

blackbridge

Aligning the employer brand and message set

BAE Systems, August 2024

YOUR TEAM TODAY



Tony Andrews
Managing Director



Keshia Thompson
Client Services Director



Andrew Baird
Director of Consulting



Al Wotton
Executive Creative Director



Tam Salih
Client Partner



Ben Nunn
Digital Operations Director



Lucy Adela-Smith
Head of Art

THE WIDER TEAM



Lorna Sinnott-Clarke
Client Delivery Lead



Hasina Connell
Project Manager



Vicky Johnstone
Client Partner



Mike Hanbidge
Head of Employer Brand



Millie Bonnar
Senior Account Manager



Elizabeth Bryant
Head of Engagement
Communications



Jennifer Olakitan
Client Resource Manager



Hollie Atkinson
Paid Media Manager



Luke Thompson
Head of Copy



Saurav Shahi
Motion Designer



Ben Fox
Social Media Director



Jazmin Demjan
Social Media Manager

Agenda



01

The brief

02

What can we learn from the market?

03

How do we develop the messaging?

04

The solution

05

Costings

Creative | Careers site | Playbook

06

Future-proofing your decision

AON

amazon



BAE SYSTEMS

 **BARCLAYS**



Capital One



Heathrow
Making every journey better



KPMG



 **Microsoft**

NHS
Professionals




Skyscanner

TJX



 **vodafone**



resources for
autism

EMPLOYER BRANDING AWARDS IN THE LAST THREE YEARS

70 award nominations

22 wins

9 highly commended



We're the
Recruitment Marketing
Awards' Agency of the
Year





The brief

Where do we want to be?

- A recognisable employer brand with aligned messaging and creative
- Playbook to enhance local recruitment capability globally
- A new, global careers website by November 2024
- More compelling to women and other groups
- An advantage in a highly competitive market



How we'll get you there

- Quick sprint to align messaging
- Compelling creative based on employer brand knowledge
- Expertise and guidance around careers site assets
- Proven playbook format and tips to aid successful adoption



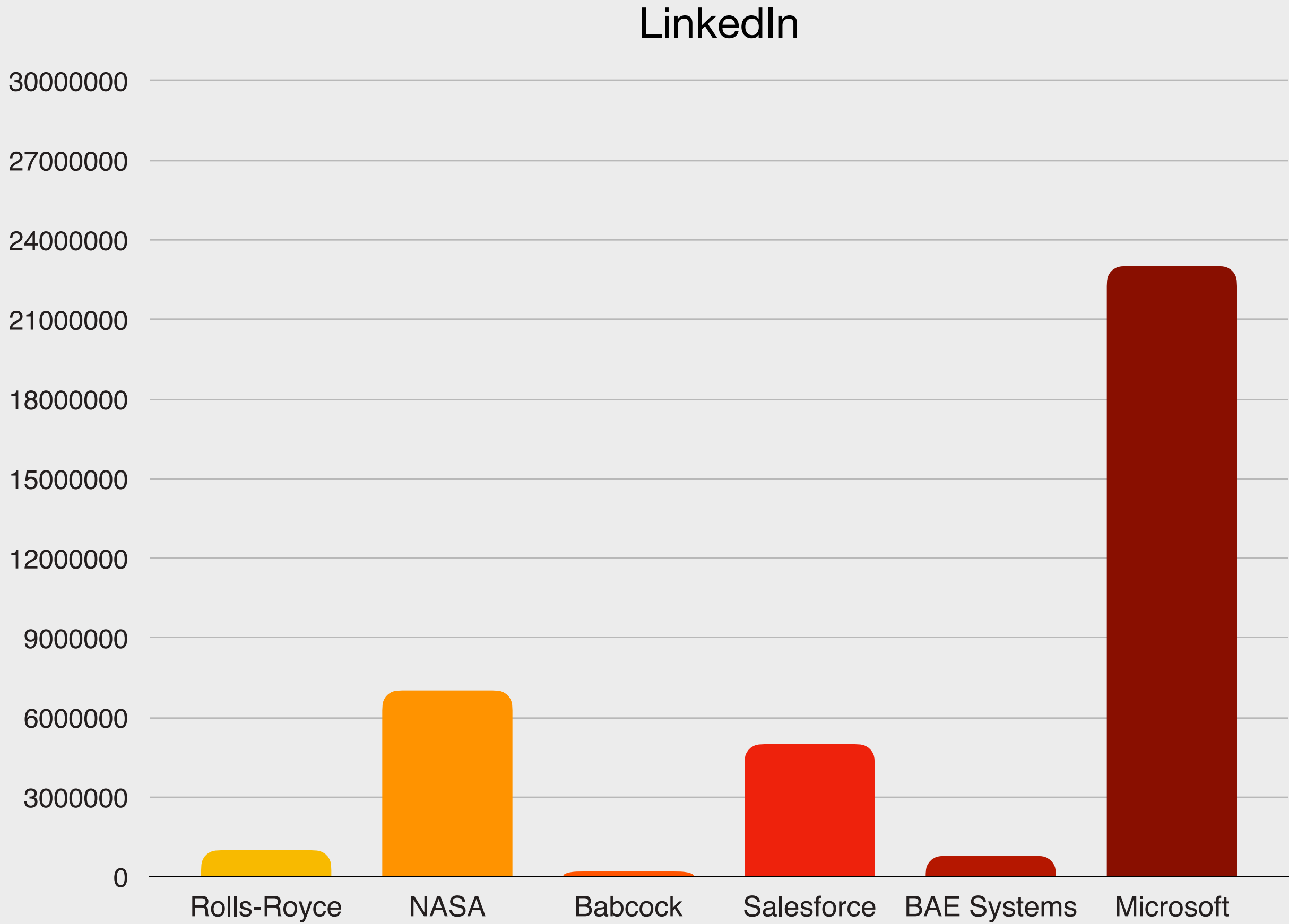
**What can we
learn from the
market?**

Who's where?



BAE Systems' followers are constantly on the mid to lower end of key social platforms.

The key recommendation is to increase the creativity of posts and introduce a more structured approach.

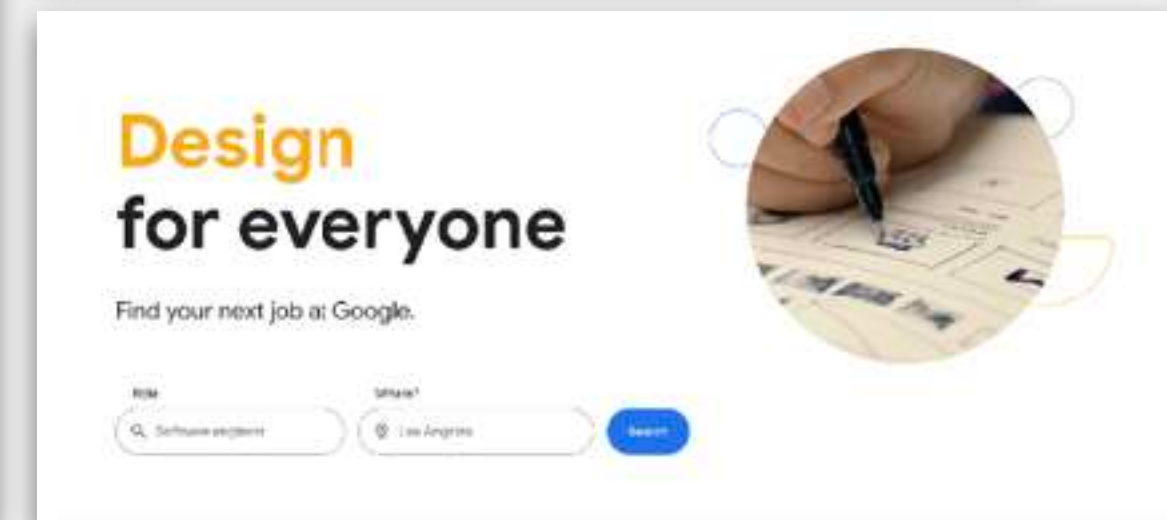


Aspirational brands

Google and NASA

Google's employer brand asks candidates to "Build for everyone," tying in with its overall purpose to "organise the world's information and make it universally accessible and useful."

NASA offers candidates the chance to "explore with us". However, its employer brand is expressed in an unemotional way. Where the 'consumer brand uses language such as "Signal Acquired" and "Exploring the Red Planet", the employer brand speaks more to the prosaic benefits.



Same talent, out of sector

Salesforce, MI5, BP & IBM

Only SalesForce has a pointed proposition for candidates. It asks you to “Build your future and the future of technology.”

BP wants us to think of progression, fresh challenges and flexible working.

IBM says you can be your “best self” and you can “make an impact”.

MI5 underplays the importance of its work but does highlight diversity.

Visually, they all centre on generic portraits or group shots. There is limited reference to projects and locations.

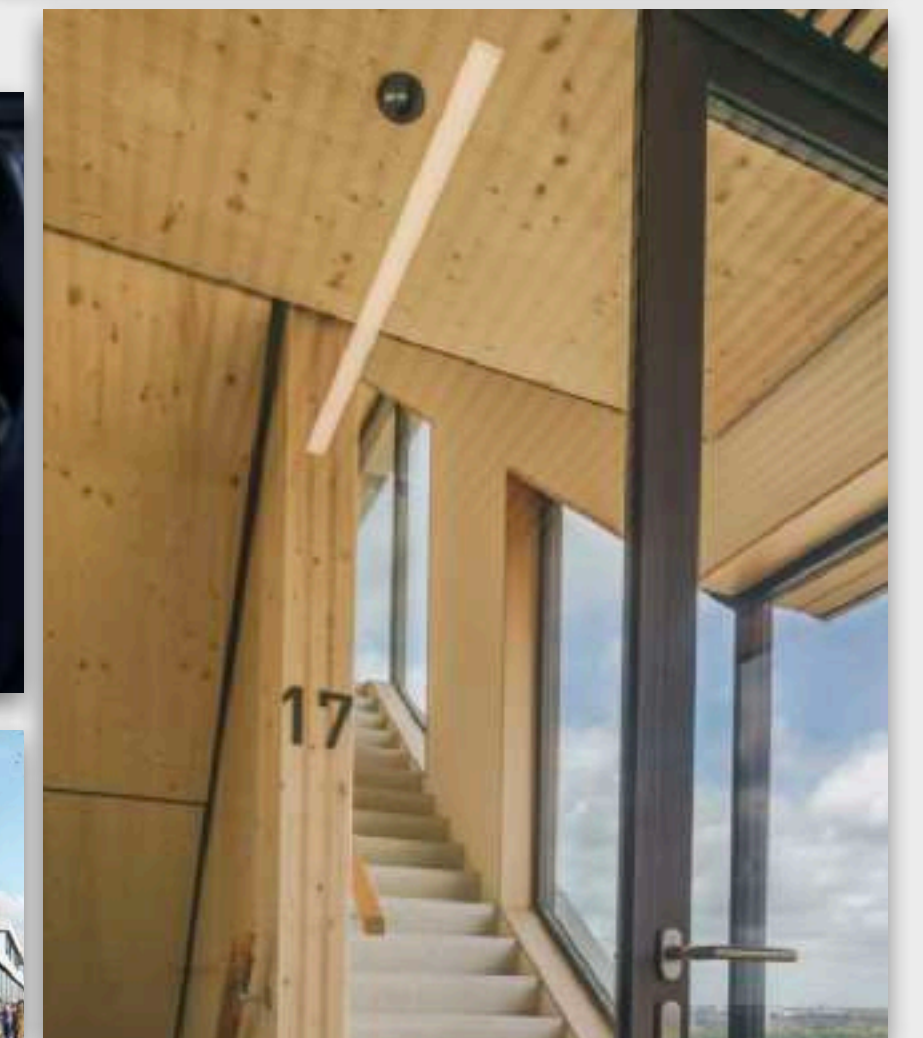


Same talent, in sector

Rolls-Royce, Arup, QinetiQ & Babcock

All these companies use a catch-all approach to employer branding: “Join our journey” (Rolls-Royce); “Be part of something big” (Babcock). Some hint at a higher purpose: “Shape a better world” (Arup).

What they lack is a laddering of individual EVPs back to a key proposition, or a compelling exposition of any key EVP.





What can we learn?

- The brand needs to be localised to key audiences
- A solid central idea (such as Limitless Possibilities™) will give you stand-out
- The brand needs to work across social networks
- Purpose is a popular concept to leverage

Challenging markets

Engineering talent

Salaries increased on average 15% in the last 12-months

Skilled trades

937,000 new recruits needed by 2032 in the UK alone

You need a differentiated employer brand that cuts through the noise, personalised to each audience.

By 2030, the world will require 25m new project professionals

Project management

47% of businesses are choosing to cross-skill or upskill

Technologists



**How do we
develop the
messaging?**



What makes a good global employer brand?

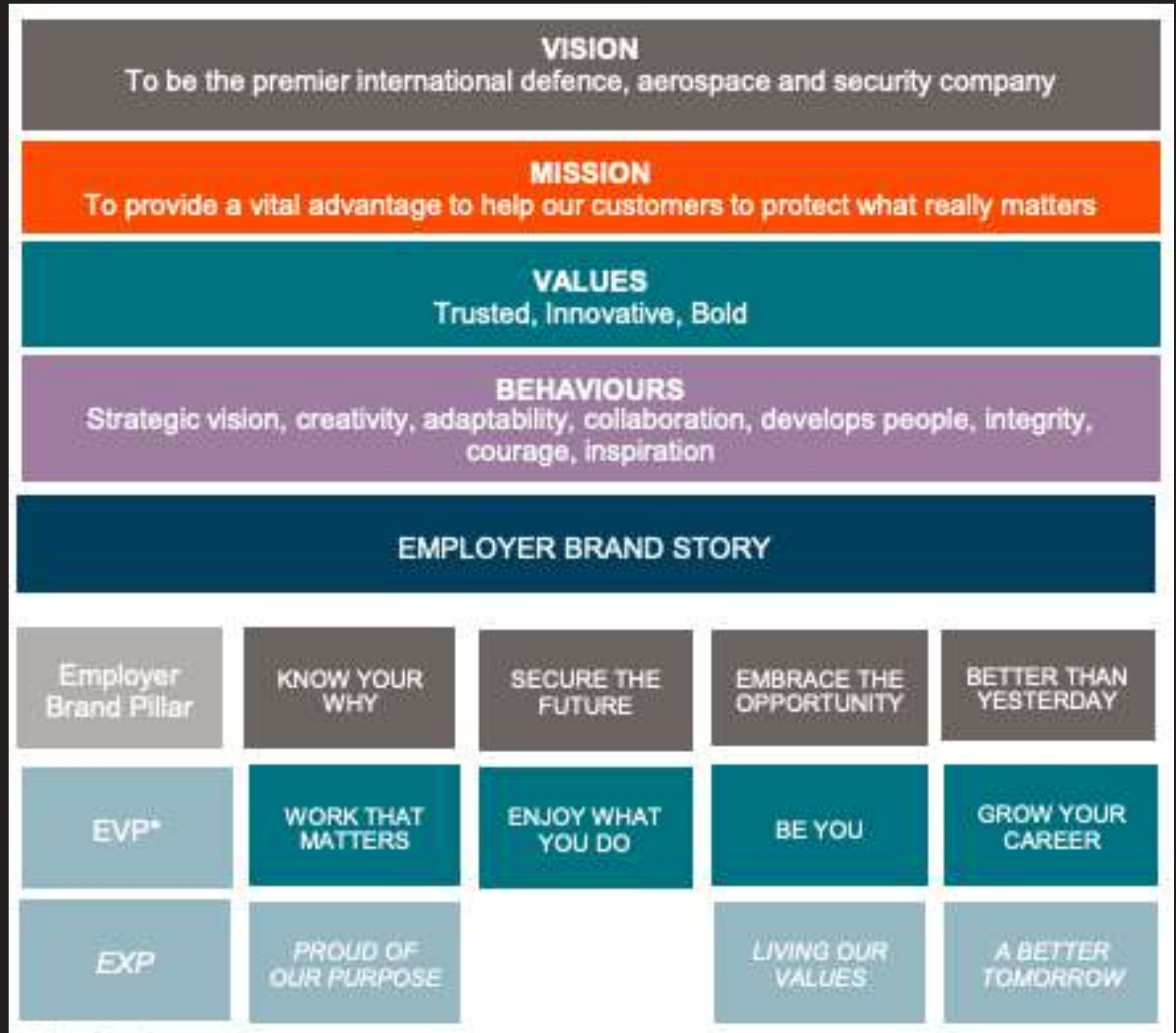
- Authentic propositions that can be ‘localised’
- Appeals to both the intellect and the emotions
- Ideas that work in different territories
- Aligned with other BAE Systems brands
- Can play out on digital, social and PR platforms
- Alignment with internal communications (‘EXP’)
- Relevance to diverse audiences everywhere



How did we arrive at our draft?

- We studied all the propositions in play ✓
- We prioritised the most applicable intellectual and emotional propositions... ✓
- We checked them against the competition ✓
- We added the most useful supporting propositions ✓
- We referenced the most useful creative tools ✓

Where are we now?



A core brand model

Primary Thought (EVP & EXP)



‘Finding new ways and new ideas to advance’¹
– for our work and for ourselves

Secondary Thought (EVP & EXP)



‘Making the future more secure for everyone’²

Supporting Propositions (EVP & EXP)

‘Our scale generates endless opportunities to work across diverse roles, specialisms, cultures and countries’³

‘Everyone has something to offer, is supported to bring their unique perspectives and trusted to deliver’⁴

‘Push boundaries to produce some of the most innovative and ground-breaking technology in the world’⁵

Creative Focus (EVP)

Infinite Possibilities™ (or alternative)

BAE Systems Brand Guidelines 2021

BAE Systems UK EB personas

¹ The Employer Brand Story; ² Know Your Why (EB Pillar 1); ³ Embrace the Opportunity (EB Pillar 3); ⁴ Better Than Yesterday (EB Pillar 4); ⁵ EVP Model

Personas and Messages

Persona

Tech

Project Manager

Veterans

Manual

STEM

Primary Message

'Our scale generates endless opportunities to work across diverse roles, specialisms, cultures and countries'

Evidence: 'There's just so much for you to do. Once you've got a foot in the door, you can go anywhere'.

'Making the future more secure for everyone'

Evidence: 'The work you do is rewarding because it involves safety of people. I just felt like I wanted to be part of that'.

'Everyone has something to offer, is supported to bring their unique perspectives and trusted to deliver'

Evidence: 'Essentially, you're still in that military community' & 'Veterans understand the culture, they understand that knowledge. Therefore, as a veteran you add so much value'.

'Finding new ways and new ideas to advance'¹ – for our work and for ourselves

Evidence: 'When I come into work, I don't know what job I'm going to be doing... exciting to find out'. 'New and exciting opportunities to build the aircraft of the future'.

'Finding new ways and new ideas to advance'¹ – for our work and for ourselves

Evidence: 'When I see a final product, I feel proud because I had a part in creating that'. 'I think I owe a lot to the company, they've given me a lot of opportunities, the person I was when I started is not the same as I am now'.



What's the core brand narrative?

We're always creating new ways to advance global security and new ways to develop ourselves – possibilities are infinite. We also enjoy the satisfaction of knowing that everything we do makes the world a safer place.



How do we align for the future?

