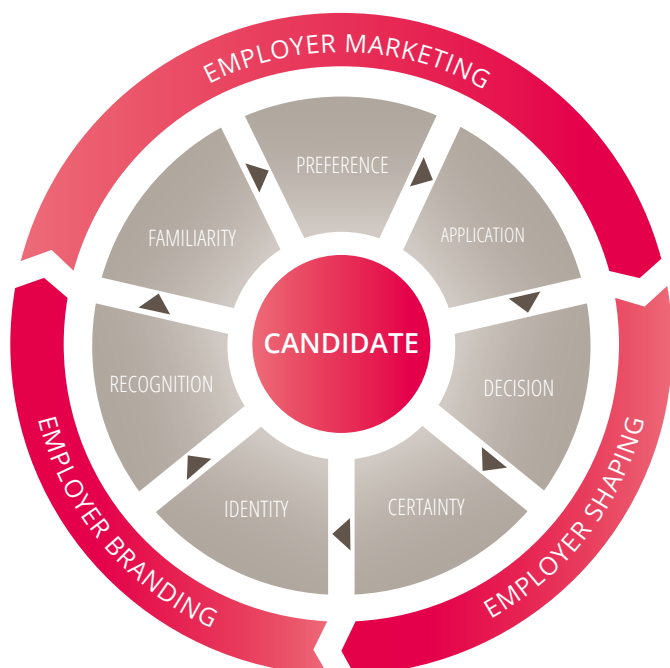
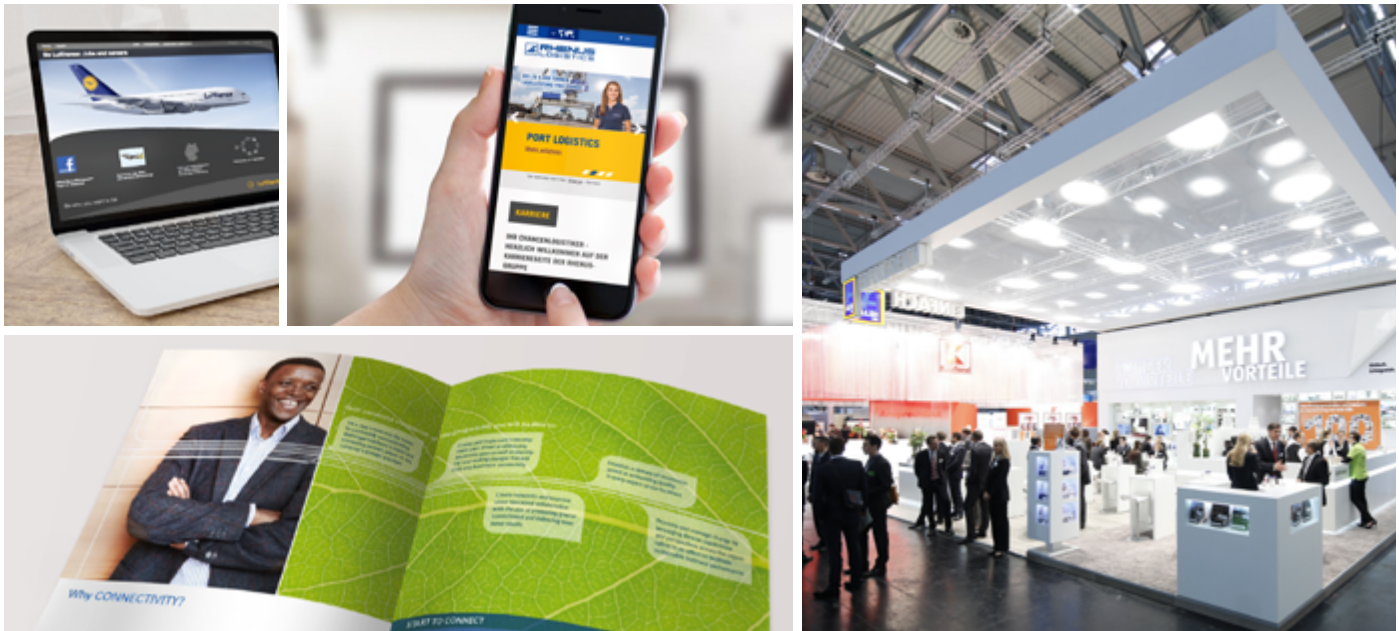




WHAT'S THE BEST WAY TO ATTRACT APPLICANTS? SEARCH. SEARCH. SEARCH. **WHY NOT RELAX INSTEAD AND LET THE APPLICANTS FIND YOU?**

Employer branding is the cornerstone of targeted recruiting. The comprehensive support provided by milch & zucker includes growing employer brands, enhancing employer communication, and refining the entire recruiting process.



BENEFITS

- ✓ An authentic and sustainable employer brand strong enough to defy all trends and market changes
- ✓ Target group-focused messages
- ✓ Application of appropriate means, media, and measures throughout the entire employer brand cycle

THE MOST IMPORTANT SERVICES AT A GLANCE

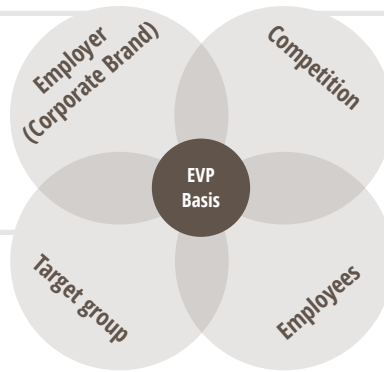
Analysis

- We review existing material on your EVP, corporate brand, employer surveys, and secondary materials.
- We collect and analyse data by performing telephone interviews, on-the-job interviews, and focus group workshops.
- We evaluate, match, and consolidate the results concerning your organisation (where do I work?), the activities (what do I do?), the culture (how does it feel?), and the conditions (what do I get for it?).
- This allows us to identify the relevant attractive features and brand attributes for your employer brand.
- We discern your EVP in terms of content, describe it extensively, and document it accordingly.

Material

- Management interviews
- In-house company material

Effect: Strategic direction, brand substance



Material

- Competitors' career websites
- Competitors' HR materials

Effect: Comparison (emotional) core of the offer, differentiation

Material

- Target group surveys
- In-house target group workshop

Effect: Developing personas, comparison of key drivers

Material

- Focus group workshops
- Employee survey

Effect: Work reality, culture, key drivers of employer attractiveness

Campaign

- Building on the previous project steps, together we will develop a fundamental communication strategy for the upcoming year.
- With your objectives and budget in mind, we will introduce a comprehensive communication concept for your target group, taking your value system, mindset, and manner of communicating into account.
- In a final step, a campaign idea will be developed that translates your strategy into images and language.
- No matter whether it's a photo or video production, a website, brochure, trade fair appearance, or experience-based communication. Whatever your project needs, our tools will always be consistently focus on the mutually adopted strategy.



MILCH UND ZUCKER

It is not possible to pigeonhole us: we are a software producer, agency, SaaS provider and strategy consultant all at the same time.

The combination of emotional and rational thinking is deeply anchored in our minds.

No matter what your challenges are: we are passionate communicators, developers, consultants and problem solvers when it comes to employer branding, recruitment, talent management and talent relationship management. How do we want to be remembered? As being seriously creative and creatively serious.

EXPERTISE

On the market since 1998; approximately 100 employees

ADD-ON

Operator of www.jobstairs.de – The Top Company portal with 35,000 job postings each day from Germany's most attractive employers

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