

Employer Branding That Speaks, Sticks, & Scales

How strategic storytelling reshaped an AdTech leader's internal clarity and campus appeal

Project Overview

A global AdTech leader, known for driving innovation in advertising technology, needed to redefine how it communicated its value as an employer. Operating in a competitive industry, the company had strong employee programs and ambitious campus hiring goals but faced challenges in resonating with these efforts. During the pandemic, internal communication gaps grew, and campus recruitment lacked the punch to stand out.

The goal was clear: to create a cohesive employer brand that clarified benefits for employees, empowered recruiters, and captured the imagination of students. We were tasked with building a narrative that was human, relatable, and aligned across touchpoints, from internal documents to campus activations.

Scope Of Work

Our approach centered on two pillars: Employer Branding and Recruitment Communication.

Employer Branding

- Develop a unified Total Rewards Statement (TRS) and Benefits Explainer to clarify compensation and perks.
- Create culture-focused videos to showcase the company's values and workplace.

Recruitment Communication

- Redesign job descriptions to make AdTech roles clear and compelling.
- Build a campus activation toolkit, including posters, standees, and branded merchandise.

The Challenges

The company faced several hurdles that limited its employer brand impact:

01 Unclear Benefits Communication:

Employees weren't seeing the full picture of what was available to them. The Total Rewards Statement and benefits information were buried in policy-heavy formats that didn't translate well, especially during the isolation of remote work.

02 Disconnected Internal Narrative:

The company had a strong culture, but it wasn't being told clearly. There was no single story that employees could align with or carry forward. Culture lived in teams, not across the company.

03 Flat Campus Engagement:

The employer's presence at college campuses lacked punch. Students didn't understand what the company did, what AdTech even meant, or why they should care. The first impression felt congruent, to stand out.

04 Unclear and Uninspired Job Descriptions:

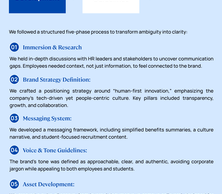
The JDs were technical, jargon-heavy, and hard to connect with, especially for students exploring their first jobs. They didn't explain the work, the impact, or the "why" behind the role.

05 Inconsistent Employer Branding:

Across internal comms, recruitment decks, and campus activations, the tone and message shifted. Without a unified voice, the employer brand felt fragmented and forgettable.

Our Unique Process

Our Unique 5-Phase Process



We followed a structured five-phase process to transform ambiguity into clarity:

01 Immersion & Research

We held in-depth discussions with HR leaders and stakeholders to uncover communication gaps. Employees needed clarity, not just information, to feel connected to the brand.

02 Brand Strategy Definition:

We crafted a positioning strategy around "human-first innovation," emphasizing the company's tech-driven yet people-centric culture. Key pillars included transparency, growth, and collaboration.

03 Messaging System:

We developed a messaging framework, including simplified benefits summaries, a culture narrative, and student-focused recruitment content.

04 Voice & Tone Guidelines:

The brand's tone was defined as approachable, clear, and authentic, avoiding corporate jargon while appealing to both employees and students.

05 Asset Development:

We created a suite of assets, from internal documents to campus collateral, designed for clarity, engagement, and brand consistency.

Before and After - The Transformation

The project reshaped how the company communicated its Employee Value Proposition. Initially, internal documents were text-heavy and fragmented, campus materials lacked impact, and job descriptions were unclear. Post-transformation, the company had a cohesive employer brand with clear, engaging assets that worked across the talent funnel.

Before	After
Internal confusion around benefits	**Internal Clarity** Employees understood their compensation better through the TRS and Benefits Explainer. HR was seen as an enabler, not just a policy gatekeeper.
Low student engagement and abstract job descriptions	**Campus Engagement** Redesigned JDs and campus collateral made the client's work and culture more relatable and compelling for students.
Culture felt hidden or hard to explain	**Cultural Connection** Candid videos brought employee stories to life, helping with both external recruitment and internal alignment.

The Solution

We delivered a comprehensive employer branding and recruitment strategy that brought clarity and consistency to the company's story. Every asset was designed to fit a full-funnel approach, guiding employees and candidates from awareness to action.

Key assets delivered:

- **Total Rewards Statement (TRS):** A branded, digestible document summarizing compensation and perks, used for onboarding and beyond.



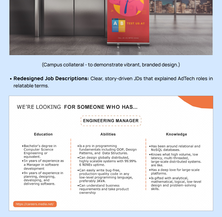
(Total Rewards Statement - showcase the branded, employee-focused design.)

- **Benefits Explainer:** A visual guide to HR programs, making benefits like insurance and wellness programs easy to understand.



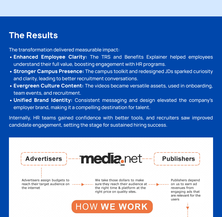
(Benefits Explainer - In a visual and employee-friendly format.)

- Two films, one cinematic, one candid, showcasing real employees and the company's culture.



(culture video thumbnail - authentic, employee-focused content)

- **Campus Activation Toolkit:** Posters, standees, and branded merchandise designed to grab attention at career fairs.



(Campus collateral - to demonstrate vibrant, branded design.)

- **Redesigned Job Descriptions:** Clear, story-driven JDs that explained AdTech roles in relatable terms.



(Redesigned job description - shift from technical to student-friendly language.)

The result was a brand that felt tech-driven, human-first, and future-ready, with tools that empowered HR, recruiters, and employees to tell a consistent story.

The Results

The transformation delivered measurable impact:

- **Enhanced Employee Clarity:** The TRS and Benefits Explainer helped employees understand their full value, boosting engagement with HR programs.
- **Stronger Campus Presence:** The campus toolkit and redesigned JDs sparked curiosity and clarity, leading to better recruitment conversations.
- **Evergreen Culture Content:** The videos became versatile assets, used in onboarding, team events, and recruitment.
- **Unified Brand Identity:** Consistent messaging and design elevated the company's employer brand, making it a compelling destination for talent.

Internally, HR teams gained confidence with better tools, and recruiters saw improved candidate engagement, setting the stage for sustained hiring success.

Client Testimonial

★★★★★

Reuben and his team have been an integral part of our HR initiatives. Their creative contribution to our Campus Hiring Program enabled us to stand out as an attractive and invigorating workplace during the campus hiring process. We have always had a great working relationship with them, and we are grateful for their support.

Seeing gaps in your employer branding? We'll help you close them with clarity, strategy, and assets that work. Let's connect.