- Blackbridge runs two parallel co-creation workshops
- We use our model as a hypothesis – how does/doesn't this work?
- Exercise #1: discuss and prioritise a number of generic propositions
- Exercise #2: discuss and amend propositions for key personas
- Build a two-page model for global distribution



The Solution

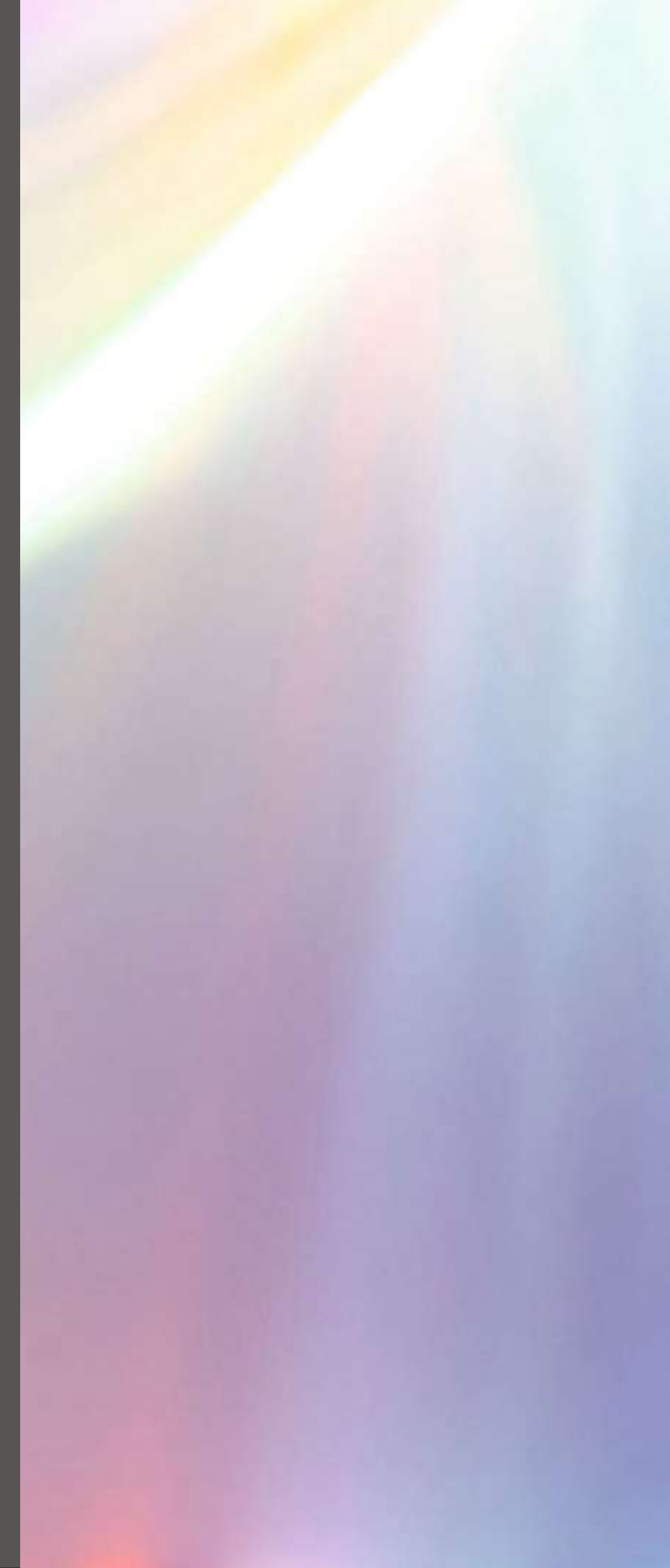
CREATIVE

Today's Creative

3 platforms, including:

Messaging styles | Visual styles | Activation thoughts

INFINITE POSSIBILITIES



Why?

- It's a popular iteration of the employer brand in Australia, with an informed and consistent proposition
- It communicates the full breadth and depth of opportunities that resonate with your audiences
- However, we've explored how it can be expressed in more engaging ways, across different markets

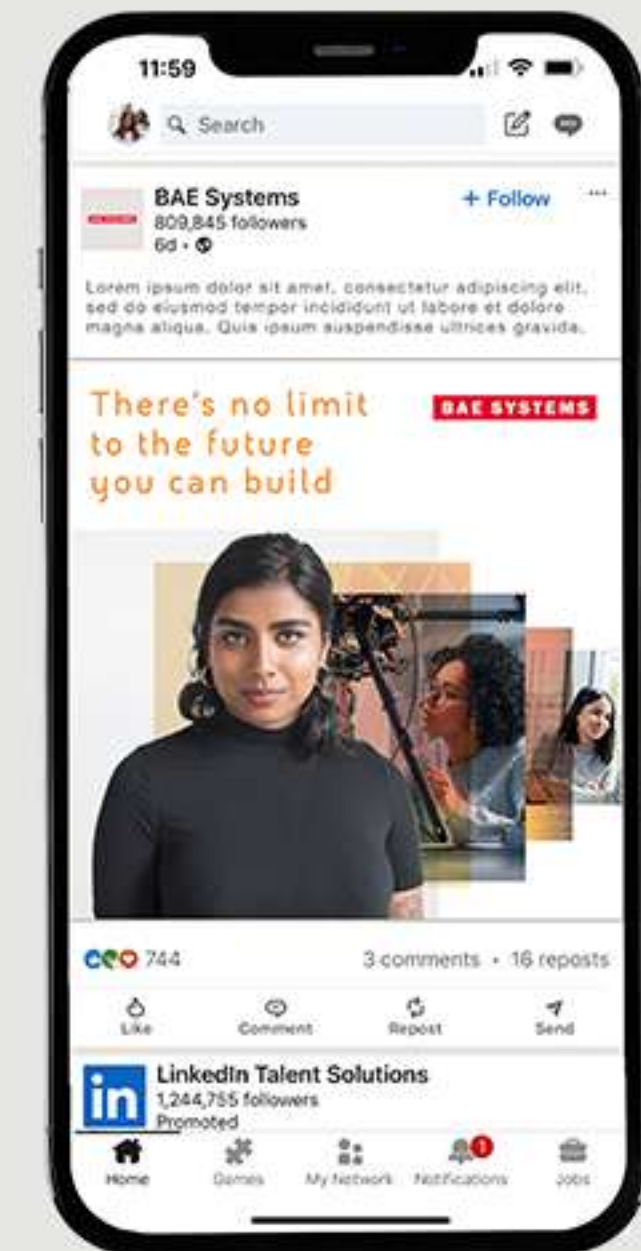
BAE SYSTEMS

Infinite
possibilities



Infinite
possibilities

BAE SYSTEMS



Headlines

TECH

Your innovative vision
has interstellar potential
Infinite possibilities

PROJECT MANAGERS

You wouldn't believe it
is impossible to calculate
Infinite possibilities

MANUAL WORKERS

Your hands could be among
the planet's most inventive
Infinite possibilities

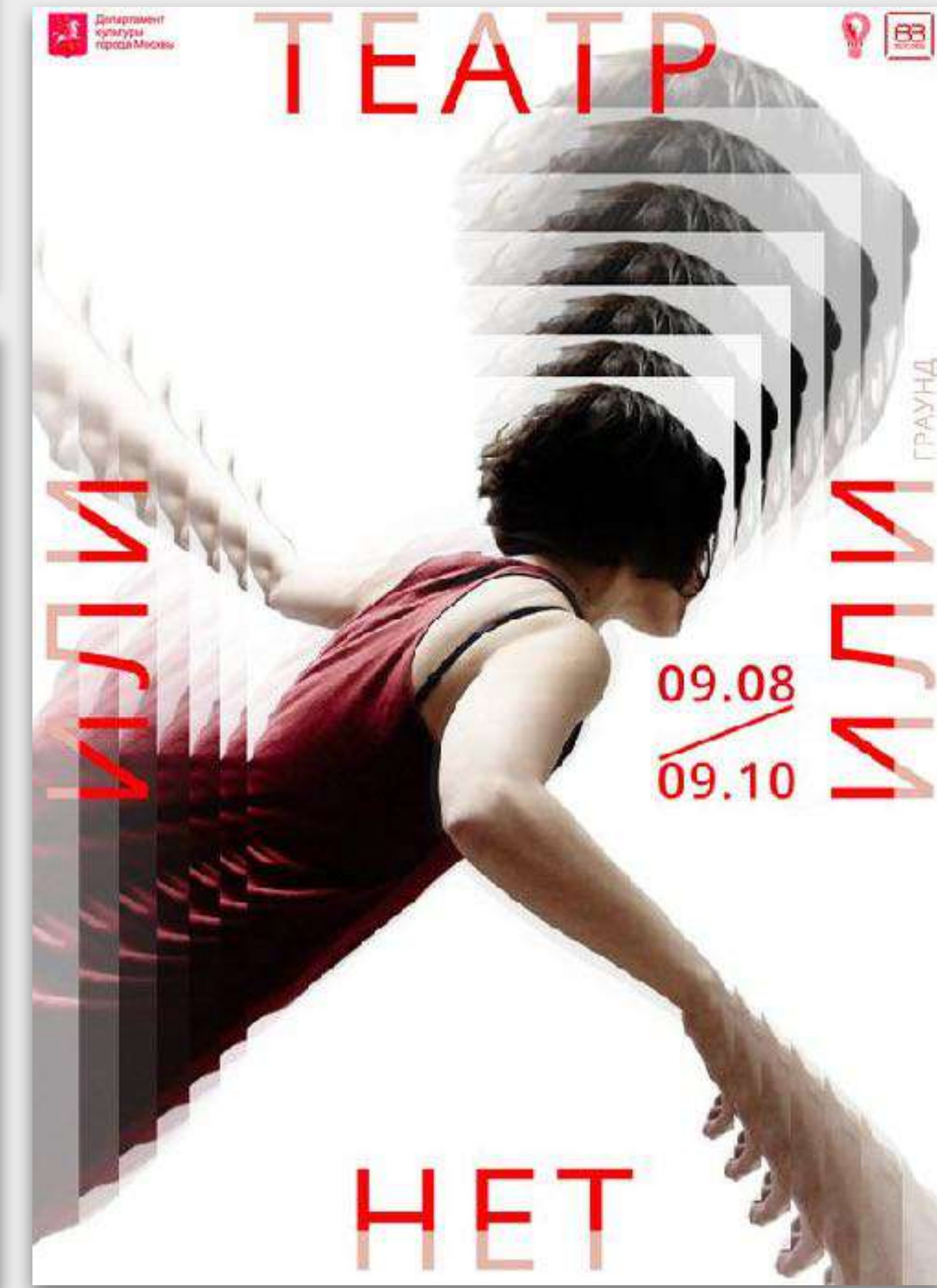
VETERANS

There's more than one way
to defend your country
Infinite possibilities

STEM/ENGINEERING:

The future you'll engineer
has no limits
Infinite possibilities

Visual moodboard



Repeated, overlapping imagery style

- Allows us to show the 'infinite'
- Animates in a variety of ways
- Relates to your dynamic tab style



Image style

People portraits



Strong, confident people portraits

- Looking directly into camera, engaging the audience
- A plain background allows our model to be the key focus of the image

Image style

Moments of possibility



A secondary image style, which allows us to show your colleagues at work

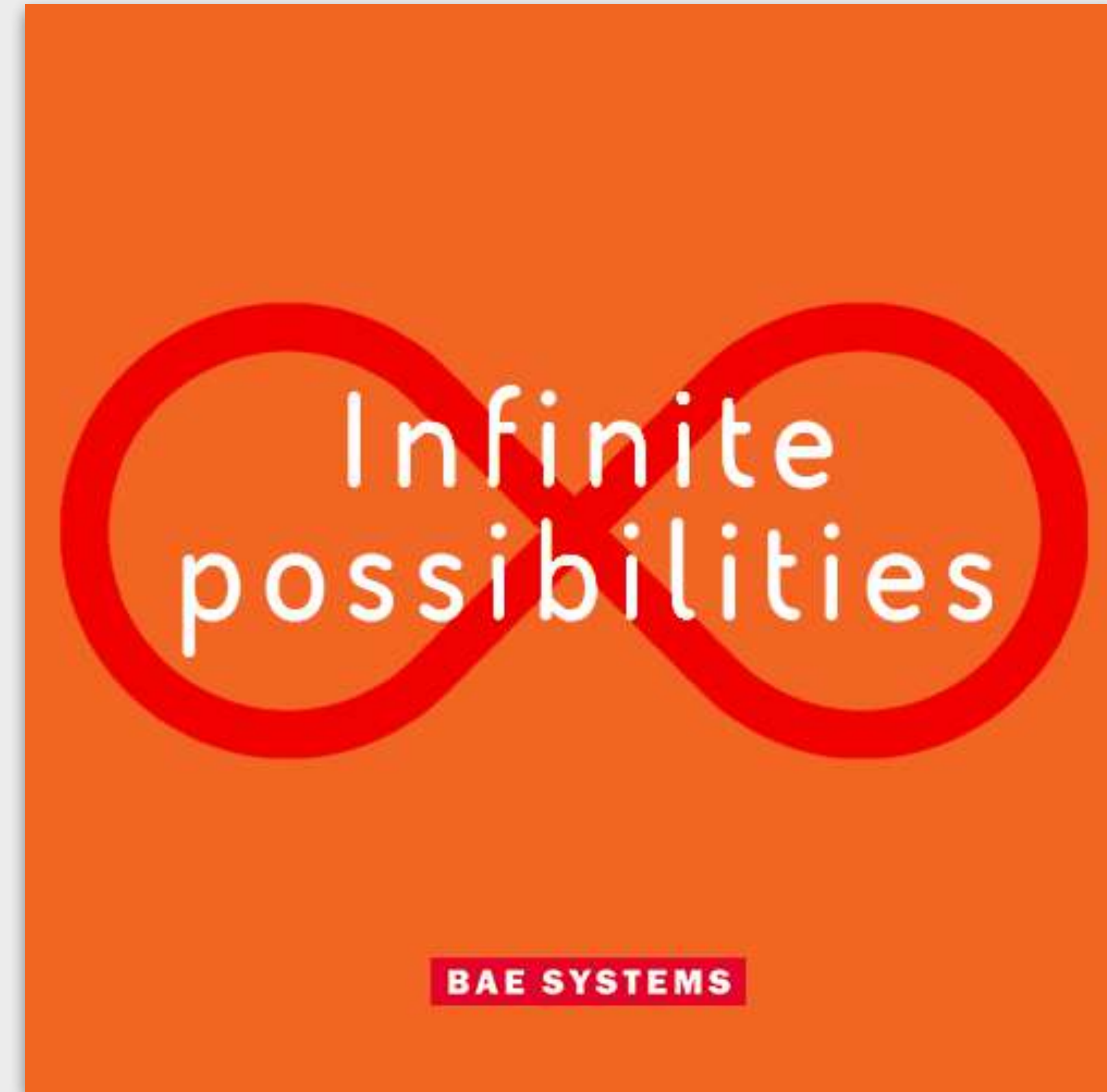
- Candid, unposed, capturing a moment of connection, understanding or invention
- A wide scope of work environments relating to audiences/business areas

A woman with dark hair and gold hoop earrings is wearing a black turtleneck. A series of overlapping, semi-transparent images of her face and upper body recede into the background, creating a sense of depth and repetition. The background consists of light gray rectangular blocks.

Infinite possibilities

BAE SYSTEMS

Typo example



Design exploration



MPU example

There's more than one way
to defend your country



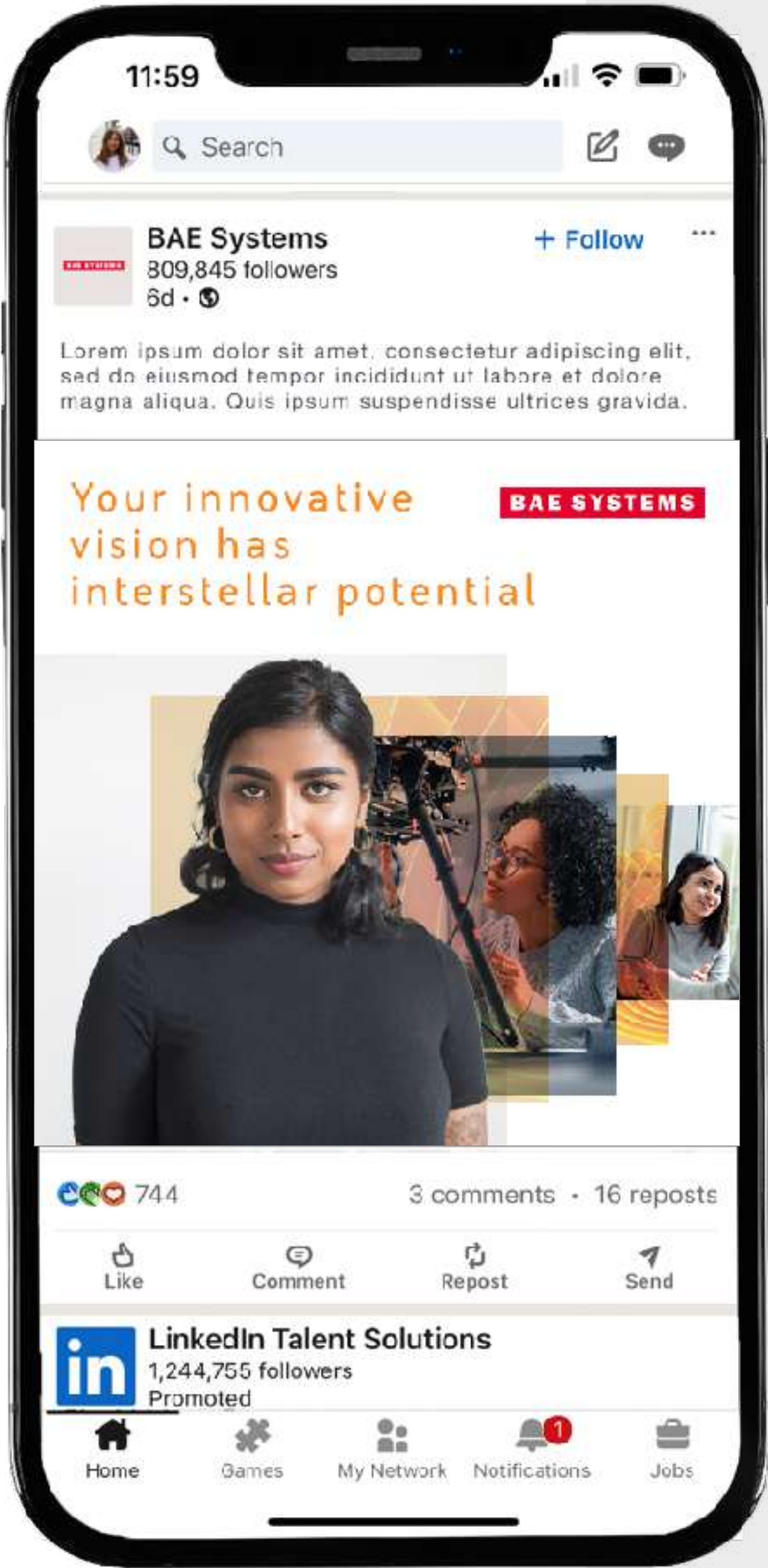
Infinite possibilities
for veterans



Discover a career
move into engineering



Social example



Targeting diverse candidates

It takes more than non-gendered language and representation in your everyday comms

What more could you do?

To...

Hire engineers and manual workers from underrepresented communities

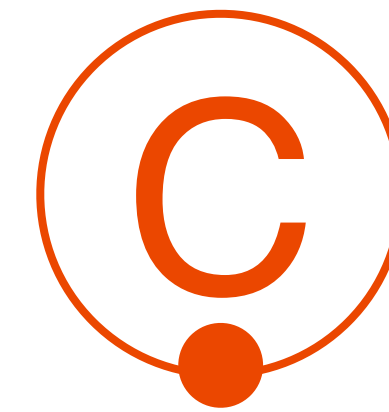
By...



Engaging with a trusted and inclusive voice



Activating and pooling diverse talent



Celebrating your role models



Recognising and rewarding diverse talent

Infinite Inc.



Engaging with a trusted and inclusive voice

Introducing Infinite Inc. - an all-star team of diverse employee advocates. We'll assemble them to convince the next generation that more innovative engineering careers are possible.

They go into schools and technical colleges, supporting influencers with workshops to help students with:

- Overcoming imposter syndrome
- Building personal brands
- CV writing and interview advice
- PR campaign surrounding this will improve brand perception.



Infinite vision



Activating and pooling
diverse talent

Infinite Inc. then launch a competition where STEM students share their visions of the cutting-edge tech they think is possible in the next 50 years.

They can submit their ideas (videos, drawings, essays) on social media, but they must reflect the innovative values/expertise of BAE Systems:

- Sustainable Security
- Ethical Space Exploration
- Engineering in the Age of AI

Submissions will be incentivised with the prize of a 6-month internship.



