

# DIAGEO

## CHARACTER IS EVERYTHING

Diageo is responsible for some of the world's most renowned drinks brands from Guinness, Johnnie Walker to Baileys, Smirnoff Ice and Captain Morgan. However, the Diageo brand wasn't as well recognised particularly in the employment space, as many saw it as a stakeholder/shareholder brand.

Globally, the image of the business was complex, as each region has its own challenges, from the strength of the consumer brands in some markets (i.e. Guinness), and the attraction and sourcing techniques used, to critical cultural nuances relating to alcohol.

We needed to build an employee value proposition to drive awareness, consideration and interest in Diageo as an employer of choice for world class talent globally. It was crucial that the Employer Brand platform emerging from the EVP complemented the existing Diageo corporate brand.

### SOLUTION HIGHLIGHTS

- GLOBAL CONSISTENCY WITH LOCAL NUANCE
- DRIVING INTERNAL ENGAGEMENT
- ON-GOING BRAND GOVERNANCE

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## SCOPE AND SCALE

Diageo PLC is a multinational drinks company with 80 offices on six continents. TMP was invited to develop an employer brand, launch it internally and activate it through social media.

## SITUATION

Despite having nearly 30,000 staff globally, the business identified that employees were not active in sharing careers related content via social media, limiting the levels of external referral and visibility of the employer brand.

## SOLUTION

The team analysed the research available and developed a number of ideas to articulate the EVP within the business and the external marketplace. Two ideas were put into research and the winning route developed more fully.

The chosen concept was 'Character is Everything'. The EVP and concepts were tested extensively with staff groups across the world before we developed a full range of recruitment marketing materials.

TMP assigned a lead creative team to act as Brand Guardians – reviewing all materials produced to ensure consistency and brand compliance. The team also provided quality assurance for any recruitment marketing materials produced by local offices across the globe. To ensure a high level of engagement, TMP supported and ran worldwide staff launch events to promote and publicise the new employer brand.

## RESULTS

The launch began with a global webinar to over 200 live participants and 30 on demand viewers. We also created five in-market launch events. Two weeks after the brand launch we had 19 activations of the brand either live or in planning stage.

The new employer brand was launched in late 2018 with stories from employees alongside the new imagery to Diageo's LinkedIn, Facebook, Instagram & Glassdoor accounts.

The posts have all performed well in terms of engagement – with both Diageo employees and external followers liking, sharing and commenting on the posts. The striking imagery has given a fresh and colourful feel to their social media. Specifically, the launch campaign has delivered:

- 329,472 overall impressions
- 2,936 click throughs to the Diageo.com careers site
- 2,986 likes
- 179 shares
- 72 comments
- 3.19% overall engagement rate well above industry average.

We are currently planning external launch activity, beginning with a social media strategy.



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*"TMP partnered with Diageo to develop a global Employer Brand Toolkit and Employer Brand soft launch. In addition, we worked on multiple tactical items that supported Diageo to be quick to market in the rollout of a new EVP. The Toolkit brief was to target recruitment and HR professionals, and for it to be specific to the needs and opportunities in Diageo at the time.*

*Through a highly consultative approach they delivered on this challenging brief successfully. I have no doubt that the creative look and feel of 'Character Is Everything' will stand the test of time due to its effective communication of Diageo's message. The photography and tone of voice especially helped create a brand with beauty and craft.*

*The account is well resourced and responsive, with good project management skills.*

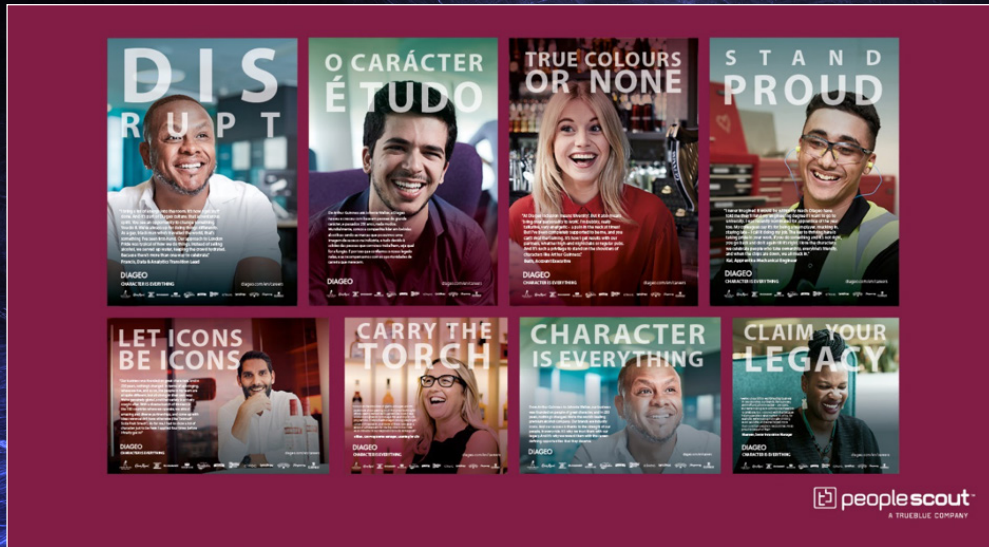
*We are looking ahead to shaping Diageo's Employer Brand strategy together!"*

**Kate Siddiqui, Global Employer Brand Lead, Diageo.**





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**Narrative:**

<p>Life's for the audacious. The visionaries, the creators and the doers. Those who aim for the impossible. Just to see how close they can get. The risk-takers. And mould-breakers. The restless and the agile. Those who act with purpose and win with integrity.</p>	<p>People who echo the boldness, belief and spirit of our original heroes. From the first drop of rain to the last clink of glass. At Diageo, open minds open doors. So show your true colours. Be an original. Do the unexpected. Create a little uproar. Seek out every voice.</p>	<p>Share ideas. Open up worlds. Weave together a thousand tiny specks of excellence. To create something timeless. And then do it again. Because together we're unstoppable. Together, we're the ambassadors of something unique. Character is everything.</p>
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