal voices, analyzing competitive positioning, identifying valuable offerings and crafting a message that demonstrates your strengths and inspires future talent. We then activate that brand across every touchpoint including career sites, digital media, social platforms and beyond. It's not just about expert storytelling; it is about lasting impact. We use performance metrics to analyze how the brand performs and adapt strategies to ensure quality outcomes such as increased applications, better candidate pools and long-term retention.

What would you want someone to know about the company:

NAS Recruitment Innovation has been a leader in recruitment marketing for almost 80 years. We continually pioneer new technologies while remaining committed to delivering the best candidates at the greatest value, steadfast in our dedication to innovation, skilled service, and measurable results. We offer a full range of services to meet the needs of talent acquisition professionals, with distinct expertise and optimal solutions in areas such as employer branding, career sites, recruitment marketing technology, recruitment media and more. Everything you need to attract, hire and retain the right talent, built by industry experts and delivered at incredible value.



Parsons Strategic Consulting, Inc.

URL: parsonssc.com

Owner/Notable Employee: Tracey Parsons

Location: USA

Size: 1-5 employees

Area of Specialization: We work with a variety of companies from a span of industries. Our sweet spot is organizations who want to do things differently and reap those rewards.

Services offered:

- ☒ Brand strategy
- ☒ Brand/EVP development
- ☐ Coaching
- ☐ Staff Training
- ☒ Activation strategy & planning
- ☐ Creative development
- ☒ Content development
- ☒ Social media execution
- ☐ Event planning/management
- ☒ Metrics/reporting
- ☐ Ad management

Our approach/philosophy to employer brand/EVP development:

There is no such thing as a new brand, or a brand enhancement, EVP is a multi-dimensional, ever-evolving program. Your EVP is not a creative exercise, but an expression of where all audiences align with creative components and operationalized in a way that continues to grow.

PSC develops an EVP model and framework based on Lean Methodology that will provide customers with the opportunity to continually refine and optimize the brand message so that this work will not need to be redone repeatedly.

The EVP is never done, the big idea is to develop a framework to consistently refine, optimize, and evolve.

What problem are we best set up to solve?

Parsons Strategic Consulting is a voice of the candidate consultancy. Our team specializes in recruitment marketing, employer brand, and talent acquisition strategy. We're all about hiring better people faster, by crafting brand messaging that stands out in the candidate experience.

Notable recent clients:

Amentum, KinderCare, WM, Intel

Our approach to employer branding success:

EVP is never done. It should be changing and evolving like the business changes and evolves. Finally, we are strong advocates of involving candidates themselves in the EVP as the external audience is critical to growth.

What would you want someone to know about the company:

Grateful to all of the companies and people we've had the opportunity to partner with in our 17 year history.



Pink Squid

URL: pinksquid.com

Owner/Notable Employee: Terra Lahrman

Location: US HQ - Dallas, Texas & Global HQ - London, UK, Data Center - India

Size: 26-100 employees

Area of Specialization:

- Technology, Professional Services,
- Healthcare & Financial Services
- Large, Complex Organizations
- High-Growth & Transformation Stages
- Global & Multi-Location Employers
- Early Careers & Graduate Hiring

Services offered:

- ☒ Brand strategy
- ☒ Brand/EVP development
- ☒ Coaching
- ☒ Staff Training
- ☒ Activation strategy & planning
- ☒ Creative development
- ☒ Content development
- ☒ Social media execution
- ☒ Event planning/management
- ☒ Metrics/reporting
- ☒ Ad management
- ☒ Motion design, Experiential products

Our approach/philosophy to employer brand/EVP development:

We believe an employer brand and EVP must be built from the inside out, rooted in research, informed by employee voices, and expressed through bold creativity. Our philosophy blends strategy and storytelling: insight and data ensure credibility, while creativity brings emotional resonance. We don't just define what makes an organization unique; we make people FEEL IT through inclusive communications, motion-led storytelling, and experiences that inspire purpose, belonging, and advocacy. The result is an EVP that lives beyond recruitment campaigns, shaping culture, influencing reputation, and delivering lasting value to both employees and the business, future-proofed for growth, change, and evolving talent needs.

What problem are we best set up to solve?

THE ART OF THE POSSIBLE - Pink Squid doesn't just solve today's challenges; we open minds to what's next. Blending insight, creativity, and innovation, we help clients unlock bold new ways to attract, engage, and inspire talent, through EVP foundations, motion storytelling, inclusive communications, immersive careers, referral programs, and culture shaping—all through bespoke, impactful strategies.