Impossible people

- A
- B
- C
- D

Celebrating your role models

We take the message of your Infinite Inc. role models to a wider audience in a series of social films.

These will tell underrepresented talents to aim for a level of success and make an impact they never imagined possible.

This brings a stronger D&I angle to your existing Infinite Possibilities people stories.



To infinity and beyond



Recognising and rewarding diverse employees

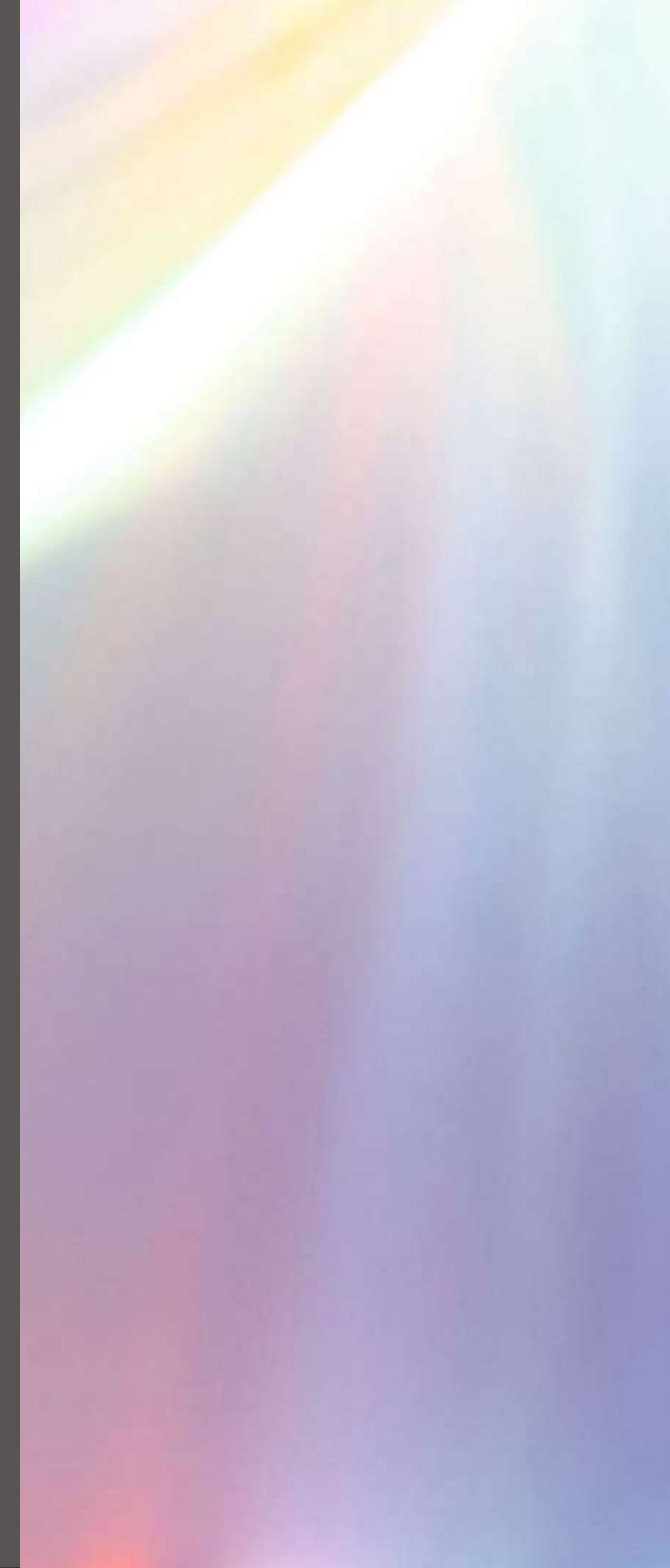
Proving to diverse talent that nothing is impossible, we'll launch an out-of-this-world employee recognition scheme.

Nominating colleagues who have overcome adversity to achieve the above and beyond, they'll receive an amazing honour... A small, simple part of BAE Systems tech named after them, which will be sent into space. Or to the deepest part of the ocean.

We'll ask people on social media to vote on social, so they know the lengths you go for colleagues.



**DISCOVER THE
UNDISCOVERED**

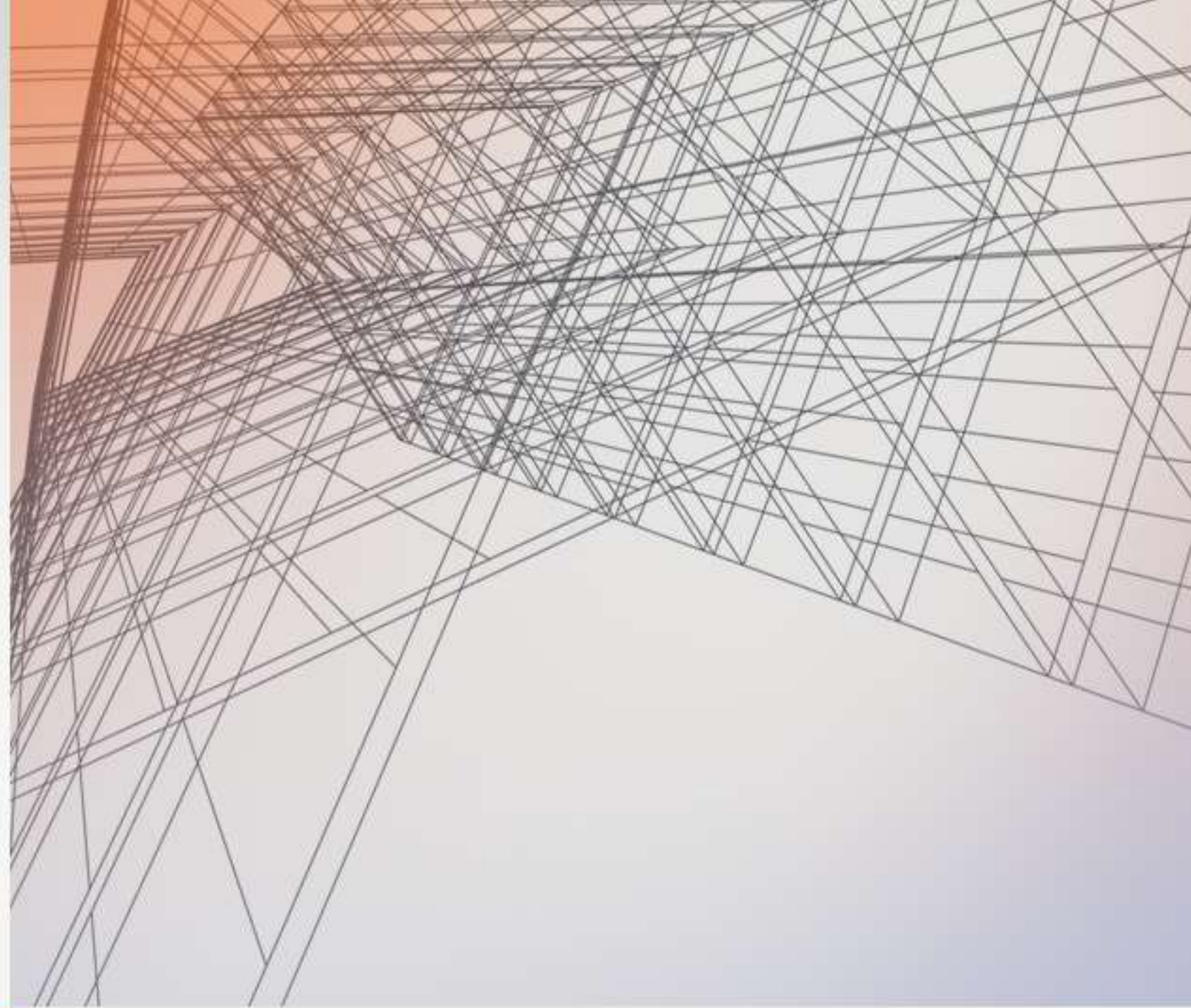


Why?

- It makes you, the colleague, the hero.
- It makes you the first to something.
- It challenges the perspectives of people currently outside the industry, and gives them a fresh desire to become a part of it.

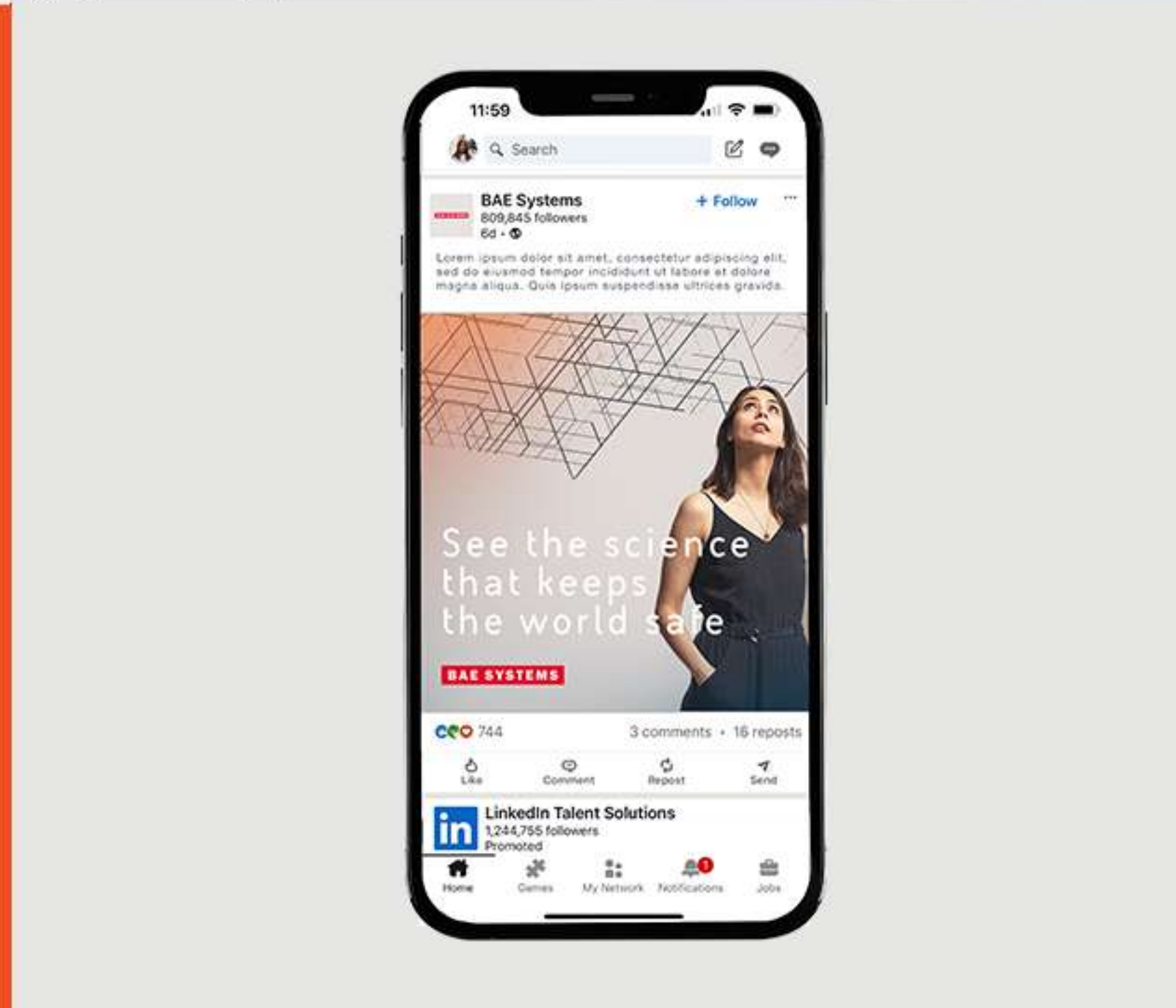
BAE SYSTEMS

Discover
the
undiscovered



Discover
the
undiscovered

BAE SYSTEMS



Headlines

TECH

Develop the tech
no-one knows yet

Discover the undiscovered

PROJECT MANAGERS

Our projects take your
skills to new frontiers

Discover the undiscovered

MANUAL WORKERS

Rebuild the air, sea
and landscape

Discover the undiscovered

VETERANS

It takes a veteran to see
what's coming next

Discover the undiscovered

STEM/ENGINEERING:

Explore the science
of a safer world

Discover the undiscovered

Visual moodboard

The Future's Design

This route will use a digital blueprint-inspired graphic to convey visions of technologies and solutions yet to be discovered.

