brandemix
bonding through brand strength

A Stronger Employer Brand Without a Lengthy Engagement

Focused research and stakeholder alignment to refresh or reconfirm your employer brand.

$15,000
Starting investment

4 research methods
Ideation, focus groups, interviews and survey

6 weeks
Delivery in as little as six weeks

Additional research increases the investment and timeline.

The methodology

Our approach draws on the research methodology in the award-winning book The Talent Brand, connecting employee perspectives with employer brand strategy.

Your research bundle

Stakeholder ideation session

Two employee focus groups

Two in-depth interviews

Employee survey

What you walk away with

Employee insights and verbatims

Employer brand architecture, including your Employer Value Proposition, pillars of differentiation and employer brand vision

Supporting messaging and activation recommendations

Experience behind the approach

Canon

Cellebrite

BNSF LOGISTICS

N3

Lbrands
VICTORIA'S SECRET / PINK
BATH & BODY WORKS

AllianceData.

Book a 30-minute call

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