Notable recent clients:

Uber, KPMG, AbbVie, IBM

Our approach to employer branding success:

Our approach to employer branding success starts with insight, grounded in research, employee voice, and competitor analysis to ensure authenticity and differentiation. We take an inside-out philosophy, where culture, values, and lived experiences define the brand, not just polished marketing narratives. At the foundation is a clear, resonant EVP/TVP that shapes every message, campaign, and platform. We deliver creative impact through bold storytelling, motion, and design that connect emotionally and inspire belief. Inclusive by design, our communications reflect belonging, benefits, and total rewards, while sustainable activation through sites, referrals, early careers, and advocacy ensures enduring value and long-term success.

What would you want someone to know about the company:

We deliver structured, proactive account service and project management, ensuring rigor and timelines are met. By blending marketing, communications, and talent acquisition priorities, we create unified strategies aligned with CEO and CHRO agendas. Agile and founder-led, we are cost-conscious without sacrificing impact. Our award-winning creative edge brings fresh storytelling to life, backed by experienced U.S. leadership with two decades of employer brand expertise. With a challenger mindset, we push clients to embrace change and new methods, addressing push/pull factors with bold solutions. Always respectful, approachable, and fun, we make the process as energizing as the outcome.



Powerhouse Talent Inc.

URL: powerhousetalent.ca

Owner/Notable Employee: Alyssa Krane

Location: Based in Toronto, Canada (serving clients with teams around the world)

Size: 1-5 employees

Area of Specialization: We help organizations big and small, local and global, all with the common denominator being a desire for betterment for their teams. A better understanding of one's culture, better awareness as an employer, better messaging to share one's story, better clarity on their attraction and retention drivers, and better adoption of this work.

Services offered:

- ☒ Brand strategy
- ☒ Brand/EVP development
- ☒ Coaching
- ☒ Staff Training
- ☒ Activation strategy & planning
- ☒ Creative development
- ☒ Content development
- ☐ Social media execution
- ☐ Event planning/management
- ☒ Metrics/reporting
- ☐ Ad management

Our approach/philosophy to employer brand/EVP development:

Our Brand Foundations Program, lays the groundwork for a solid employer brand through EVP development, creative assets, and most importantly, training. We approach this work through the spirit of co-creation with the team, honouring their voice throughout the project. Rather than create agency dependency, the Brand Foundations Program provides the benefit of a full-service project leveraging domain expertise and not impacting internal team capacity, but simultaneously

upskills TA and HR teams to take this work forward and build upon its foundation. We leave teams empowered, trained, and motivated to share their story more broadly.

What problem are we best set up to solve?

Powerhouse helps organizations do the “inner work” to become their best selves. To us, an employer branding project is an exercise in organizational self discovery that can help deepen a sense of community at work. Our practice focuses on EVP strategy, humanized communications, culture advisory, and employer brand education.

Notable recent clients:

We have clients in technology (including FinTech), healthcare, retail, financial services, etc.

Our approach to employer branding success:

With many talented firms in the EB space, selecting the right partner who can harness the authentic organizational energy and convey it through powerful storytelling, channel messaging, and a crystallized “why” is a critical first step on one’s EB journey. Powerhouse’s focus is strategy and education. We help teams find themselves so that others can find them. From there, we upskill so that TA and HR teams can more effectively partner with marketing, leveraging amplification channels. Clients choose Powerhouse for a personalized experience, deep expertise, and a model that promotes capability expansion instead of long-term agency dependency.

What would you want someone to know about the company:

Chief Talent Strategist, Alyssa Krane, is the author of *Peace, Love, & Meaningful Careers*. She is also a Certified HR Leader (CHRL), writer, and visual artist. Powerhouse Talent Inc. passionately guides clients through the building of their unique creative expression of their organizational identity, helping to inspire a cultural metamorphosis, and further supporting employee pride and magnetization. We are proud to build award-winning strategies and assist clients in becoming an employer of choice.



Recruitics

URL: Recruitics.com

Owner/Notable Employee: Adam Stafford,
CEO

Location: Global

Size: 100-500 employees

Area of Specialization: We do not focus on
any one vertical.