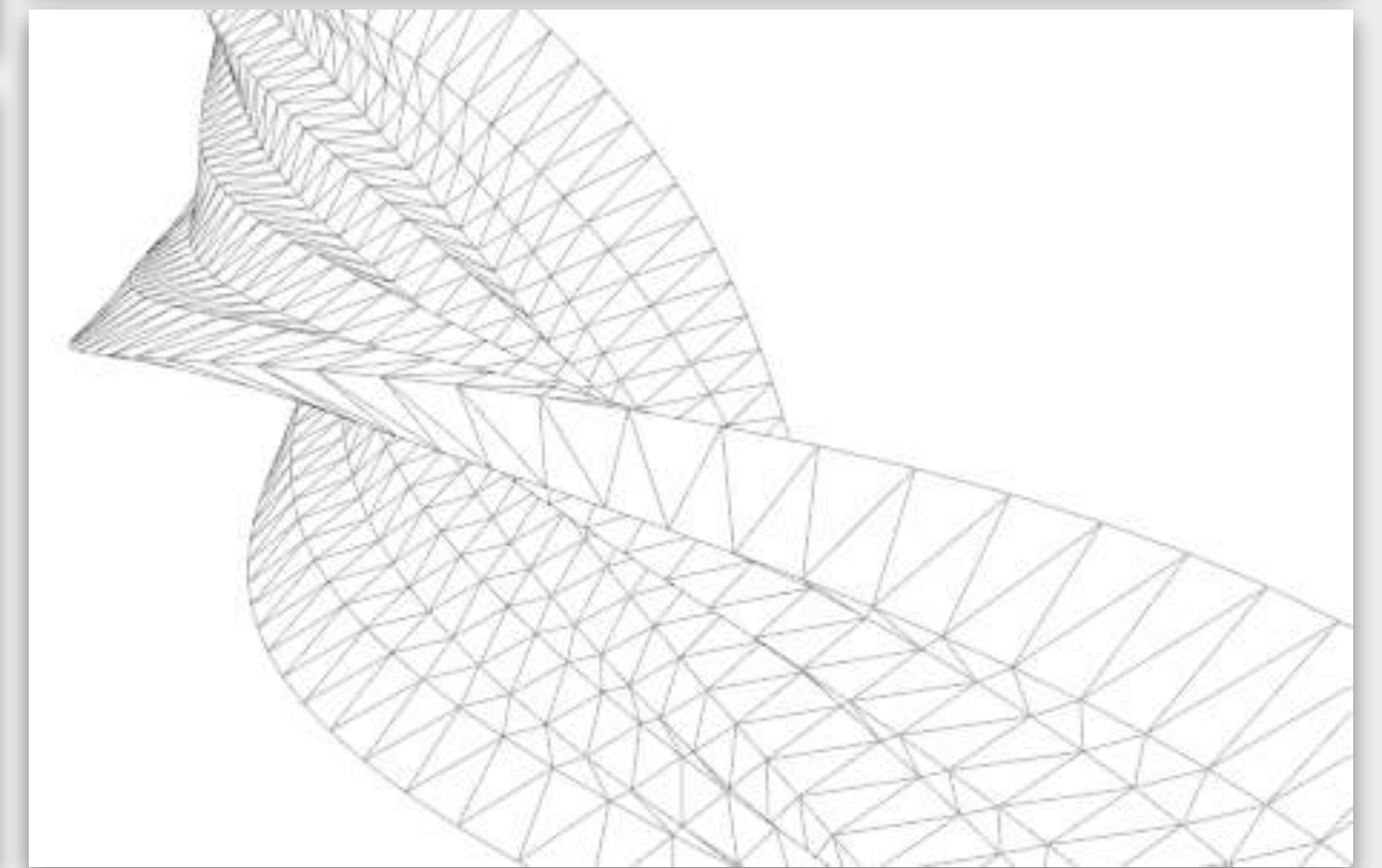
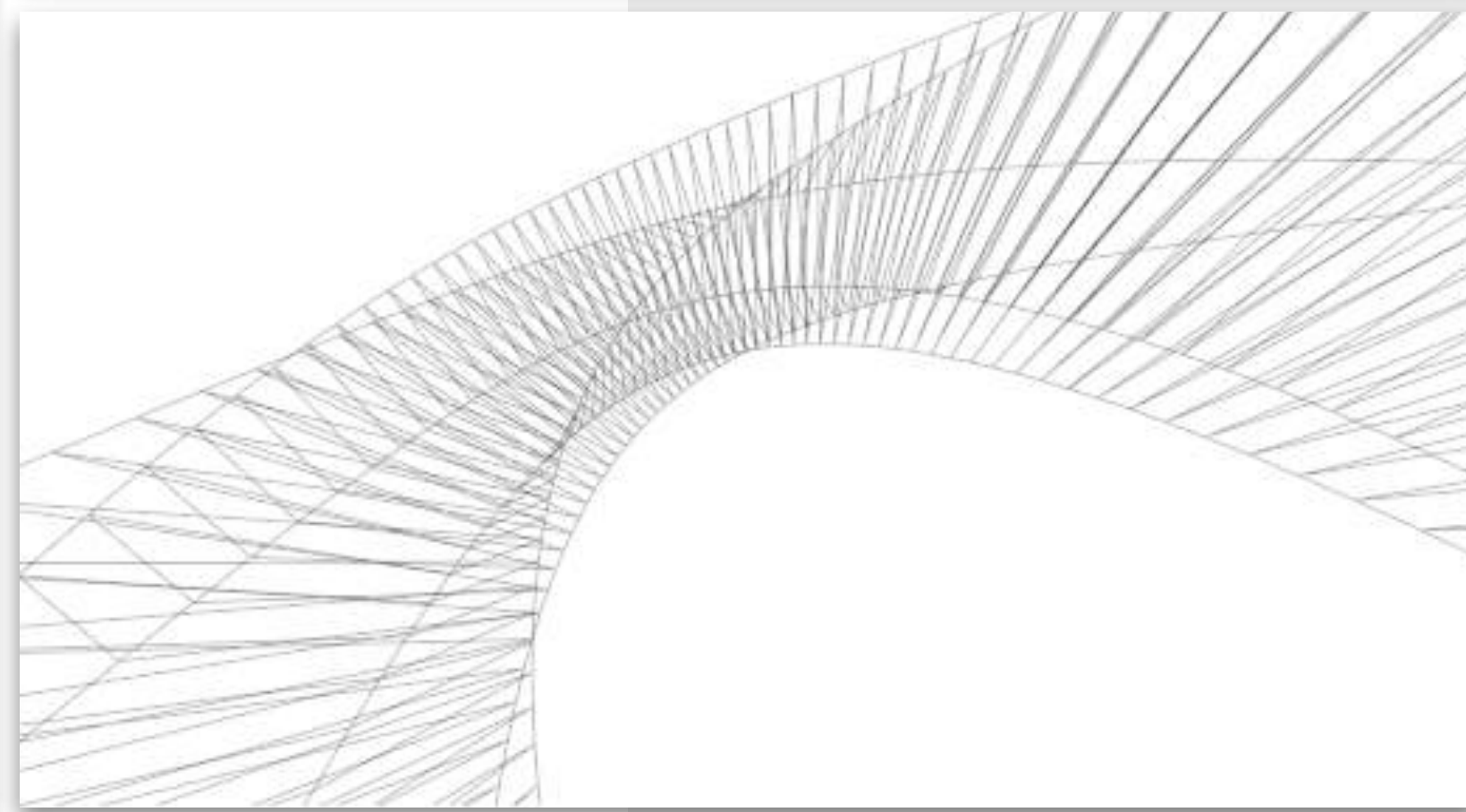
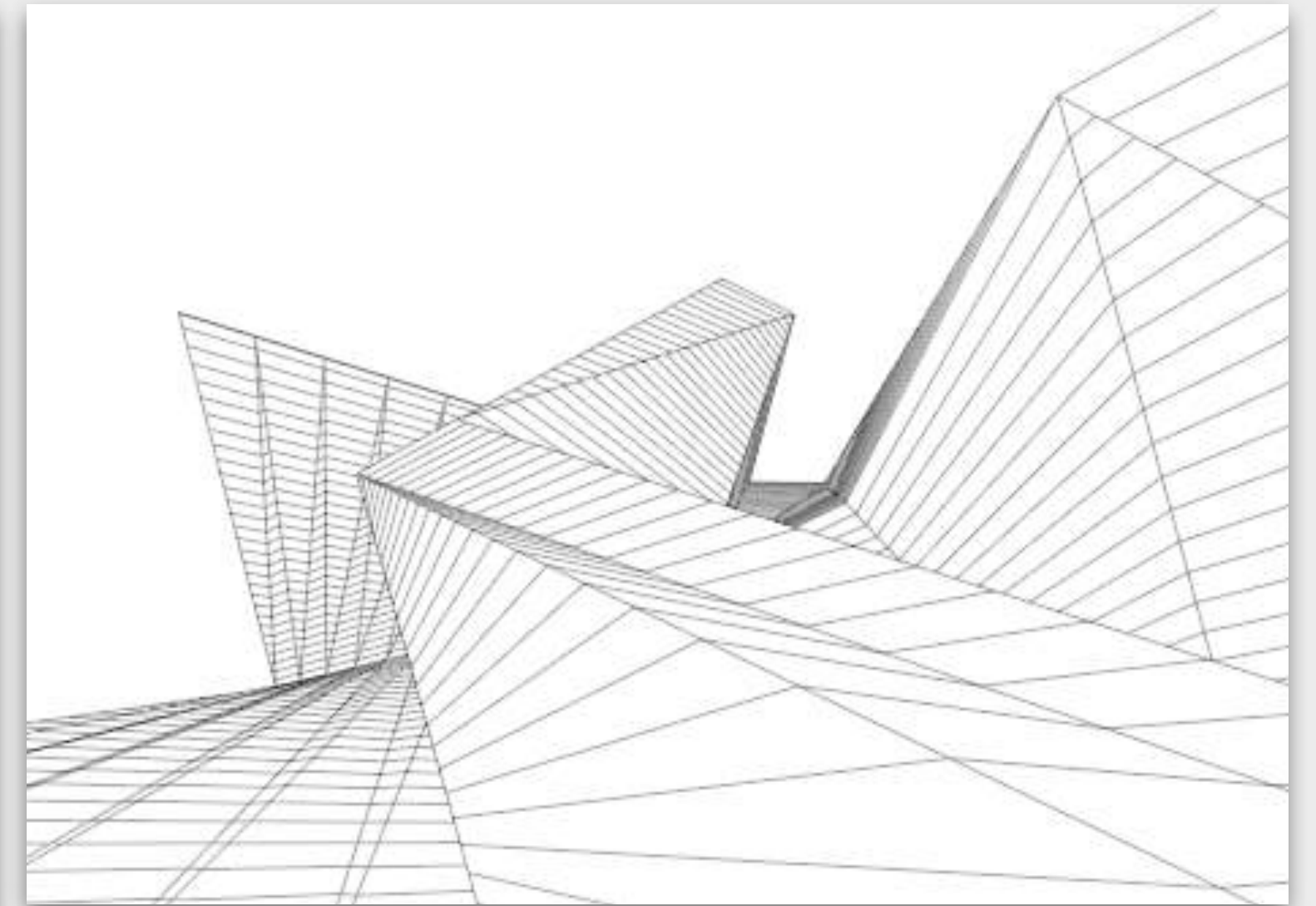
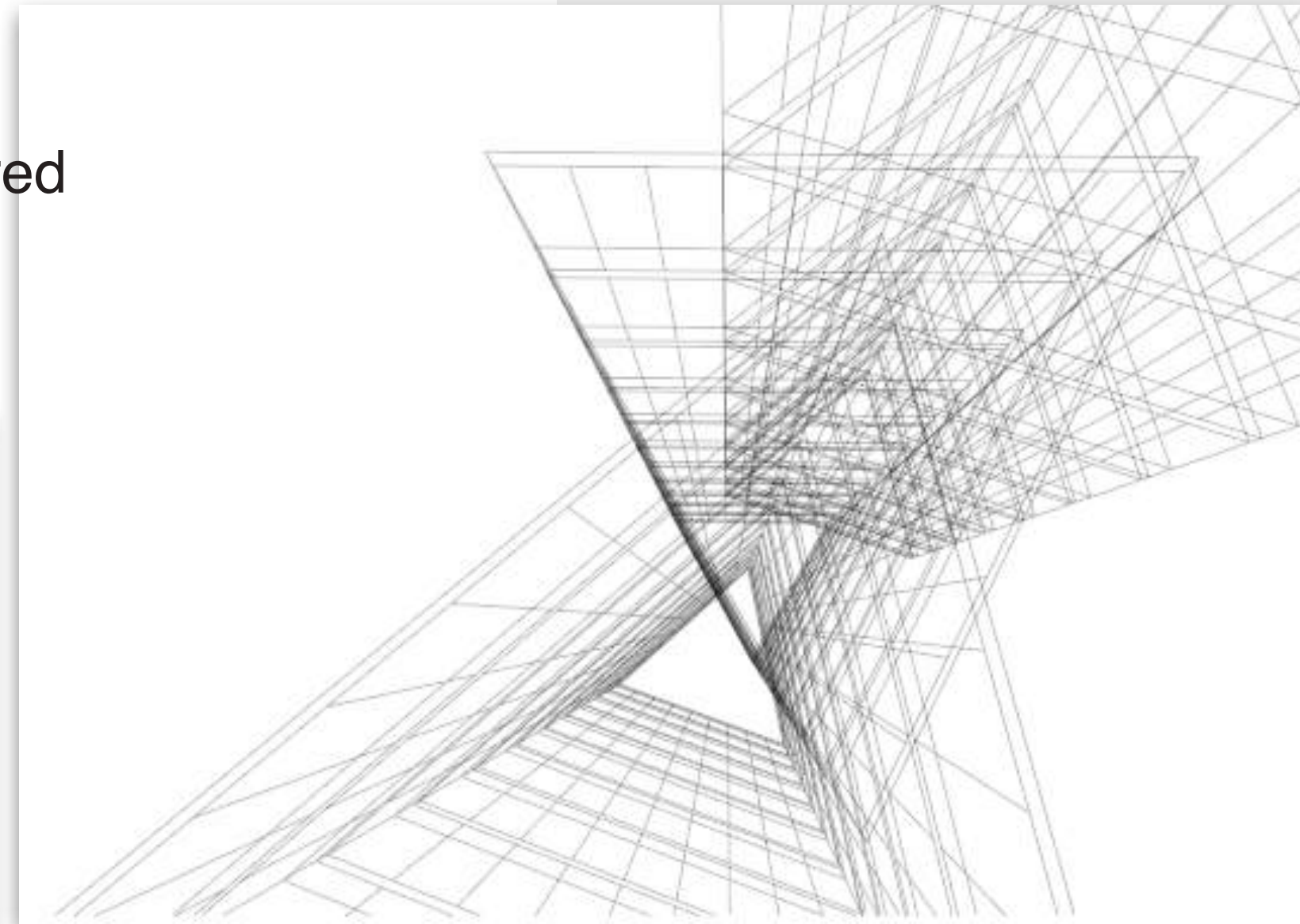
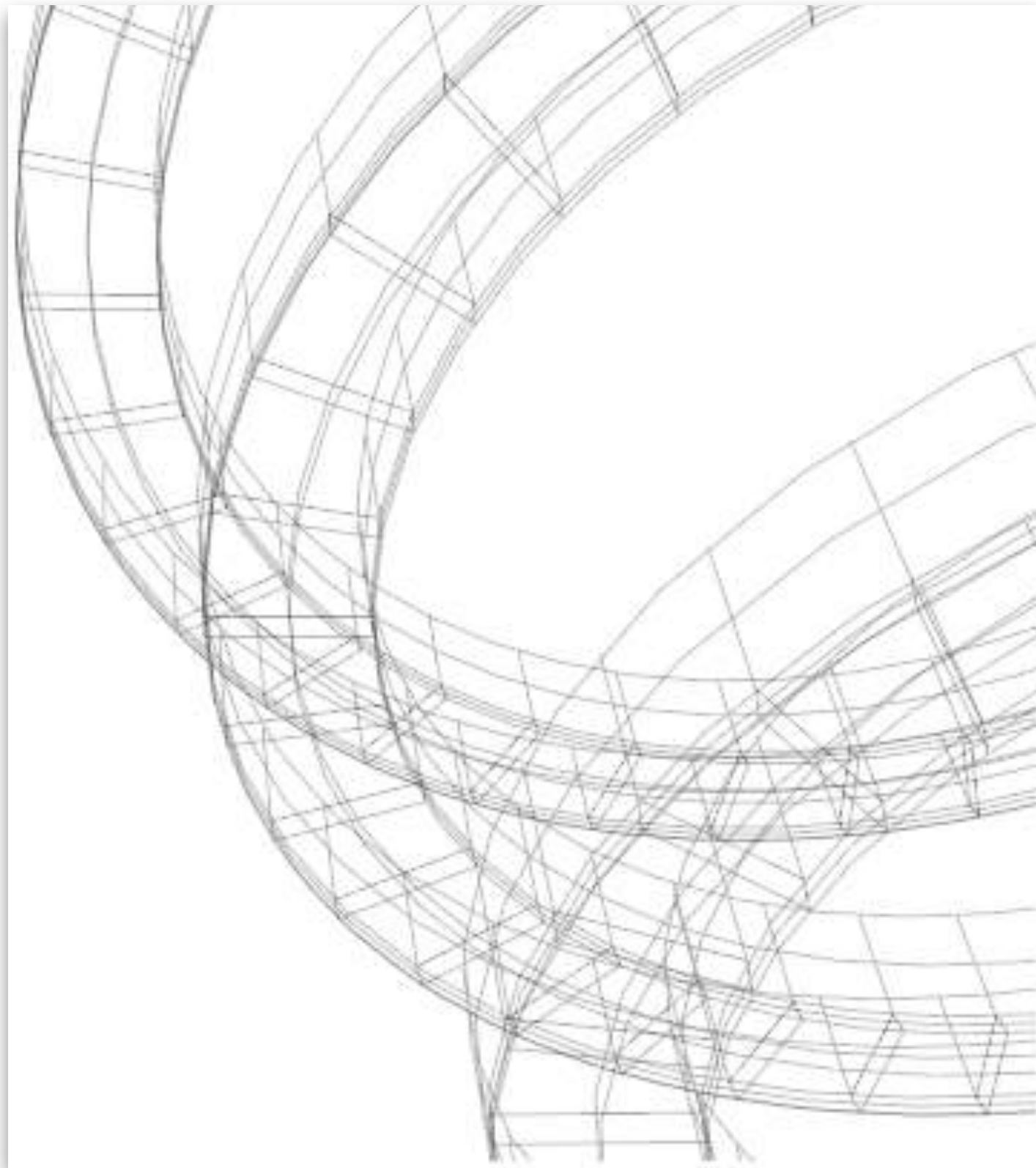


Image style

Discovery Portraits



Shots of your people looking off-camera, with aspirational expressions will interact with our 'Future Design' graphic, expressing their ability to discover fresh potential at BAE Systems.

Discover
the
undiscovered

BAE SYSTEMS



Design exploration



MPU example



Develop
the tech
no-one
knows yet

BAE SYSTEMS



Discover
the
undiscovered

BAE SYSTEMS



Tech roles
available

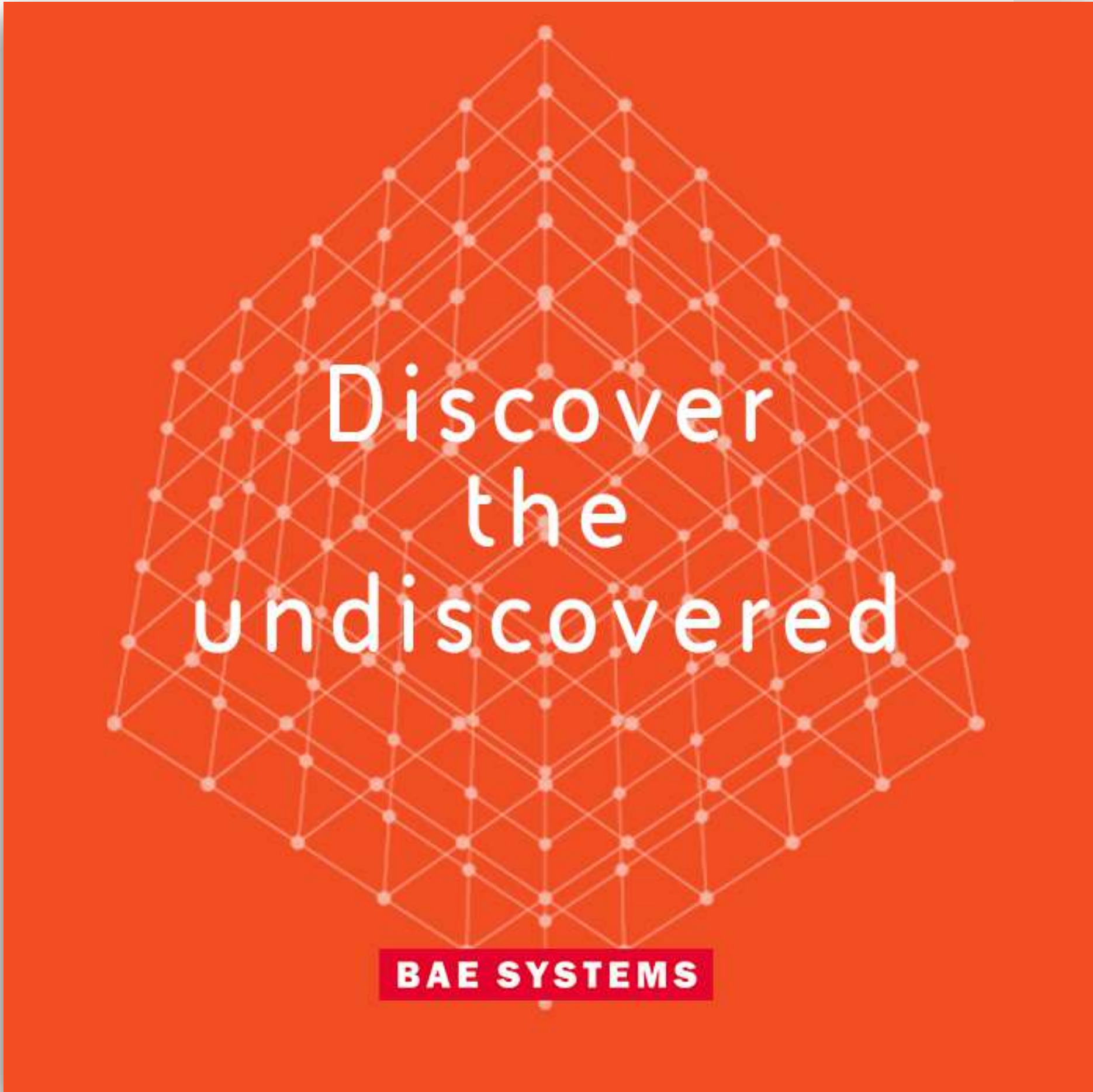
Find out more

BAE SYSTEMS

Social example



Typo Example



Captivating competitor talent

Being bold and shaping your brand profile in the battle for the best tech talent

To...

Lure the best tech talent away from competitors

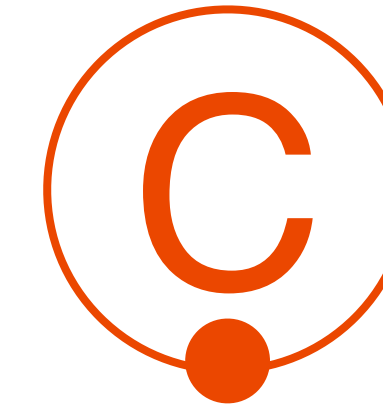
By...



Convincing them your world is the most exciting in tech



Making them feel special and promising to enhance their impact



Educating them on the wider scope and scale you innovate in



Demonstrating your opportunities, culture and support are as progressive as your technology

You decide the discovery

- A
- B
- C
- D

Educating them on wider scope and scale of your innovations

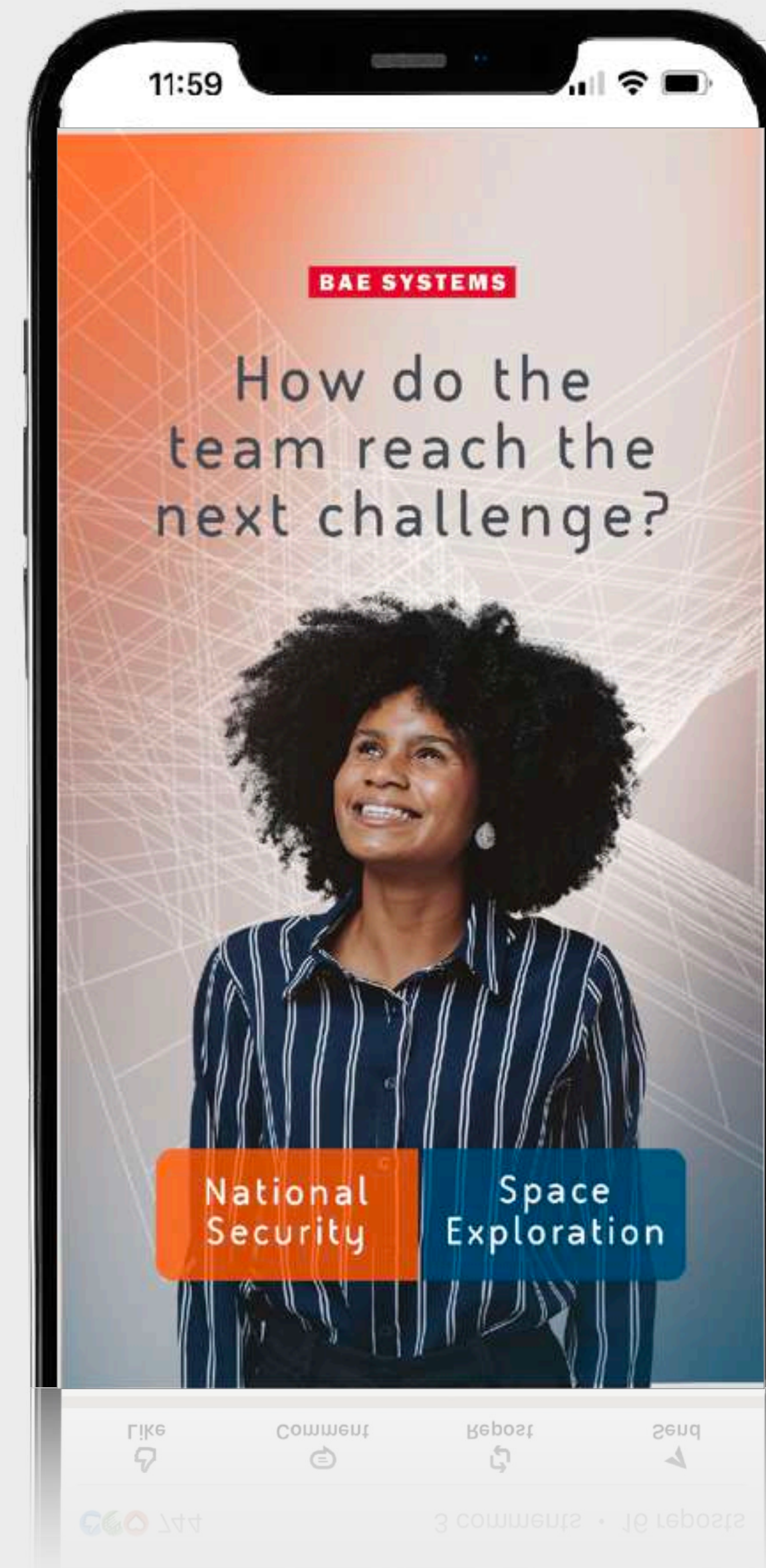
We'll target our active audience and expand our reach with a discovery-themed social campaign.

