

BOMBARDIER

THIS IS WORLD MOVING

BUILDING A GLOBAL EMPLOYER BRAND PRESENCE

A worldwide leader in rail technology, Bombardier Transportation had no global employer brand presence. So they approached us to develop a recruitment value proposition. Launched initially in the UK, and now rolling out to other territories, our global messaging framework and toolkit has already helped them recruit to previously hard-to-fill roles, as well as meet diversity objectives.

SOLUTION HIGHLIGHTS

- GLOBAL PRESENCE
- SUCCESSFUL MEDIA CAMPAIGN
- FILLING CRITICAL ROLES
- IMPROVED DIVERSITY
- FUTURE FOUNDATION

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SCOPE AND SCALE

With no global employer brand presence, Bombardier Transportation were keen to develop a recruitment value proposition (RVP). The RVP was not only to be used to push out the overall brand message, but also to underpin specific propositions for, and support recruitment activity in, each of their territories around the world.

SITUATION

Bombardier Transportation had to tackle a negative market perception of redundancies and lost orders. The truth was that they had a full order book and some new and exciting contracts to deliver in the future. With this positive story to share, they realised they had a great opportunity to enhance their position within the market.

SOLUTION

RESEARCH & DISCOVERY

We began with extensive research in all key Bombardier Transportation global territories. As well as conducting interviews with a mixture of senior stakeholders and employees from the main talent groups they needed to recruit from, we also carried out external sessions with relevant talent groups.

FOUNDATION & FRAMEWORK

Using the insights we'd gained, we developed a set of RVP pillars capturing the key themes from the research. This provided the framework for creating our global messaging platform and design.

OUTCOME: GUIDELINES & TOOLKIT

Working closely with Bombardier Transportation's Centre of Excellence, Branding and Communications teams, we produced a set of guidelines and toolkit of materials that could be used globally and nuanced for each individual territory.

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RESULTS

GLOBAL PRESENCE

Initially launched within the UK, the RVP continues to be rolled out to other territories around the world.

SUCCESSFUL MEDIA CAMPAIGN

Bombardier Transportation also launched its first media campaign using the RVP in the UK, with encouraging results. The campaign used a variety of digital and outdoor media in key hiring locations, which was a first for Bombardier Transportation.

SUCCESS HIRING CRITICAL, HARD-TO-FILL ROLES

Across the whole campaign they received over 500 applications and made hires into critical roles that they had struggled to recruit to previously.

IMPROVED DIVERSITY

They were also able to recruit several females into these positions addressing their global diversity objectives.

FUTURE FOUNDATION

The RVP and media performance have been well received within Bombardier Transportation as they continue to plan their activities into 2019.