Services offered:

- ☒ Brand strategy
- ☒ Brand/EVP development
- ☐ Coaching
- ☐ Staff Training
- ☒ Activation strategy & planning
- ☒ Creative development
- ☒ Content development
- ☒ Social media execution
- ☒ Event planning/management
- ☒ Metrics/reporting
- ☒ Ad management
- ☒ Other: Analytics

Our approach/philosophy to employer brand/EVP development:

Recruitics takes a strategic, data-informed approach to employer branding—helping organizations define and articulate their unique employer value proposition (EVP). We uncover what makes a company a great place to work through research, employee insights, and competitive analysis. Our creative team then brings the brand to life across digital, social, and career site experiences to engage the right talent. From messaging frameworks to visual identity, we ensure consistency and authenticity at every candidate touchpoint—driving stronger attraction, engagement, and retention.

What problem are we best set up to solve?

Creative services (copy, design, video)

Employer branding and EVP development

Data-driven recruitment marketing strategies

Programmatic job advertising

Advanced analytics and performance reporting
Career site optimization
AI-powered tools like Apply AnyWhere™ and AI Analyst™
Scalable solutions for high-volume hiring

Notable recent clients:

Baylor, Scott & White Health, Dunkin Donuts, Noom, Zillow

Our approach to employer branding success:

Recruitics measures employer brand success through a blend of quantitative and qualitative metrics that track awareness, engagement, and impact on hiring outcomes. Key performance indicators include:

- Career site traffic & engagement
- Social media reach, engagement & sentiment
- Employer brand awareness & perception surveys
- Quality and volume of applicants
- Time-to-fill and cost-per-hire
- Brand consistency across candidate touchpoints
- Candidate Net Promoter Score (cNPS)
- Performance of brand campaigns (CTR, conversions, etc.)

These insights help optimize strategies and demonstrate the brand's impact on talent attraction and retention.

What would you want someone to know about the company:

Recruitics is a pioneer in recruitment marketing, trusted by Fortune 1000 companies and leading brands across healthcare, retail, finance, and food service. We've successfully launched employer brands for organizations like Chipotle, Baylor Scott & White Health, Gap Inc., CommonSpirit Health, and Inspire Brands and helped drive measurable improvements in talent attraction, application quality, and brand engagement. Our award-winning creative team has developed standout campaigns across digital, social, and career platforms. With innovative tools like Apply AnyWhere™ and AI Analyst™, we've modernized recruitment marketing—bringing data, strategy, and creativity together to deliver real hiring impact at scale.



SHAKER

RECRUITMENT MARKETING

Shaker Recruitment Marketing

URL: shaker.com

Owner/Notable Employee: Joe Shaker Jr.

Location: Based in Oak Park, IL, but serve global clients

Size: 100-500 employees

Area of Specialization: We've supported a wide range of organizations, both global and domestic, and across industries – from healthcare and transformation logistics to cyber security and retail. Our experience also spans various company stages, including start-ups, growth-by-acquisition organizations and those rooted on centuries-long legacies. We do not have a one-size-fits-all method and specialize in developing strategic approaches for uncovering insights and tailoring messaging and activations. We pride ourselves on our custom solutions and building meaningful and impactful relationships with cross-functional teams.

Services offered:

- ☒ Brand strategy
- ☒ Brand/EVP development
- ☐ Coaching
- ☐ Staff Training
- ☒ Activation strategy & planning
- ☒ Creative development
- ☒ Content development
- ☒ Social media execution
- ☐ Event planning/management
- ☒ Metrics/reporting
- ☒ Ad management
- ☒ Other: HR tech and media consulting, DEI consulting

Our approach/philosophy to employer brand/EVP development:

Employer brands need to reflect the employees' lived experiences, as they're the heartbeat of the organization. Our approach to EVP development is research-driven, people-first, insight-led, and

built for activation. We dig deep into your talent audiences, external perceptions, your employees' experiences, and your business goals; then, we bring it all to life with messaging, creative, and communication and media strategies that resonate. Every strategy is tailored, measurable, and designed to evolve as talent needs change. We're here to help clients bring employer brands to life, both internally and externally, with clarity and impact, while rooted in EVPs.

What problem are we best set up to solve?

At Shaker, we help talent and people leaders attract, hire, and retain the right talent, solving their greatest challenges through employer branding and talent marketing strategies that deliver measurable results.