This will show the diverse and positive impacts of your technologies with behind-the-scenes tours of research and development labs, as well as interviews with scientists.

The audience chooses their own adventure based on the topics they want to explore...

'National Security' or 'Space Exploration'

'Sustainable Travel' or 'Supporting Government'



Unlimited discovery

A B C D

Demonstrating your opportunities, culture and support are as progressive as your technology

What if we started a journey to turn you into a known destination for female tech talent?

We create a social series which celebrates your homegrown female tech talent, the support they've received in discovering their purpose and the incredible technological discoveries they've made.

These will be to announce the launch of a new women-in-tech bursary to increase the number of applicants to your career programmes.



BAE SYSTEMS

We inspired Jen to find the pioneer inside

Discover the undiscovered

This advertisement features a woman with long dark hair looking upwards against a light background with a faint geometric pattern. The BAE SYSTEMS logo is in the top left. The text is centered, and a red button with white text is at the bottom.



BAE SYSTEMS

We propelled Mira's curiosity through the atmosphere

Discover the undiscovered

This advertisement features a woman with short grey hair looking upwards against a solid orange background. The BAE SYSTEMS logo is in the top left. The text is centered, and a white button with red text is at the bottom.



BAE SYSTEMS

We helped Suze acquire rare and valuable tech skills

Discover the undiscovered

This advertisement features a woman with a large afro hairstyle looking upwards against a dark blue background with a faint geometric pattern. The BAE SYSTEMS logo is in the top left. The text is centered, and a white button with red text is at the bottom.



BAE SYSTEMS

Discover a route into tech that respects your potential.

Join the Discover Her bursary programme.

This advertisement features a light grey background with a faint geometric pattern. The BAE SYSTEMS logo is in the top right. The text is centered, and a red button with white text is at the bottom.

Furthering your discovery

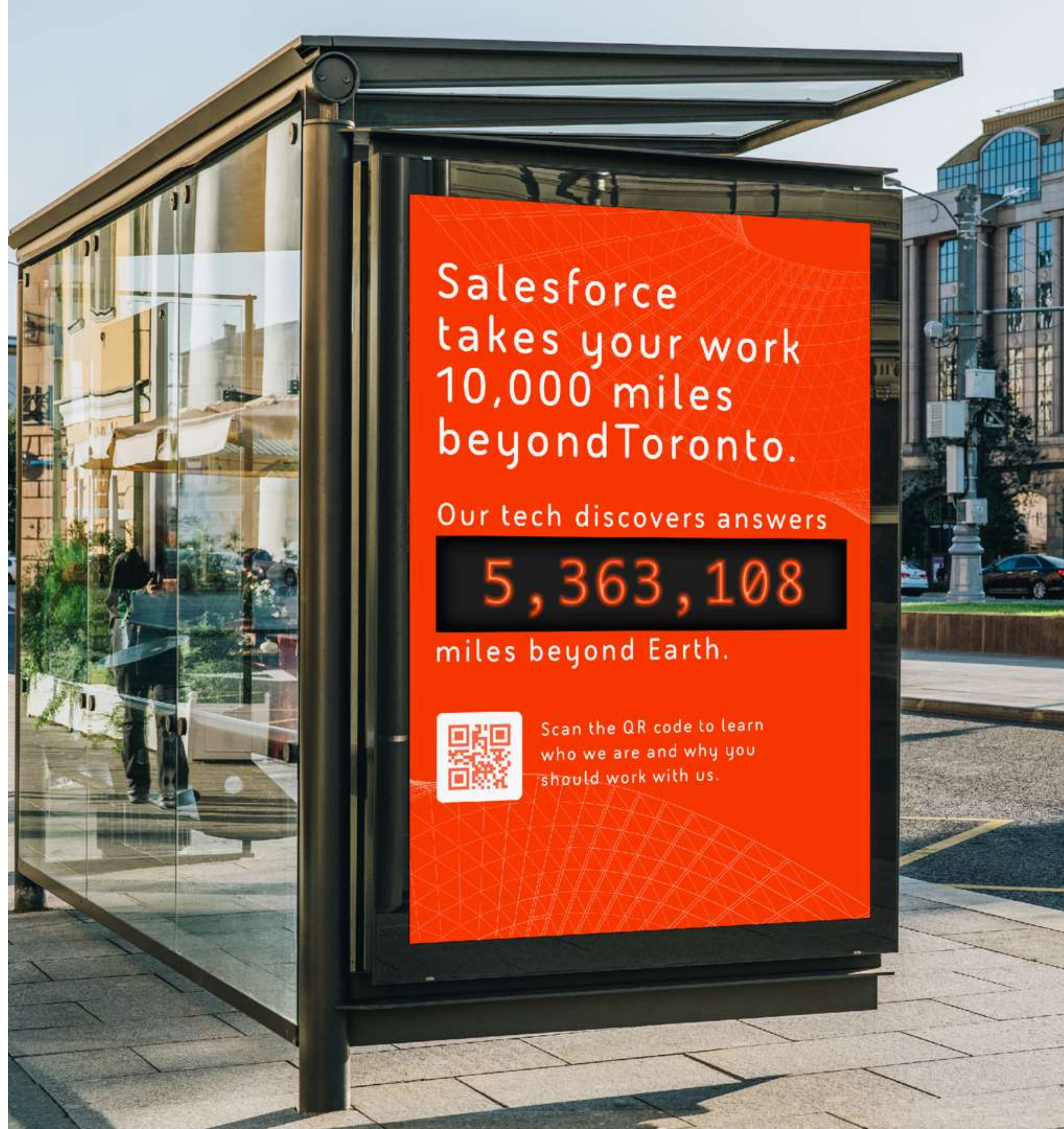


Convincing competitor talent your world is the most exciting in tech

BAE Systems technology is powering an ongoing ESA mission to Jupiter's moons.

We'll place an unmissable installation outside competitor offices, which gives a real-time count of the distance it has travelled across our solar system...

- Salesforce takes your work 10,000 miles beyond Toronto.
- Our tech discovers answers 5,363,108 miles beyond Earth.
- Scan the QR code to learn who we are and why you should work with us.



The 'Undiscovered' podcast

- A
- B
- C
- D**

Making them feel special and promising to enhance their impact

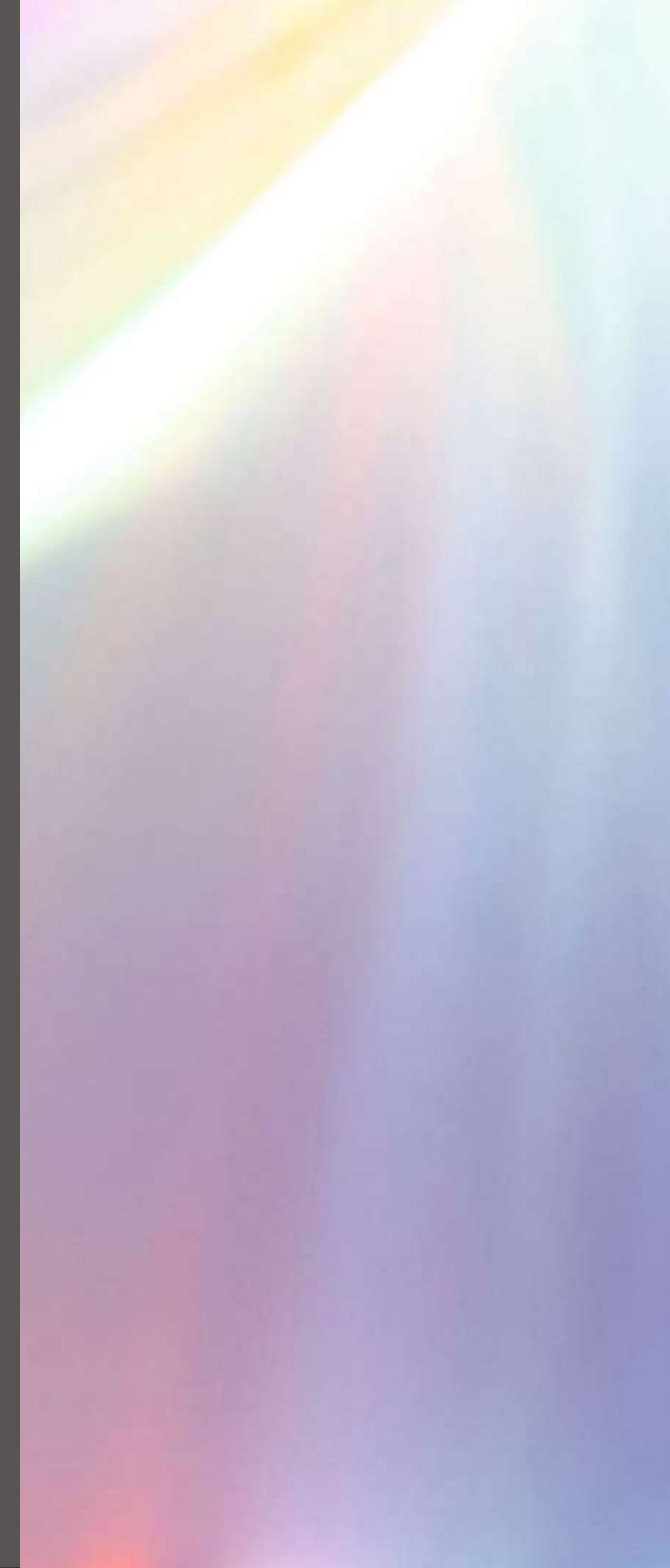
Those who engage with our mysterious outdoor ads will be redirected and discover a podcast exclusive to curious tech talent.

In a twist on the public nature of podcasting, this 'top-secret' podcast will dive into reasons why so much BAE Systems technology is confidential, impactful and first-to-market.

Each episode will present a different 'case file' on a technology which used to be secret, but is now openly improving our world.



**SECURE
YOUR WORLD**

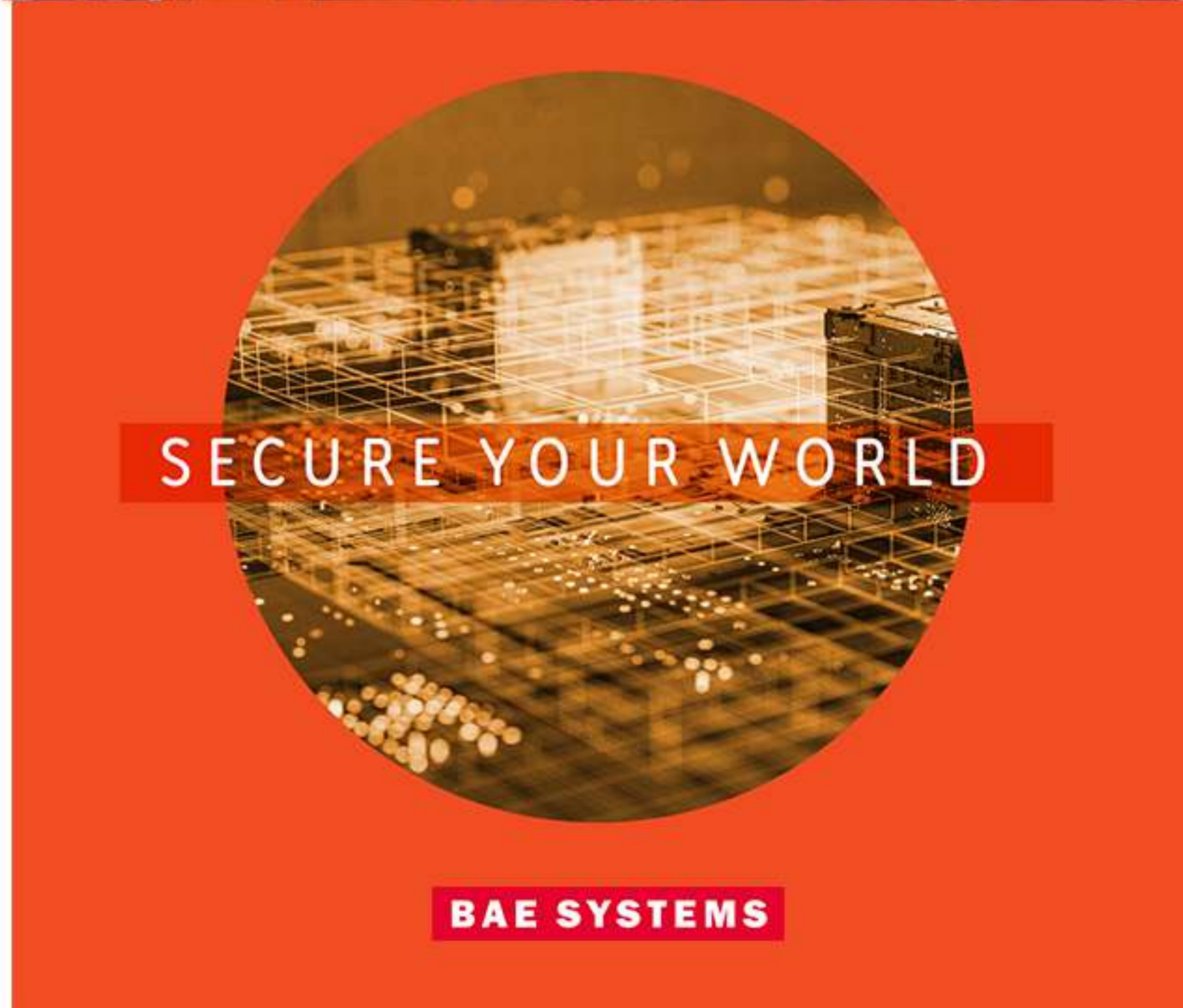


Why?

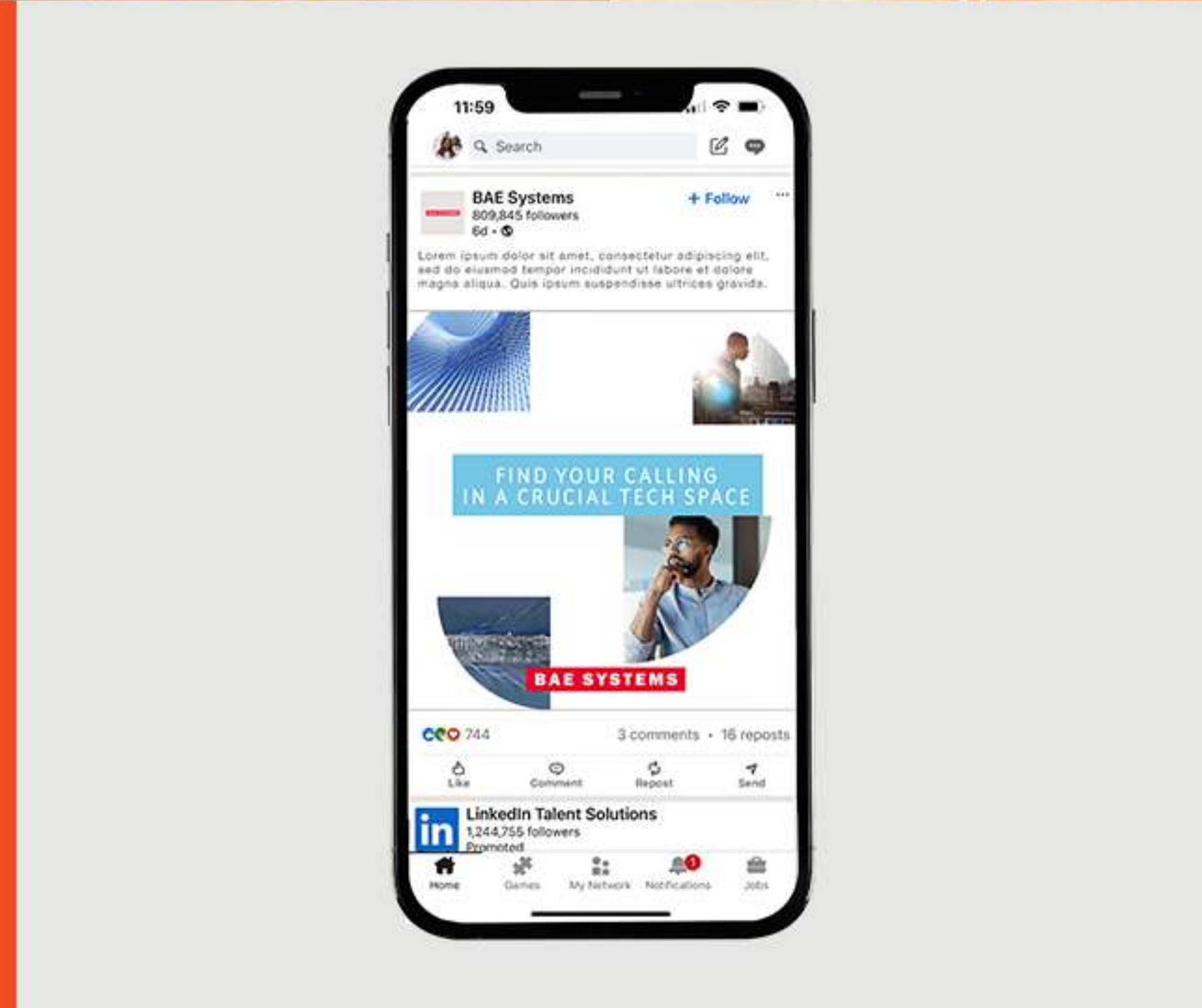
- ‘Securing the future’ is a big idea in the employer space.
- Persuading people defence is intrinsically linked with their own security is extremely powerful.
- It communicates consistency, development, investment, work-life balance and innovation in the most meaningful ways.

BAE SYSTEMS

**SECURE
YOUR
WORLD**



BAE SYSTEMS



Headlines

TECH

Find your calling
in a crucial tech space
Secure your world

PROJECT MANAGERS

Project. Protect. Reflect.
Secure your world

MANUAL WORKERS

Progress is entirely
in your hands
Secure your world

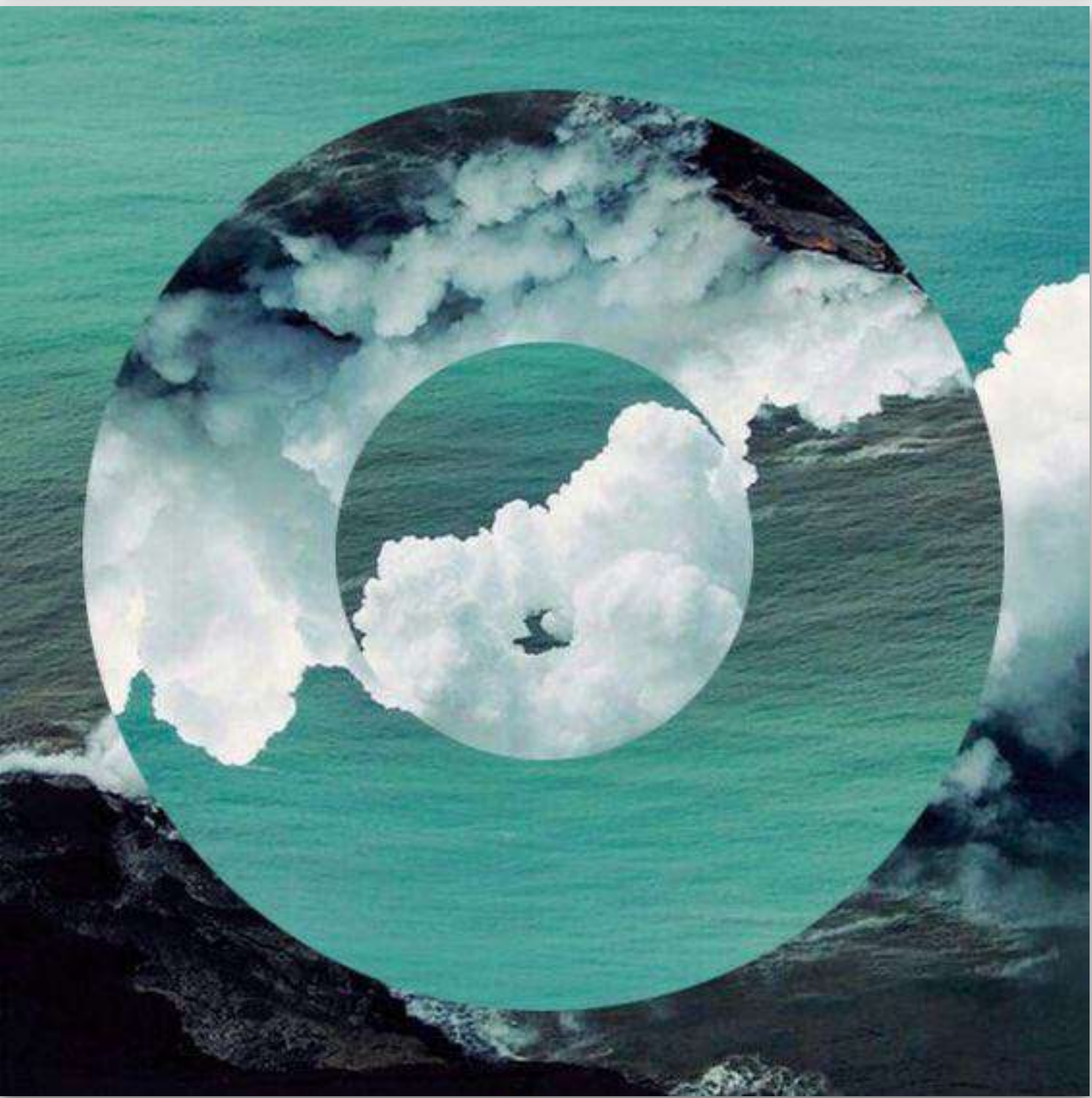
VETERANS

Use that non-civilian eye
to your advantage
Secure your world

STEM/ENGINEERING

Become a pioneer
in peace of mind
Secure your world

Visual moodboard



This route will use a 'worlds within worlds' graphic. This layered circle, enables us to encompass multiple benefits and environments in one image.



