

Crafting a Cohesive Employer Story for Global Talent

Helping a global data intelligence company align its culture and recruitment narrative.

Project Overview

Our client, a European data intelligence company, helps the world track energy and commodities through real-time insights into global maritime activity. While it has teams across continents, its internal story lacked impact.

As they embraced remote-first hiring and expanded into new regions, cracks appeared: vague values, inconsistent messaging, and no consistent way to express their uniqueness.

They didn't need reinvention. They needed clarity. We were brought in to define a global EVP, rewrite their values into something real and relevant, and equip recruiters with tools to tell the story consistently, wherever they were.

This was about building a voice that could travel, and a cultural message that could scale.

Scope Of Work

The project focused on building a scalable employer branding system, one that could anchor internal culture and support global hiring with clarity and consistency.

Employer Branding

- Define a robust EVP tailored for global audiences.
- Develop supporting brand pillars to ground the EVP.
- Articulate company values based on real internal stories and lived behaviors.

Talent Communication

- Draft careers page content with a warm, global tone.
- Create a detailed recruiter fact sheet for global consistency.
- Build a top-level brand narrative recruiters could personalize without fragmenting.

Before and After - The Transformation

This wasn't a surface-level refresh; it was a structural shift in how the brand communicated who they were, internally and externally. Here's how the transformation unfolded:

Before	After
Company values felt abstract and disconnected from reality.	Values were rewritten with clear definitions, behavioral cues, and real examples.
Recruiters delivered varied hiring stories across regions.	A unified fact sheet helped align pitch and positioning across teams.
The careers page lacked warmth, clarity, and relevance.	New copy brought culture to life in a globally inclusive, human tone.
No clear articulation of why someone should join.	A globally resonant EVP anchored the brand in purpose and differentiation.

The Challenges

As the company scaled across regions, its internal story didn't keep up. What worked in one market didn't translate to another, and the cracks in communication began to show.

01 Undefined EVP:

There was no clear answer to a simple question: "Why work here?" Without a unified employer value proposition, hiring conversations felt scattered and uncertain.

02 Generic Values:

Core values like "Respect" or "Be Humble" existed, but sounded vague. Without behavioral anchors or real-life context, they failed to resonate with teams or candidates.

03 Inconsistent Global Hiring Story:

Recruiters across locations had different takes on the company narrative. This led to mixed messages, reducing trust and clarity for potential hires.

04 Lack of Recruiter Tools:

No standardized pitch decks, fact sheets, or talking points made it difficult for recruiters to communicate the culture confidently.

05 Cultural Disconnect:

While the business was global, its internal voice felt local, missing the tone, language, and nuance needed to scale across borders.

Our Unique Process



We followed our 5-phase Brand Clarity Framework, a process designed not just to define who you are but to ensure that everyone across the company can say it the same way, with confidence and context.

01 Research & Deep Dive

We began by listening. Through conversations with HR leads, marketing heads, and long-tenured employees, we uncovered the disconnects and the stories that mattered. We also reviewed internal docs, legacy values, and recruiter feedback to map the gap between intent and perception.

02 Brand Strategy Definition

Next, we built the foundation: a sharp, relevant EVP rooted in ambition, diversity, and everyday impact. Supporting pillars were added to ground this positioning in daily reality, what the company truly offered and expected in return.

03 Messaging System

We translated the EVP into usable narratives. From recruiter intros to outreach emails and career page copy, each message was designed to carry the same spirit, tailored to the moment.

04 Voice & Tone Guidelines

The tone was set to feel global yet human. We aimed for clarity without coldness, pairing data-driven confidence with warmth and approachability.

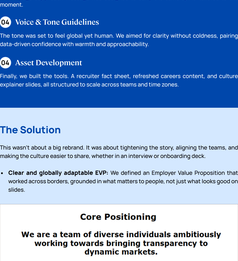
04 Asset Development

Finally, we built the tools. A recruiter fact sheet, refreshed careers content, and culture explainer slides, all structured to scale across teams and time zones.

The Solution

This wasn't about a big rebrand. It was about tightening the story, aligning the teams, and making the culture easier to share, whether in an interview or onboarding deck.

- **Clear and globally adaptable EVP:** We defined an Employer Value Proposition that worked across borders, grounded in what matters to people, not just what looks good on slides.



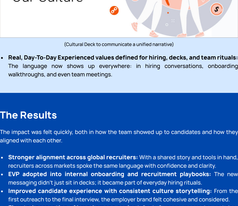
(A Glimpse into Employer Value Proposition)

- **Rewritten values with anecdotes, tone cues, and context:** The values were reframed using real employee stories, behavior-based descriptions, and voice principles that made them feel real, not laminated.



(A peek into the workings of refreshing their values)

- **Recruiter toolkit including company fact sheet + messaging pointers:** A ready-to-use pack for hiring teams to pitch the brand with confidence, consistency, and room for local nuance.
- **Cultural deck to align and inspire:** A visual storytelling tool that introduced the brand's culture and ethos with clarity; used in interviews, onboarding, and team-wide presentations.



(Cultural Deck to communicate a unified narrative)

- **Real, Day-To-Day Experienced values defined for hiring, decks, and team rituals:** The language now shows up everywhere: in hiring conversations, onboarding walkthroughs, and even team meetings.

The Results

The impact was felt quickly, both in how the team showed up to candidates and how they aligned with each other.

- **Stronger alignment across global recruiters:** With a shared story and tools in hand, recruiters across markets spoke the same language with confidence and clarity.
- **EVP adopted into internal onboarding and recruitment playbooks:** The new messaging didn't just sit in decks; it became part of everyday hiring rituals.
- **Improved candidate experience with consistent culture storytelling:** From the first outreach to the final interview, the employer brand felt cohesive and considered.
- **Elevated perception of brand among senior talent:** Stronger messaging and clear values helped spark better conversations with leadership-level candidates.

Client Testimonial

★★★★★

We were very happy with the support provided and with the final result. We believe the work done by Ratio Communications represents our employer brand and is aligned with our company culture and business needs. They were innovative, and they gave transparent feedback. The team was very supportive and gave a fast response.

If your story feels scattered or your teams are saying different things, we can help bring it together. Connect with us to bring your story into focus.