Notable recent clients:

Lowe's, FedEx, Wendy's, Hilton

Our approach to employer branding success:

Powerful employer branding articulates your employee experience today, combined with your talent needs for tomorrow. The research-driven EVP sets the foundation, and we bring it to life creatively across multiple internal and external touchpoints. The key to evaluating success is to identify the benchmarks most meaningful to the organizational. Whether that's improving culture scores to increasing qualified applicants or analyzing a shift in external reputation perceptions to driving ambassadorship, at Shaker, we work closely with our clients and all of their talent stakeholders to understand their pain points and goals and ensure our messaging and activation strategies deliver.

What would you want someone to know about the company:

Shaker is a family-owned business that's been shaping the world of talent for nearly 75 years. We are a full-service agency with strong partnerships with our team, our clients and our partners, and we deliver strategies that address each organization's unique needs and business goals. We believe that relationships matter and thoughtfully partner with our clients to help them attract and retain talent through Branding, Talent Attraction, Martech, and Analytics.

SPLICE

Splice

URL: hellosplice.com

Owner/Notable Employee: Alex Putman

Location: South (Atlanta, GA)

Size: 1-5 employees

Area of Specialization: We partner with clients of all sizes, across industries, with a focus on the unique needs of mid-size and growing organizations.

Services offered:

- ☒ Brand strategy
- ☒ Brand/EVP development
- ☐ Coaching
- ☐ Staff Training
- ☐ Activation strategy & planning
- ☒ Creative development
- ☒ Content development
- ☐ Social media execution
- ☐ Event planning/management
- ☐ Metrics/reporting
- ☐ Ad management

Our approach/philosophy to employer brand/EVP development:

We build employer brands and EVPs by uncovering what makes your workplace genuinely different and turning it into a clear, memorable story. We focus on real employee experiences, the company's values, and the impact of the work. From there, we create campaigns and recruitment experiences that attract the right people and reinforce why they stay. This isn't about slogans it's about giving talent a reason to connect with your brand on day one and every day after. The result is a message that resonates in the market and inside your walls, driving both interest and long-term commitment.

What problem are we best set up to solve?

SPLICE helps companies attract and retain top talent by transforming culture into compelling employer branding through strategic storytelling, creative campaigns, and targeted experiences that resonate with the right candidates.

Notable recent clients:

Case-Mate, Panasonic, Price Industries

Our approach to employer branding success:

At SPLICE, employer branding success starts with understanding the heart of your organization its people, values, and work environment. We dig deep to uncover what truly sets you apart, then translate those insights into a clear, compelling brand that resonates in the talent market. Our process blends research, creative storytelling, and market strategy to ensure your message is both memorable and relevant. We design campaigns and recruitment experiences that attract the right candidates while reinforcing the reasons employees choose to stay. The result is a brand that strengthens hiring outcomes, enhances reputation, and builds long-term talent loyalty from day one.

What would you want someone to know about the company:

At SPLICE, we take our work seriously but not ourselves. We're a team of storytellers, strategists, and coffee enthusiasts who believe employer branding should be as engaging as your favorite binge-worthy series. We've worked with scrappy start-ups, thriving mid-sizers, and the occasional corporate giant, always tailoring our approach to fit like your favorite hoodie. We're allergic to boring and think "corporate" doesn't have to mean "bland." Whether it's capturing the magic of your culture on camera or crafting messaging that actually makes people smile, we're here to make your employer brand impossible to ignore and maybe have some fun along the way.



ThirtyThree

URL: thirtythreeglobal.com

Owner/Notable Employee: Gavin Anderson,
Managing Director

Location: United Kingdom

Size: 26-100 employees

Area of Specialization: We work across all sectors, geographies, and company types. Some of the reasons companies choose us:

- They have a valuable consumer brand they want to be handled with care
- They are a sophisticated business who require an agency who can understand the complexity of their business
- They have business-critical people needs that require a best-in-class solution

Services offered:

- ☒ Brand strategy
- ☒ Brand/EVP development
- ☐ Coaching
- ☐ Staff Training
- ☒ Activation strategy & planning
- ☒ Creative development
- ☒ Content development
- ☒ Social media execution
- ☐ Event planning/management
- ☒ Metrics/reporting
- ☒ Ad management
- ☒ Other: Film Production

Our approach/philosophy to employer brand/EVP development:

We have a proven, tested track record in EVP and EB development going back over 25 years - for global organisations or small businesses, for historic brands or new entrants. Our prototyping approach helps you rapidly align your promise (the EVP) with the business priorities, through engaging everyone in your organisation from senior leadership through to the front line. From there, our multi-award winning creative team are adept at turning that platform into compelling

and engaging communications for audiences worldwide, driving the real business results your stakeholders expect.