Image style

Worlds within worlds



Working environment



Business area (literal & abstract)

This route uses a multiple image style, where we can show up to 4 images.

- It allows us to showcase all aspects of the employee's world - in work and out of work.
- All images are reportage style to convey authenticity.



Personal life



World impact

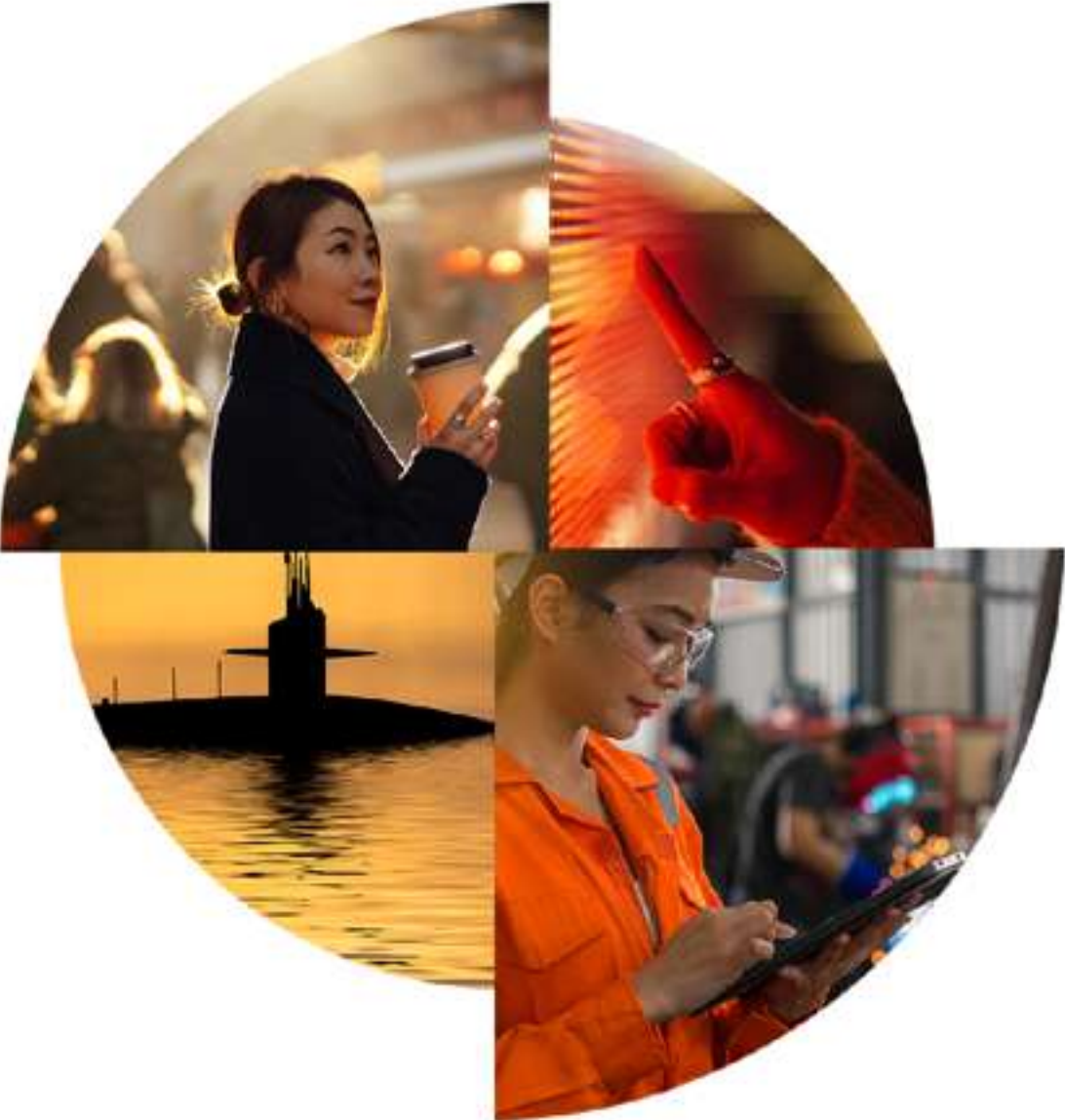


SECURE YOUR WORLD

BAE SYSTEMS

People Worlds

Can be used in multiple ways
Allows us to tell much richer people stories



BAE SYSTEMS



BAE SYSTEMS



BAE SYSTEMS

Design exploration

Looking at using colours from your secondary palette.



MPU example

Project.
Protect.
Reflect.



BAE SYSTEMS


Secure
your
world



BAE SYSTEMS

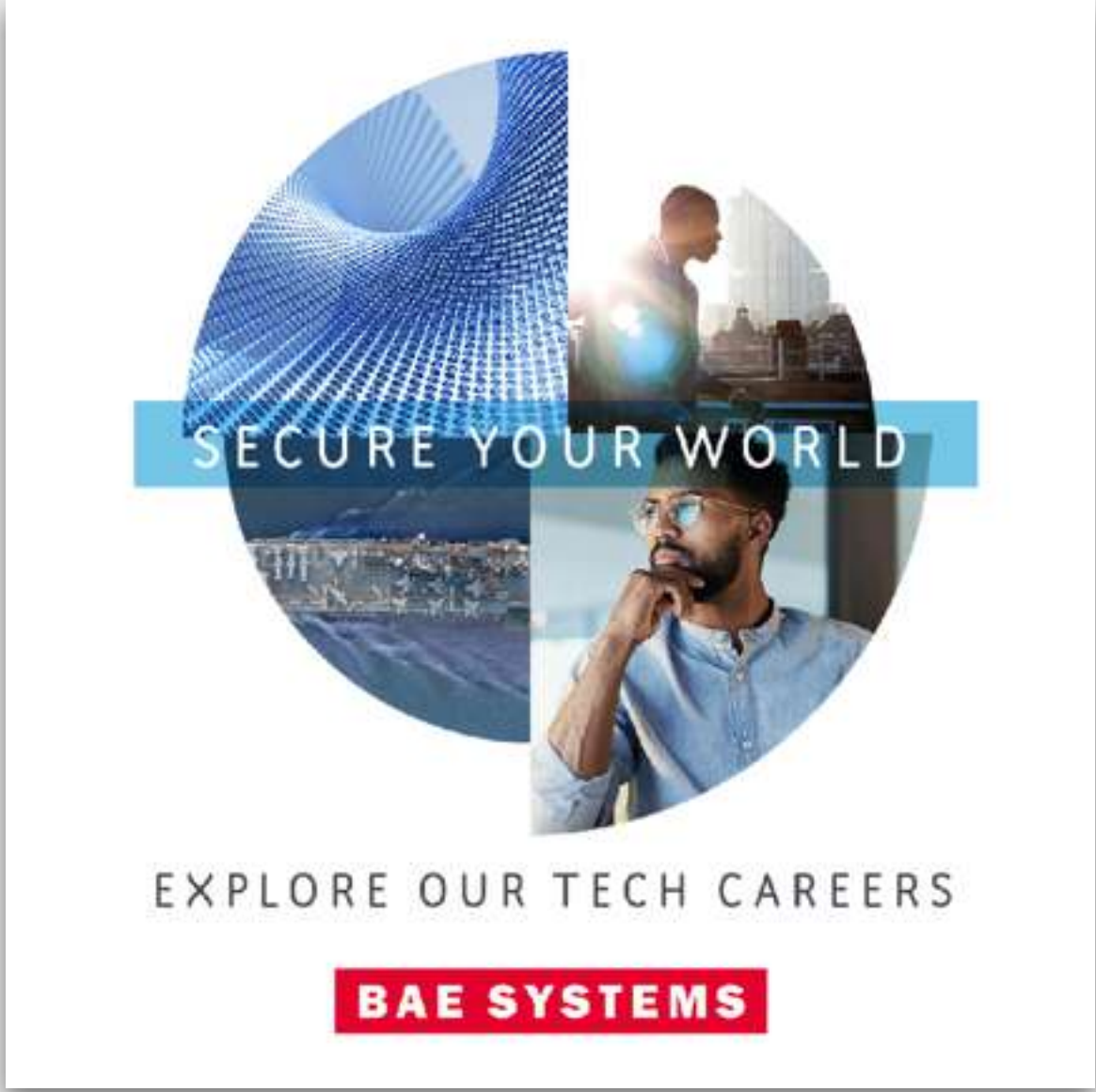
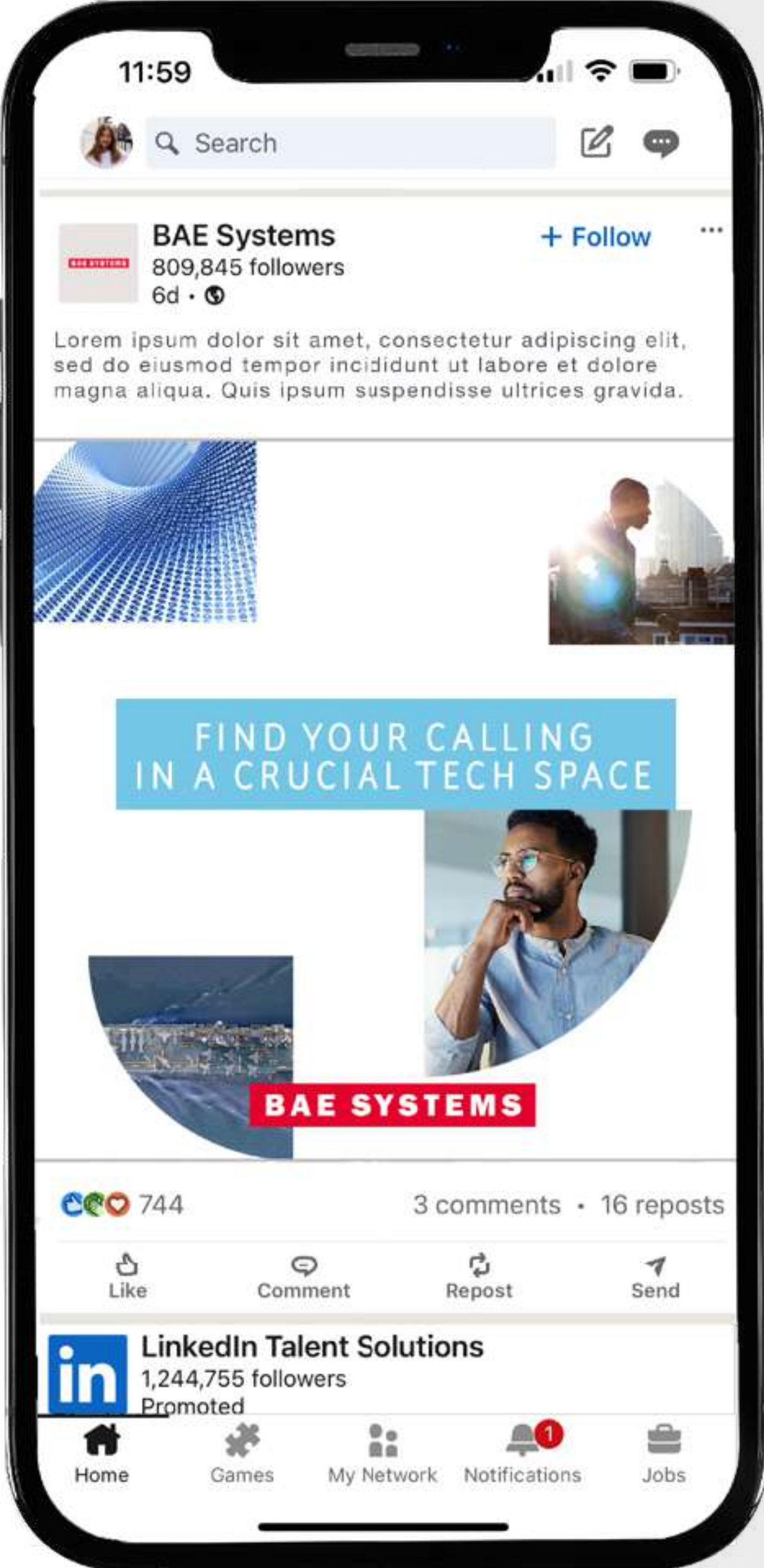
Project manager
roles with a
balanced
purpose

[Find out more](#)

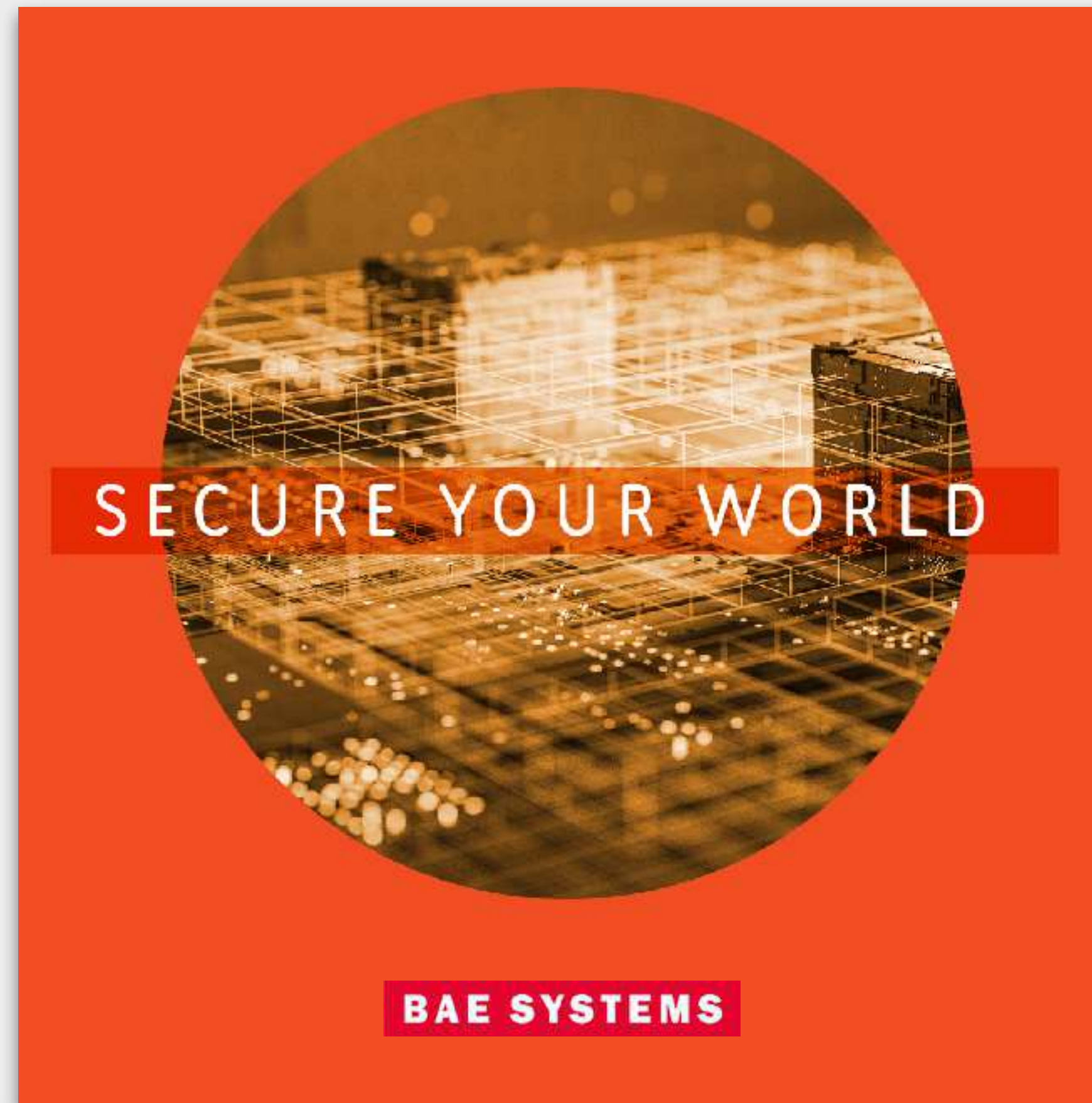
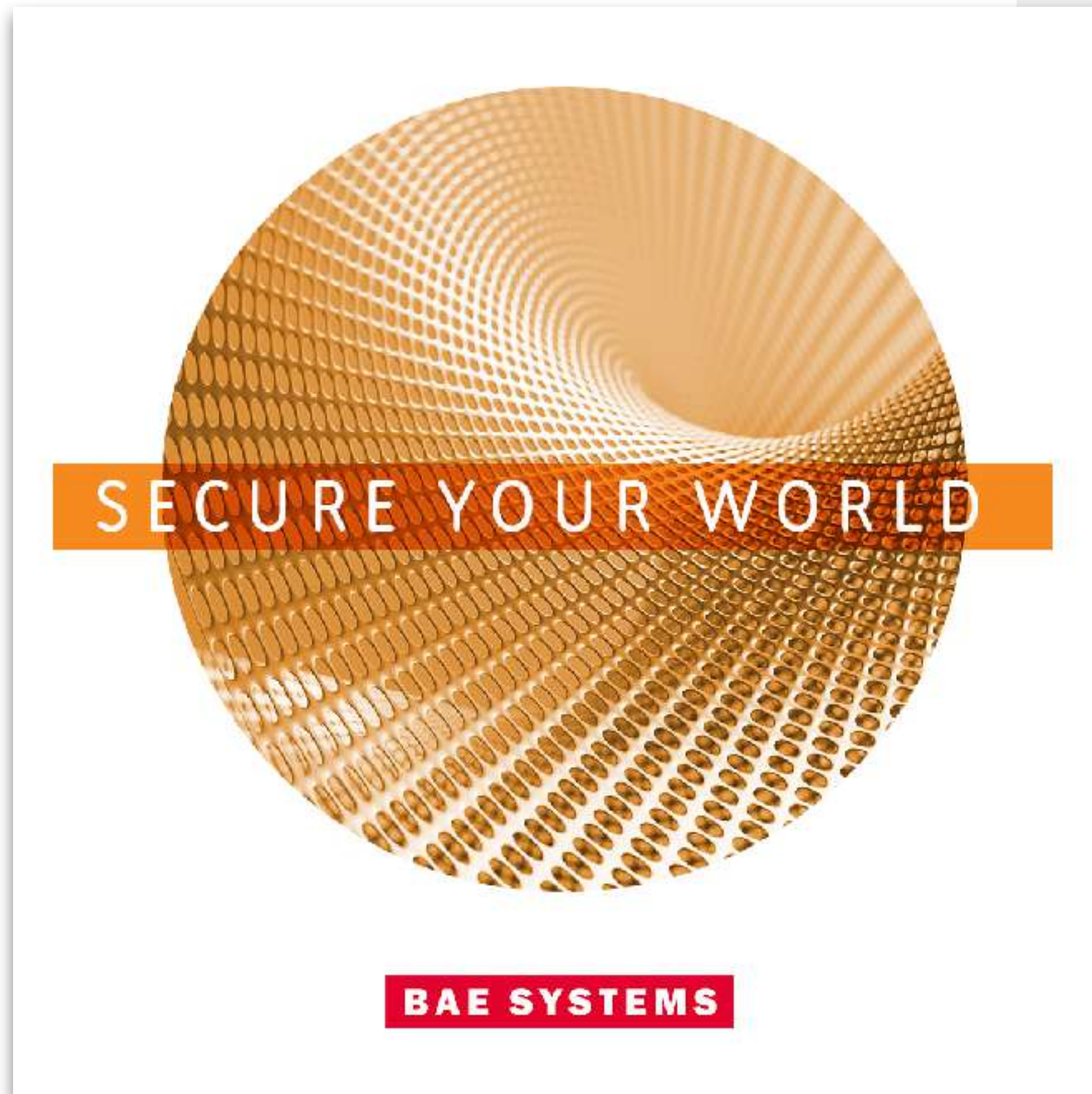


BAE SYSTEMS

Social example



Typo example



Securing veterans

Calling out their transferrable skills and your ability to help them secure a better career transition

To...

