

# Building an Employer Brand for an Engineering R&D centre



## Objectives:

**Be perceived as an Employer of Choice by top engineering talent**

**Position Engineering R&D centre as innovation partners for other players in the ecosystem**

## Audiences:

- Lateral hires from industry – R&D engineers, managers
- Decision makers in industry – Architects / Principal Engineers / Senior Managers / Directors – for innovation partnerships
  - Women in R&D – to promote gender diversity
  - Engineering students and fresh-grads
- University professors and decision makers – for joint research, innovation partnerships
- Own employees – for social media buzz and word of mouth publicity



# Employee / Partner Journey

Move potential candidates and research/innovation partners down the funnel –  
from not knowing about the centre's R&D credentials to buying-into its R&D strength



## 01. Awareness

### **Are aware of the centre's R&D activities in India**

Vehicles – Branding partnerships, Social media, External events, Online & print ads, Collaborative projects, Certifications, Student Fest Sponsorships



## 02. Consideration

### **Consider the R&D centre a solid option for jobs or as innovation partner**

Vehicles – Social media, Own/partnered events, External articles, Technical papers, Internships, Curriculum & Faculty Development, Collaborative projects



## 03. Decision

### **R&D Centre becomes preferred employer / partner**

Vehicles – Open House, Employee stories, Case studies, Culture & innovation videos, Hackathon / tech event, Reddit AMA, Facebook live



# Priorities / Roadmap

Year  
1

80% effort on Awareness

## Leverage Branding Partnerships

- Continue existing partnerships
- Add one more – possibly NASSCOM
- Maximize ROI from partnerships

## Stay Locally Visible & Connected

- Hosted events (with partners)
- Leverage partner events – speakers, booths, panel discussions
- Build one external-focused own Hackathon / tech event brand; in partnership with HackerEarth
  - Invest in Advertising

## Establish Social Media Touch Points

- Create original content for global social platforms – Twitter, LinkedIn, YouTube

## Create On-Campus Excitement

- Conference / Fest Sponsorships
- Certifications, Collaborative projects

Year  
2

60% effort on Awareness,  
20% on Consideration

## Continue to Focus on

- Leverage Branding Partnerships
- Stay Locally Visible & Connected
- Establish Social Media Touch Points
- Create On-Campus Excitement

## Measure Brand Gains & Refine Plan

- Two phase dipstick survey to map brand – internal, academia, ecosystem audiences

## Strengthen Academic Partnerships

- Internships, Curriculum & Faculty Development, Collaborative projects

## Be Recognized

- Pitch for & Win some Industry awards
- "Speakers of Choice" for industry events

Year  
3

40% effort on Awareness,  
40% on Consideration

## Continue to Focus on

- Leverage Branding Partnerships
  - Stay Locally Visible & Connected
- Establish Social Media Touch Points
- Create On-Campus Excitement
  - Measuring Brand Gains & Refining Plan
  - Strengthening Academic Partnerships
    - Being Recognized

## Open New Engagement Channels

- Open House for candidates
- Meet Our Employees sessions
- Reddit AMAs / Facebook live sessions



# Academia

FUNNEL STAGE	ACTIVITY	COST YEAR 1	COST YEAR 2	COST YEAR 3	ROI INDEX	OTHER SUPPORT
01. Awareness	Technology Certifications					
01. Awareness	International Conferences & Workshops Sponsorship - key note speeches, papers, panel discussions, booths, flyers, media					
01. Awareness	Hosted Events - Tech Fests, Code Warriors, Tech Gigs, Innovation Days					
01. Awareness 02. Consideration	Collaborative Projects <ul style="list-style-type: none"><li>Jointly define projects with IITs/Universities</li><li>Create Seed team to work on innovative projects</li></ul>					
02. Consideration	Internship for UG/PG streams, Ph.D. students from premier institutes in India and Global Universities					
02. Consideration	Curriculum & Faculty Development					
03. Decision	Fresh Graduate Hiring @ Premier Institutes + Tier-1 Institutes					