What problem are we best set up to solve?

We're a full-service, award winning agency, combining strategy, data and creativity alongside the best minds in the industry to help you transform how you connect with talent. Whether you're trying to target a niche audience, or attract, develop and retain talent around the world, our specialist teams collaborate to become a powerhouse for your brand.

Notable recent clients:

Accenture, McDonalds, KFC, Pizza Hut

Our approach to employer branding success:

It all starts with a rigorous understanding of the business needs your employer brand is serving – whether that's about hiring better people, hiring faster, driving consistency, improving employee engagement, reducing turnover or something else entirely. Our experienced consultants will build the answer that fits your business needs, not just the approach that solved someone else's problems. We are proud of our track record in helping our clients' employer brand teams be seen by their organisation as enablers of growth, not cost centres.

What would you want someone to know about the company:

We take great pride in delivering gold-standard service and building strong, lasting partnerships with our clients. By acting as a true extension of their team and consistently going the extra mile, we've earned an outstanding 9.5/10 Average Net Promoter Score in both our 2024 and 2025 client satisfaction surveys.



Universum

URL: universumglobal.com

Owner/Notable Employee: We are part of the DUBAG Group

Location: Nordics, EMEA, Americas (Based in Stockholm, Sweden)

Size: 100-500 employees

Area of Specialization: Universum specializes in EVP development and employer branding for organizations of every size from scaling enterprises to Fortune 500s and global multinationals. Backed by proprietary research among students and professionals across 20+ markets, we deliver unmatched insight into industry and regional talent trends. We are particularly strong in industries facing fierce competition for skills, such as technology, financial services, healthcare, and consumer goods—where a differentiated, data-driven employer brand is critical to attracting and retaining top talent.

Services offered:

- ☒ Brand strategy
- ☒ Brand/EVP development
- ☒ Coaching
- ☒ Staff Training
- ☒ Activation strategy & planning
- ☒ Creative development
- ☒ Content development
- ☒ Social media execution
- ☒ Event planning/management
- ☒ Metrics/reporting
- ☒ Ad management

Our approach/philosophy to employer brand/EVP development:

Our philosophy is simple: research first, creativity second. A successful EVP must be rooted in data to ensure it is authentic, differentiated, and resonates with target talent. Universum starts with data from our global talent surveys to uncover perceptions and priorities. We then co-create an EVP that reflects organizational strengths and stands apart from competitors. Finally, we bring it to life through creative activation across key touchpoints. In today's market, EVPs must be genuine, adaptable, and intelligent. Universum delivers all three: anchored in data, designed for agility, and proven to drive results.

What problem are we best set up to solve?

Most employers struggle to understand how talent truly perceives them. Universum solves this by combining talent data from our global surveys with award-winning creative to solve the hardest employer branding challenge: attracting and retaining the right talent. We clarify employer perceptions, define authentic value propositions, and bring them to life through strategies that deliver measurable impact.

Notable recent clients:

Amazon, P&G, TikTok, JP Morgan

Our approach to employer branding success:

Most companies guess at what talent wants. We know. Universum uniquely combines the world's largest talent insights database with award-winning creative to help companies attract the right talent. We uncover the truth about how you're perceived, craft an EVP that's both authentic and differentiated, and activate it internally and externally. The result: an employer brand that cuts through the noise, inspires the best talent, and delivers measurable impact on your business.

What would you want someone to know about the company:

For 35 years, Universum has been the global leader in employer branding, trusted by the world's most attractive employers. Our proprietary global research—accessed through the Universum Insights Platform—helps companies measure ROI, benchmark performance, and identify emerging talent trends. Beyond EVP strategy, we provide full-service activation support, including playbooks, social media campaigns, and ambassador toolkits that bring brands to life. We deliver end-to-end solutions from insights to execution that attract, engage and retain the right talent.

A note from the developer of this guide

I can say from 13 years of experience that having an employer brand established and integrated into every aspect of your hiring and business can make a major change that everyone from candidates to executives *will notice*.

When considering your partners, never be afraid to ask questions. Even if you think they are "basic" questions. Employer branders of every stripe love educating people on what they do, how it makes an impact, and how to see (and communicate) its value. That's the best way to get prepared to have these same conversations with your leadership and increase the likelihood of success at your organization.

Best of luck in your journey into employer branding!

-James Ellis

A handwritten signature in black ink that reads "James Ellis". The signature is written in a cursive, flowing style with a large initial "J" and "E".