Gain the trust and loyalty of veterans

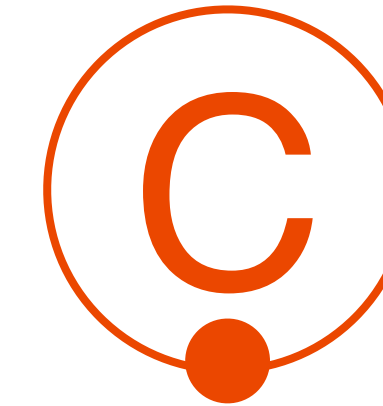
By...



Proving what you're willing to invest in them



Demonstrating your knowledge of, and value to, them



Showing how your opportunities, culture and support network are set up for them



Exposing them to opportunities beyond military defence

Welcome to your world

A B C D

Proving what you're willing to invest

We can do better than a simple banner to attract talent at events such as Veteran UK.

A large interactive display could share the diverse stories of ex-services individuals who have secured careers at BAE Systems.

This display will celebrate the abundance of transferrable skills you look for and how you pair them with unexpected opportunities.

“With support like this, going from Staff Sergeant to Project Manager felt entirely natural.”



Civilian life sessions

- A
- B
- C
- D

Demonstrating your knowledge of, and value to, veterans

Veterans who we interact with at events can discover the support you provide for them themselves.

We'll invite them to virtual workshops which position BAE Systems as an expert employer who helps veterans re-adjust to life after the Army.

These pragmatic sessions advise on the support and feeling of security you can provide in terms of:

- Qualifications and career transitions
- Mental health and wellbeing
- Lifestyle/family support



BAE SYSTEMS

Working in a support network that relates

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. [READ MORE](#)



[READ MOIRAS STORY](#)


SECURE YOUR WORLD



BAE SYSTEMS

Transfer your skillset from military to commercial defence

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. [READ MORE](#)



[READ MOIRAS STORY](#)

SECURE YOUR WORLD

Changing worlds

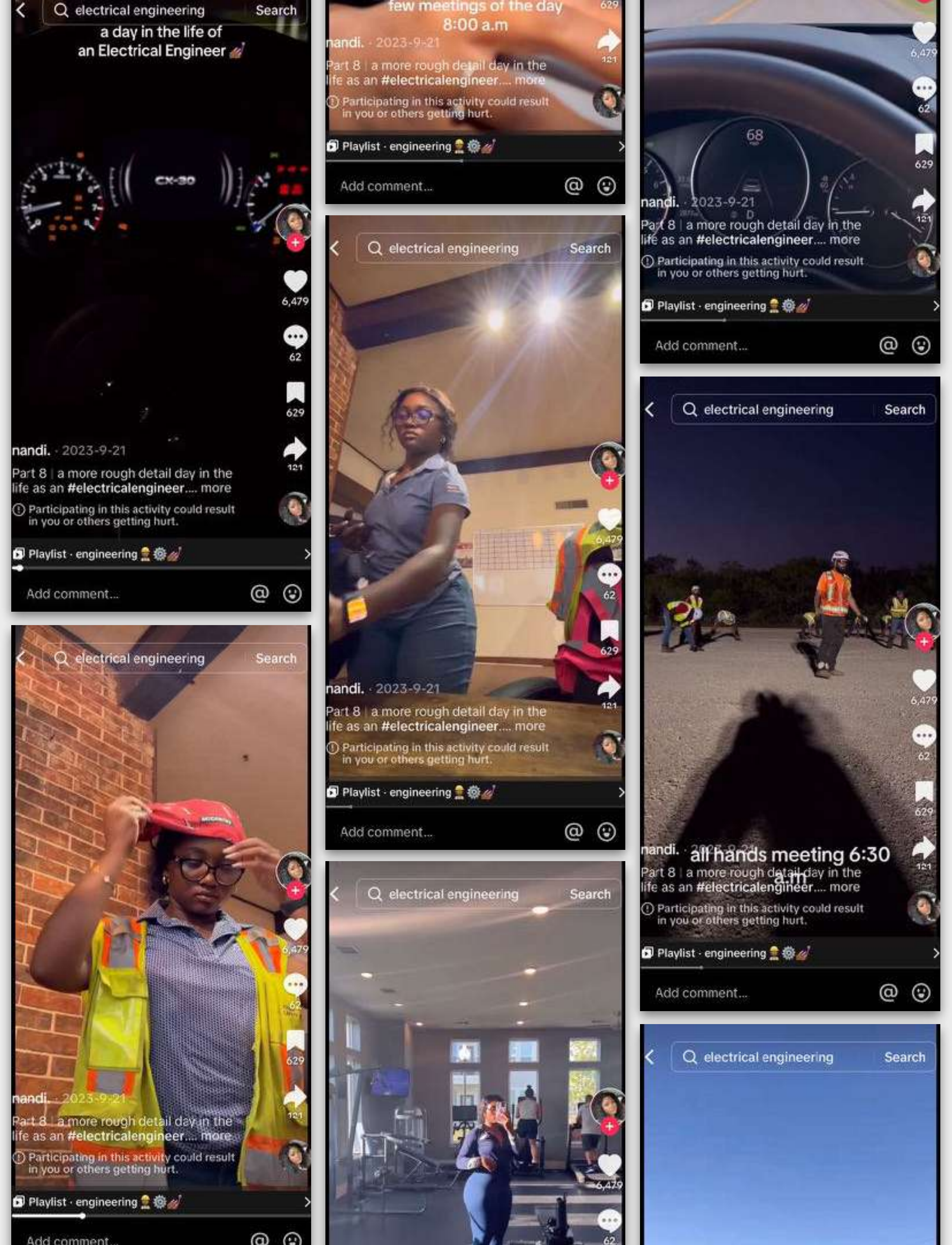


Showing how your opportunities, culture and support network are set up for them

Two BAE Systems veteran colleagues from opposite sides of the world win the opportunity to swap jobs for a month. A colleague exchange programme with day-in-the-life style updates on FB/IG Reels and TikTok.

They'll deliver an authentic inside-look at your global culture, as they explore each other's work environments, support networks and, ultimately, the impact each other's role has on their respective societies.

They'll share everything from serious insights into the career security they enjoy to light-hearted moments trying the local cuisine on their lunch breaks.



Security in action

- A
- B
- C
- D

Exposing them to opportunities beyond military defence

Veteran employees interview thought leaders from the lesser-known areas of the business for social media. This content will spread awareness that the security provided by BAE Systems extends to a wider range of essential industries that keep our society running, including:

- Healthcare
- Energy
- Transport

These will drive traffic to roles which allow our audience to influence these areas. So if they're looking for an entirely new purpose, they can still find it at BAE Systems.

BAE Systems
817,926 followers
1d • Edited •

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Why do we have ex-forces working to protect our hospitals [Learn more](#)

31

Like Comment Repost Send



The Solution

PLAYBOOK

Implement the playbook and build your brand

- Blackbridge and BAE Systems will work together to launch it regionally, embedding through workshops
- Brand guidance check-ins
- Campaign specific support
- Include social best practice and advocacy
- Measured by feedback, campaign metrics
- Review after two years

The employer brand

Delivering consistency across global markets



Together we can Employer Brand Toolkit



May 2021 | Second release



Facebook — Asset 1:1

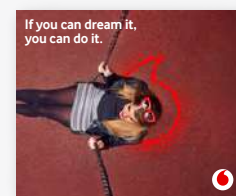
This example features full-bleed imagery and Headline Structure 2 in the body copy.

- Facebook offers two image dimensions to choose from: 1:1 and 16:9
- Users can choose from a library of images with fixed Speechmarks
- The logo is fixed in place and mandatory
- The logo should be white with a red Speechmark on dark backgrounds, or red with a white Speechmark on light backgrounds
- The headline can be taken on/off and is editable
- When the headline doesn't appear on the image, as in this example, it should appear in the body copy of the post

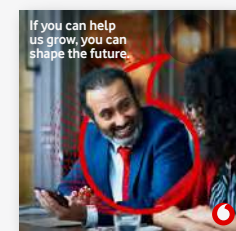


Headlines and job areas

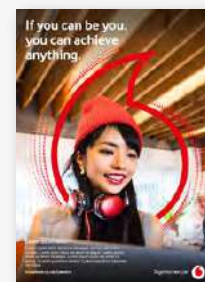
It's important to note that headline structures are not linked to job areas. So you can choose the headline structure that best suits your message, regardless of which role it's for.



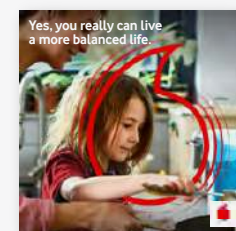
Marketing



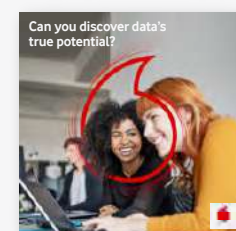
Sales



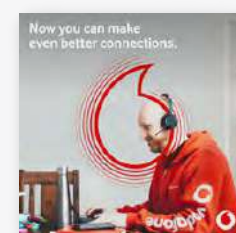
Youth



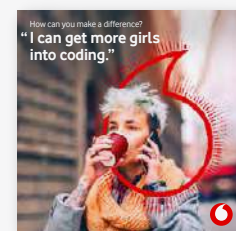
Corporate Functions



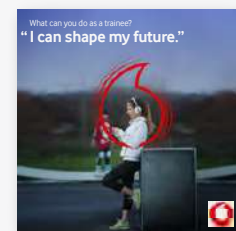
Technology



Contact Centres



Digital



Retail



_VOIS

Imagery — Full-bleed imagery



Software Engineers 'Free'/no-cost attraction activities

On the right, you'll see a range of solutions that will enable you to effectively engage with your target audience across each of the three key stages of the candidate journey. Simply roll over each section to reveal a short description of the tactic as well as links to further guidance and ready-to-use resources, where available.

We'll be adding to this catalogue as we create more content for you to use. Watch this space!

Key:

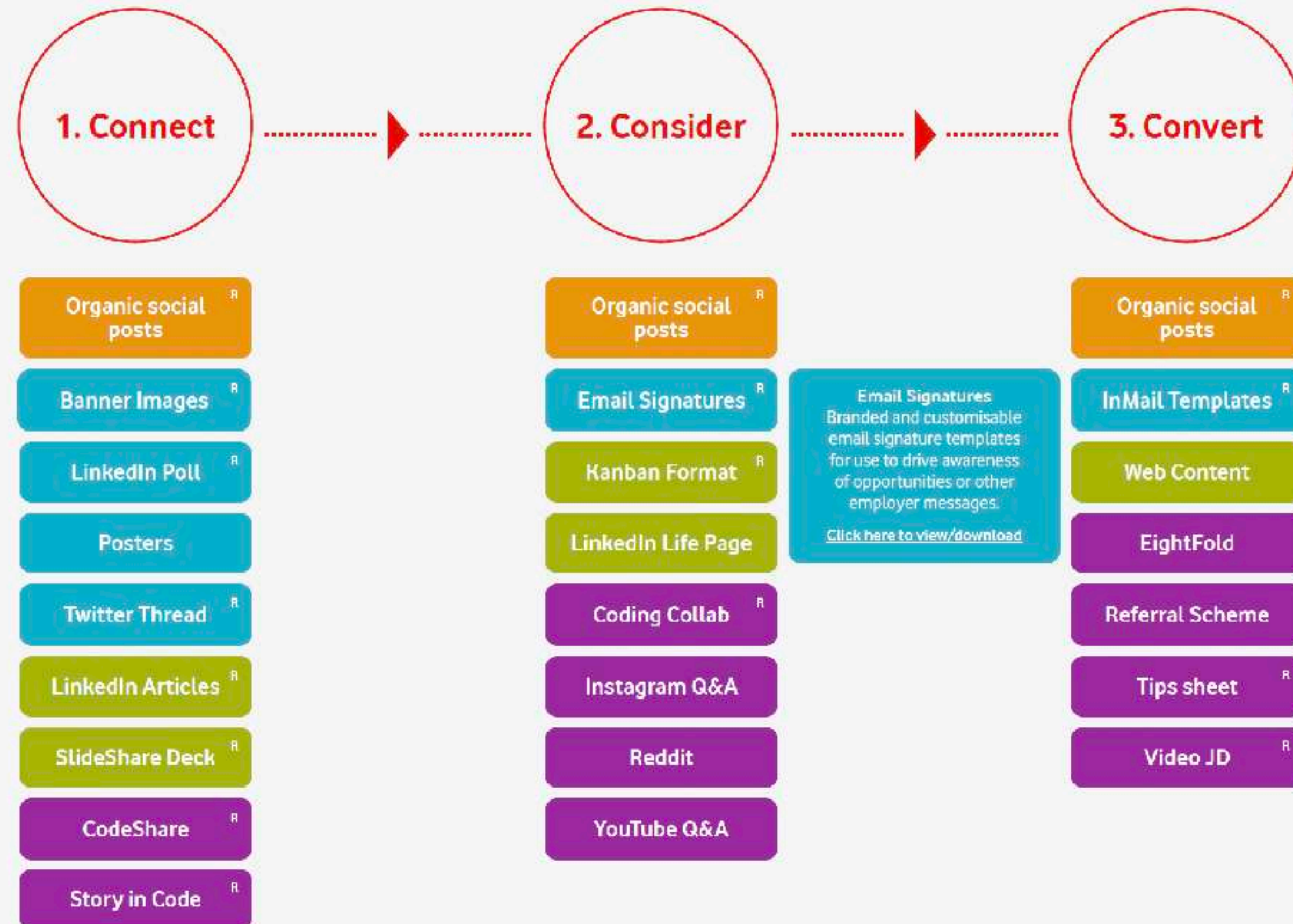
Ready now
These tactics have ready-made assets provided which can be easily adapted to your needs using Adobe programmes.

Easy to make
These tactics can be created with minimal effort in Paperfly, or be adapted from existing Adobe assets. Minimal or no business involvement is required.

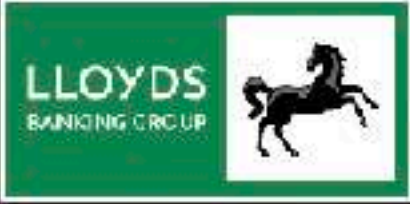
Medium effort
These tactics will require working in partnership with the business to properly execute. You may also need assistance from an agency to create this type of content.

Business-led
These are initiatives that should be owned and driven by the business. Here you'll find ideas for activity that will drive engagement with our audiences—ideas that our tech colleagues are best placed to steer.

R = Suitable for use by Recruiters

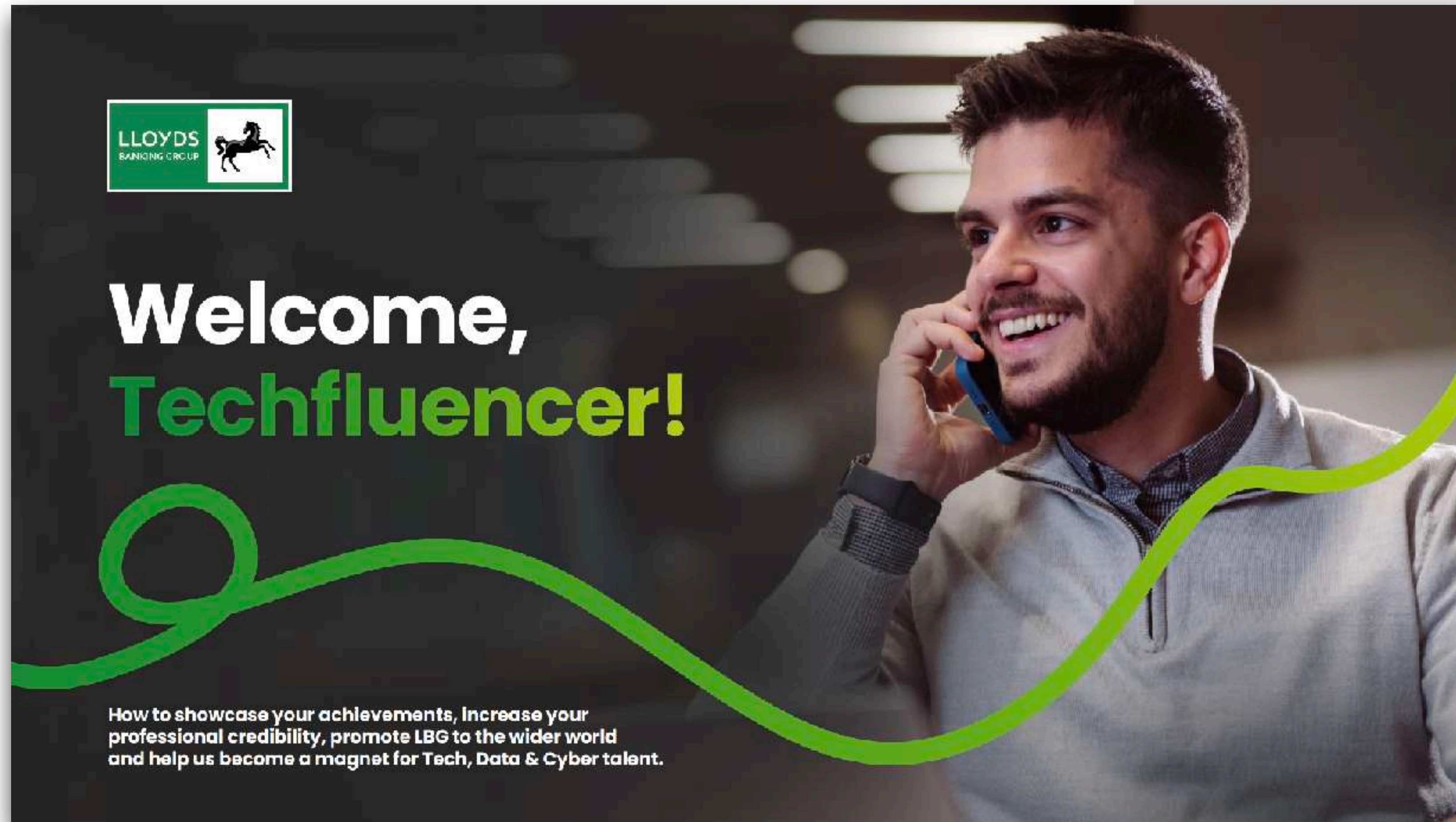


Advocates at the heart of the campaign - Lloyds Banking Group



**Welcome,
Techfluencer!**

How to showcase your achievements, increase your professional credibility, promote LBG to the wider world and help us become a magnet for Tech, Data & Cyber talent.