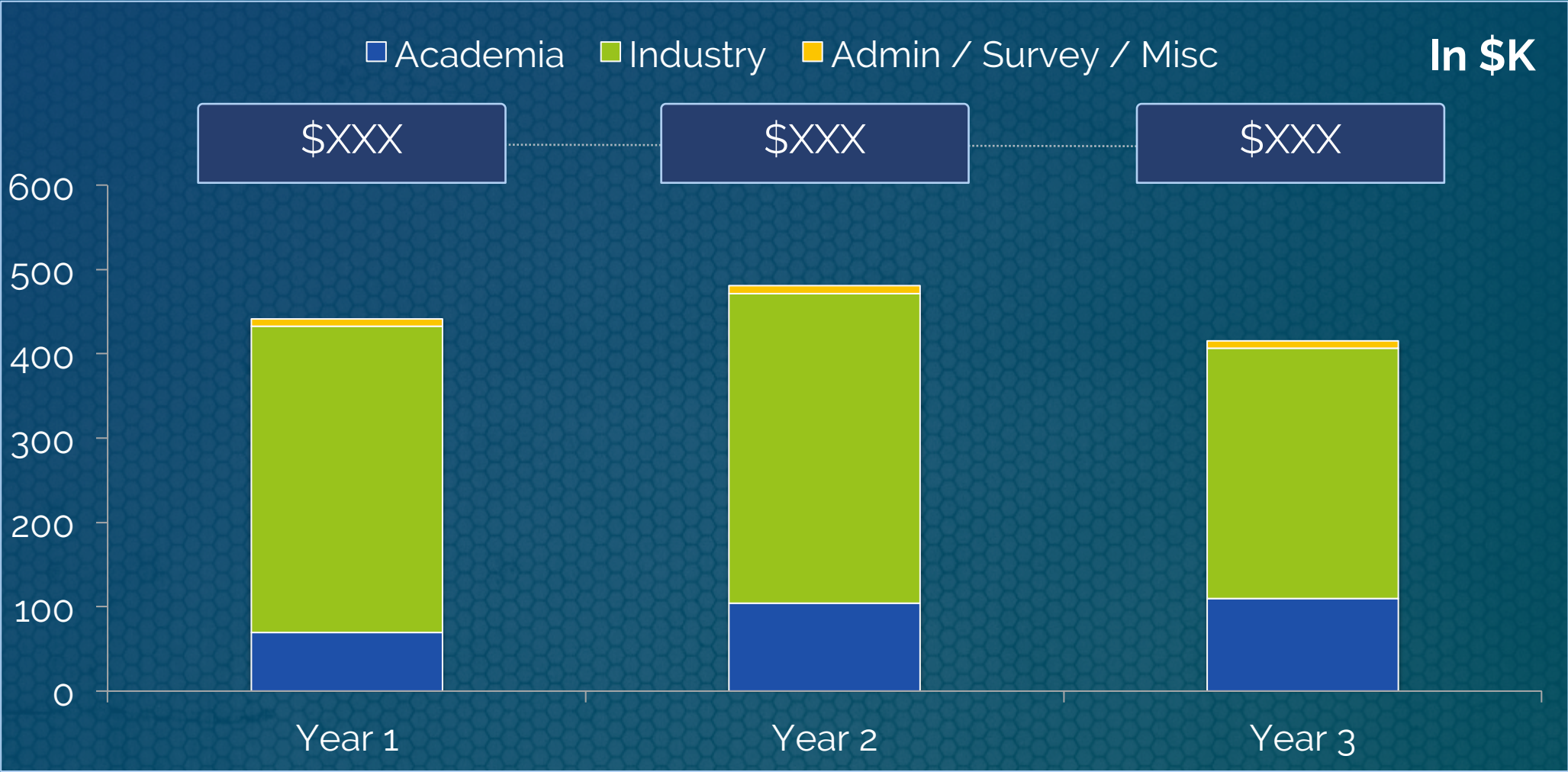


# Industry / Ecosystem

FUNNEL STAGE	ACTIVITY	COST YEAR 1	COST YEAR 2	COST YEAR 3	ROI INDEX	OTHER SUPPORT
01. Awareness	Branding Partnerships: <ul style="list-style-type: none"> <li>• Zinnov, Nasscom, IEEE, etc.</li> <li>• 2 partnerships</li> </ul>					
01. Awareness	Press & Advertising <ul style="list-style-type: none"> <li>• Billboards / Hoardings</li> <li>• Press ads</li> <li>• Articles / Interviews in print Including Content Creation</li> </ul>					
01. Awareness	External Conferences					
01. Awareness 02. Consideration	Digital Media <ul style="list-style-type: none"> <li>• Contributions to blogs, podcasts, etc</li> <li>• Online hackathons / tech events</li> </ul>					
01. Awareness 02. Consideration	Workshops, Events etc <ul style="list-style-type: none"> <li>• Hosted Workshops in R&amp;D premises</li> <li>• Hosting of CXO forums</li> </ul>					
03. Decision	Own branded interaction forums <ul style="list-style-type: none"> <li>• Open House</li> <li>• Meet Our Employees</li> <li>• Reddit AMAs</li> <li>• Facebook live</li> </ul>					



# Costs





# Closing The Loop

Qualitative & Quantitative Measurement

## 2 PHASE DIP STICK SURVEY

- 1<sup>st</sup> Phase - Before / When The Branding Activities Begin
  - 2<sup>nd</sup> Phase – After Six Months Of Branding
- To Map R&D Brand As Viewed By Academia & Industry Audiences

## MEDIA BRANDING

- Total # of Stories – Actual Vs. Target
- # of Positive Vs. Neutral Vs. Negative Stories
- # Of Industry Stories That Mention R&D Vs. Industry Stories that do not mention R&D