Techfluencer social playbook

LLOYDS BANKING GROUP

Welcome, Techfluencer!

How to showcase your achievements, increase your professional credibility, promote LBG to the wider world and help us become a magnet for Tech, Data & Cyber talent.

Tools, Tips and Resources



Social Media

Even if you already consider yourself a social media expert, there's always more to learn, and our team has put together a refresher guide to cover posting, particularly on YouTube and Twitter, places we know prospective talent engages. You'll also find a useful library of templates and brand-approved images that you can use to make your posts look fantastic.



Optimising your profile

When thinking about optimising your profile, keywords are the best place to start – it's how you'll be found in search and what you'll be known for. So, first you should think of 5-10 keywords or phrases that will enhance your profile. Then ensure that they appear at least once within the bio/summary/experience sections of your own channel.



LinkedIn

The key areas to complete are the **header**, the **summary** and your **experience** (these will give you maximum visibility across the platform so that your posts can be found as easily as possible). Your **header** should contain your current role. Your **summary** acts as an executive **summary** of your career to date as well as what your focuses are now. Your **experience** details your current responsibilities in your role. Finally, a clear profile picture is important for building immediate trust.

As part of the Techfluencer programme, we'll also be running a LinkedIn Optimisation session, more details to follow soon...

Using LinkedIn My Company

The My Company tab can be found on LBG's LinkedIn channel. It's a trusted, **employee only** space to help you stay connected to your co-workers and join the conversations that matter most.

Here's a simple guide to accessing My Company:

1. Go to the LBG LinkedIn homepage on your PC or your mobile LinkedIn app and navigate to the 'My Company' tab next to 'Home'
2. When prompted, add your LBG work email address. You will be sent an email to this address with a verification code
3. Enter the code and click 'Confirm'. Once confirmed, you will be able to access curated content posted by LBG in the 'My Company' tab

Through My Company, you'll be able to share content recommended by LBG, quickly and easily. Simply select the content, customise it and click 'post'.

Sharing the content is easy. To see all the available content, click 'See all'. Select the post you'd like to share and click 'Post photo' or 'Post article' under recommended content.

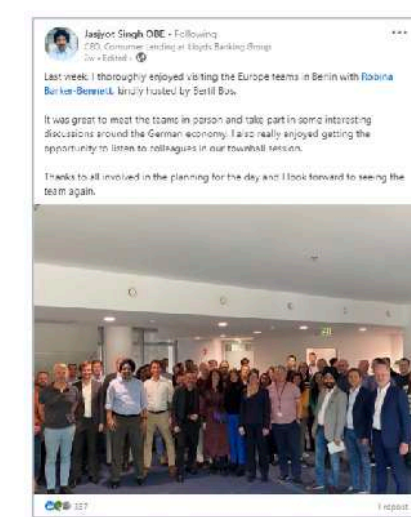
Some examples of great content

What does great look like?

Looking at what's working well for your audience is key to the success of your hiring posts. What works for Tech may be different to Customer Services. Here's some examples of high-performing content:



Speaking in their own, authentic voice



Sharing the "behind the scenes"



Championing teams and customers

Social media best practice

01

Interacting with your audience is crucial for building a strong social media presence. When responding to comments, make sure to maintain a positive and respectful tone. Avoid getting into negative or argumentative discussions, as this can damage your online reputation and turn off potential followers. Keep in mind that social media is a public platform, and any negative interactions can quickly spread and harm your brand image.



02

When sharing pictures or videos, be mindful of your surroundings. Be aware of what is in the background. Avoid sharing images that could reveal your location, such as street signs, landmarks, or specific locations like a hotel or restaurant.



03

When tagging your location on social media, avoid using specific addresses or landmarks. Instead, use broad locations like city or country names.



04

Protect your personal information. It's important to protect your personal information on social media. This includes things like your home address, phone number and financial information. Be cautious about who you connect with and what information you share.



By keeping these practices in mind, you can help protect yourself and your information while using social media.

Techfluencer participant activity (sample)





Chloe Mulders · 1st
Assistant Contracts Manager | Creative Thinker | Advocate for WIBF ...
1mo · 🌍

📍 Workplace Wednesday 🌟

The Wolverhampton, Pendeford hub yesterday in the gorgeous November Sunshine! It is such a stunning building!

- 🆓 Free Parking on site
- 👏 The amazing Gather & Gather team
- 👥 Fantastic network of colleagues
- 🌟 New Workplace atmosphere Squad
- 🌳 Outside seating area

[#NoOrdinaryJourney](#) [#workplacewellbeing](#) [#workplaceculture](#) [#LBG](#) [#wolverhampton](#) [#WorkplaceWednesdays](#) [#worklife](#)

NANAN PALANI · 2nd
Sustainability Engineering Lead 🌱 Harvard B...
5d · 🌍

... that my teams are being selected as Finalist for the [Cloud Excellence Awards](#) 🏆

... is a mantra that lead us to focus on what matters. In my experience, getting talented engineers to contribute to latest tools and technologies is not always easy to happen on day 1. But this has been made possible through the efforts of a group of engineers working hard every day. As a result, this incredible progress on our journey led us to be [#Finalist](#) to [#CloudExcellenceAwards](#) article here: <https://lnkd.in/ekGUFZRzM>

... Mallick Nandam for being a brilliant QE Leader. Through multiple engineering interventions, in testing native applications for improvement, Adesh Patra has been kind enough to support me. RSHINI JONNALAGADDA has been managing the team, proud to see the strong QE leaders in the team. Anil Nagpal and truly inspiring contributions from the team across Cloud Transformation 🙌

... [NoOrdinaryJourney](#) it has been and proud to be part of the journey & looking forward to see the final results in September @ Montcalm, Marble Arch

... see the full results here 🏆 [uB6m9Yd](#)

... CE IS THE KEY TO SUCCESS

Ant Pulley · 2nd
Data Visualisation and Insights professional. Tableau P...
5d · 🌍

Well - that went quickly!


As well as today being Halloween, it is also my daughters 1st birthday and my last day of 3 months parental leave.

I've really enjoyed being able to focus solely on the family and would definitely recommend doing it if you have the option.

Definitely also an eye opener on the relentlessness of looking after kids 24/7 for a sustained period of time - kudos to [Jen Pulley](#) for doing it for the previous 9 months!

Back to work tomorrow and looking forward to catching up!!

[#noordinaryjourney](#) [#LloydsBankingGroup](#) [#parentalleave](#) [#parenting](#)



Rooney · 1st
Manager | People Transformation | Storytelling | Advocate for...
5d · 🌍

... [Lloyds Banking Group](#) introduced the fabulous idea of a flexible working option for employees the amazing option to work from anywhere 🙌

... personally so grateful for this flexibility as it significantly reduces my stress and stress - like many other parents - who are covering the summer 🌟

... is about finding a way to manage the demands of a full time working life. A good work-life balance means you can be present for your family and also have time for yourself and your family 🙌


... determine when and where to work greatly contribute to a better work-life balance - especially over the summer holidays when you have to be everything for everyone 🙌

... I currently battle with Mum guilt as a full time working parent but I have the opportunity to have less time commuting and more time with my two beautiful daughters 🙌

... [Lloyds Banking Group](#) from a Mother, Wife and working parent trying her best to balance work and life and be the best mum to my little ladies 🙌

... "Never get so busy making a living that you forget to make a life."

[#lloydsbankinggroup](#) [#lbg](#) [#noordinaryjourney](#) [#flexibleworking](#) [#flexiblesummer](#) [#peoplefirst](#) [#peopleandculture](#) [#worklifebalance](#) [#mumlife](#) [#workhardstayhumble](#) [#gratefulheart](#)




Brian Simpson · 2nd
Organising learning events and hackathons for Lloyds ...
2w · Edited · 🌍

A busy week is coming to an end. We launched registration for our latest Reboot Hackathon, our keynote tech learning event, on Monday morning with 1000 places for colleagues at [Lloyds Banking Group](#) who want to take the opportunity to learn more about technology. The event in November will be on the 5th anniversary of our first Reboot, and will be the tenth - and largest - event we have held, hence it as been titled 'Reboot X'. We're pleased to be working with our partners at [Publicis Sapient](#) and [Microsoft](#) once again to deliver a series of talks, workshops and exhibits as part of the event.

When we launched our first Reboot on a cold November day, I had no idea whether anyone would even turn up. It was a surprise to register around 350 people for the event, but on the day it was a sell out. Fast forward five years and our latest event, the Reboot X, is booked in just two hours. My team has done an amazing job of handling requests and queries around Reboot this week and we will be posting our usual event round-up video in early December. If you want to hear from us on the [#NoOrdinaryTech](#) podcast on the 5th, we are recording two new episodes at the event.


[#NoOrdinaryJourney](#) [#EngineerTheFuture](#)



Ant Pulley (He/Him) · 1st
Data Visualisation and Insights professional. Tableau Public Ambassad...
2w · 🌍

Next week I start my three month Shared Parental Leave from [Lloyds Banking Group](#). Looking forward to turning the emails off and focussing on my two girls over the summer! I expect I will be able to manage a viz or two over that time though 😊

[#noordinaryjourney](#) [#parentalleave](#) [#dataviz](#)



[Natasha Nagra](#) and 168 others

16 comments





Costings

Budget breakdown

Proposition alignment

£14,480

Launch workshop

£8,920

Creative development

£26,820

Web assets:
images & headlines

£29,880

Playbook

£34,320

Full photoshoot
(UK only), briefings &
selects in 12 regions.

£40,100

Templates

£30,000

Project management

£11,520

TOTAL:

£196,040



Budget - including existing client discount

TOTAL:

£196,040

INC 10% DISCOUNT

£176,436

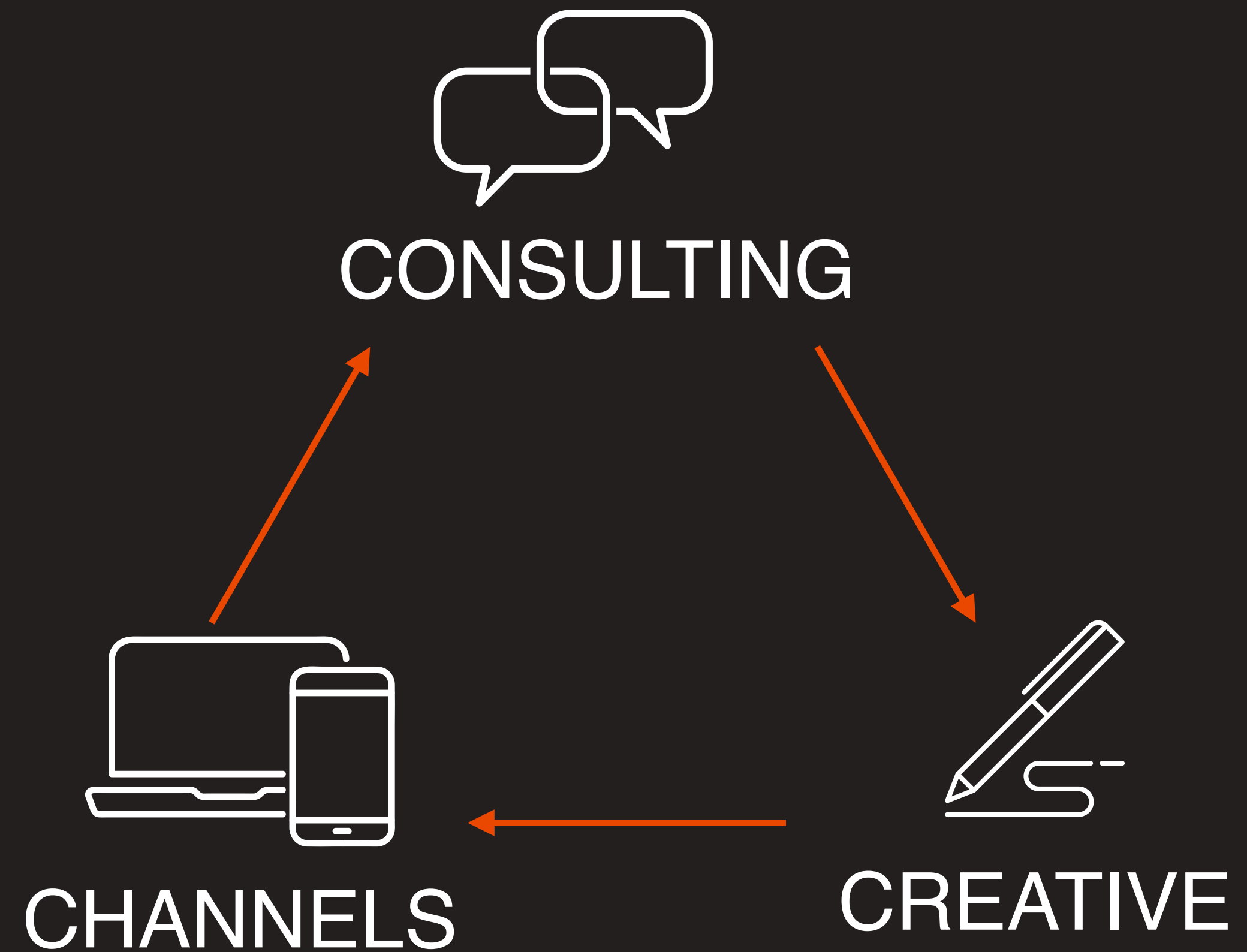


Future-proofing your decision

BENEFITING FROM OUR INTEGRATED APPROACH

Integrating the creative with the creative with channels benefits our clients.

A quick example: should a digital advertisement that we are monitoring not be producing the expected results we can switch or amend the creative to avoid wasteful spend on media and make sure that we are constantly optimising your budget.



**LEVERAGING
OUR EXPERIENCE
IN EMPLOYER
MARKETING**

We have a great track record in **helping global companies** succeed in their employer marketing. We are trusted by **two** of the **top five** companies in the world. And by a **quarter of the top 30** companies in the FTSE.

All that learning and **experience** is at your disposal.

AON

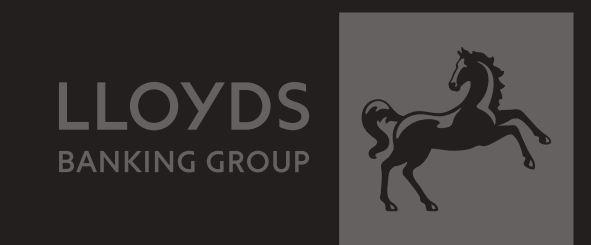
amazon



BAE SYSTEMS



Heathrow
Making every journey better



AON

amazon



BAE SYSTEMS

BARCLAYS



Capital One



Heathrow
Making every journey better



KPMG



NHS
Professionals



Skyscanner

TJX



vodafone



resources for
autism

ACCESSING OUR GLOBAL FOOTPRINT

We are a member of the only **global** employer brand **network**.

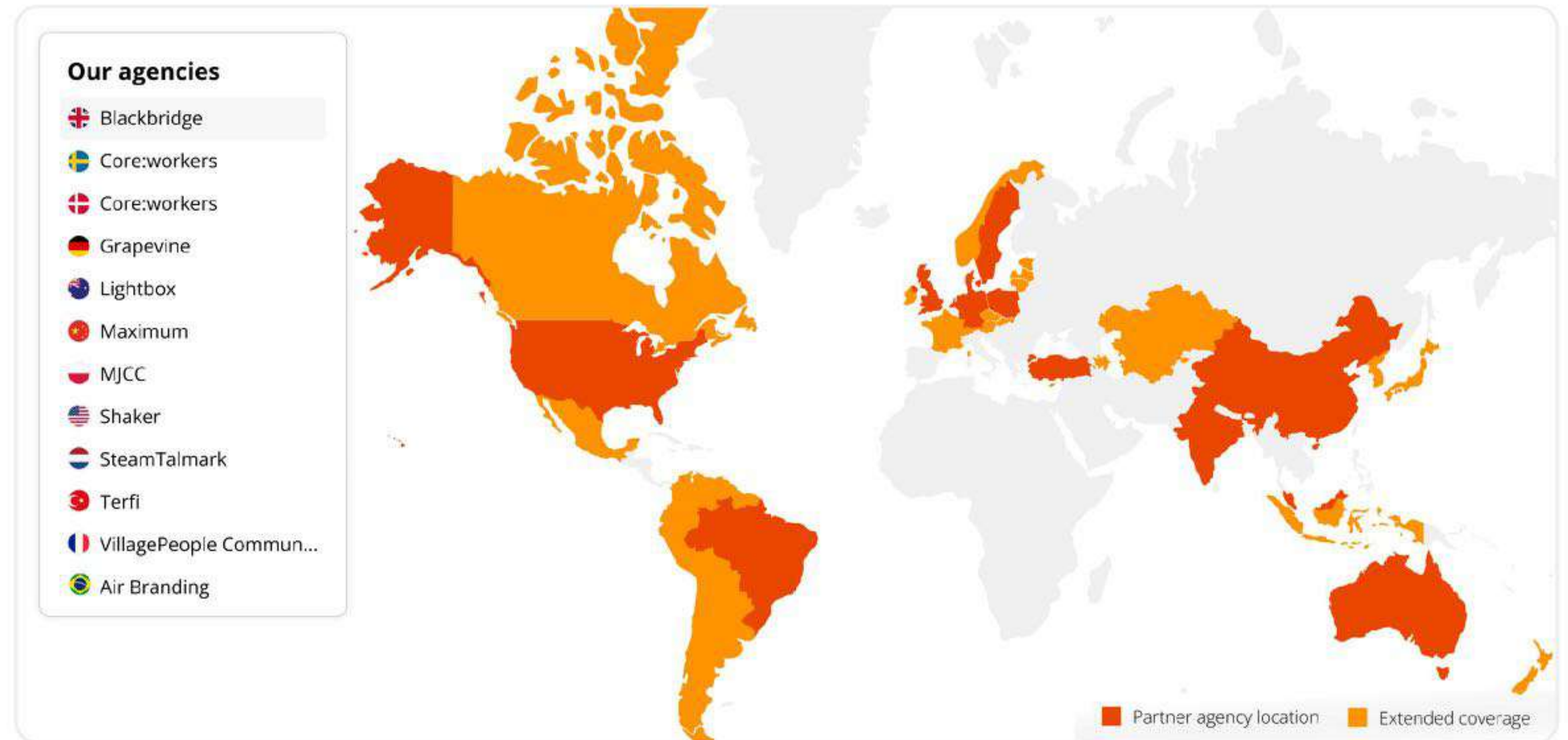
Whether you need global insight in existing or new territories,
you want to see how a **campaign translates in a different country**
or your offices want some **local** support.

Our client, Microsoft works across **three continents** and **six agencies** but
with one **lead agency** to ensure consistency and accountability.



One Agent

- One Agent: The world's largest global employer branding network, employing over 350 experts
- 50 countries, 30+ languages
- Clients: Microsoft, TJX, GE Healthcare, Aon



TAPPING INTO OUR DIGITAL KNOW-HOW

While we understand the scope of your existing requirement as outlined on the following slide, we also have at your disposal a broader, full range of digital services that might benefit BAE Systems longer term, providing independent best practice advice and input on the continued improvement of your careers website, beyond launch.



Tapping into our digital know-how

- Build is being managed in-house on new CMS
- Moving to SuccessFactors in 2025, globally
- BAE Systems leveraging existing site architecture
- Agency to supply hero imagery/headlines only



Tapping into our digital know-how

Support beyond your current needs:

- Consultancy around best practice/trends
- SuccessFactors optimisation
- Scaling-up local content - enhanced information architecture (IA)
- Content generation
- Design and UX/UI enhancements
- 3rd party integrations



Thank you



blackbridge

August 2024