Wie Sie die Wirkung Ihrer Arbeitgebermarke mit Brand Activation Management maximieren

Talent Attract, Wien, 23.05.2022

Jean-Marc König, Geschäftsführer DACH

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The Papirfly Group is a leading cloud solution provider for brand activation management

The Group at a glance

+1 M Active daily users

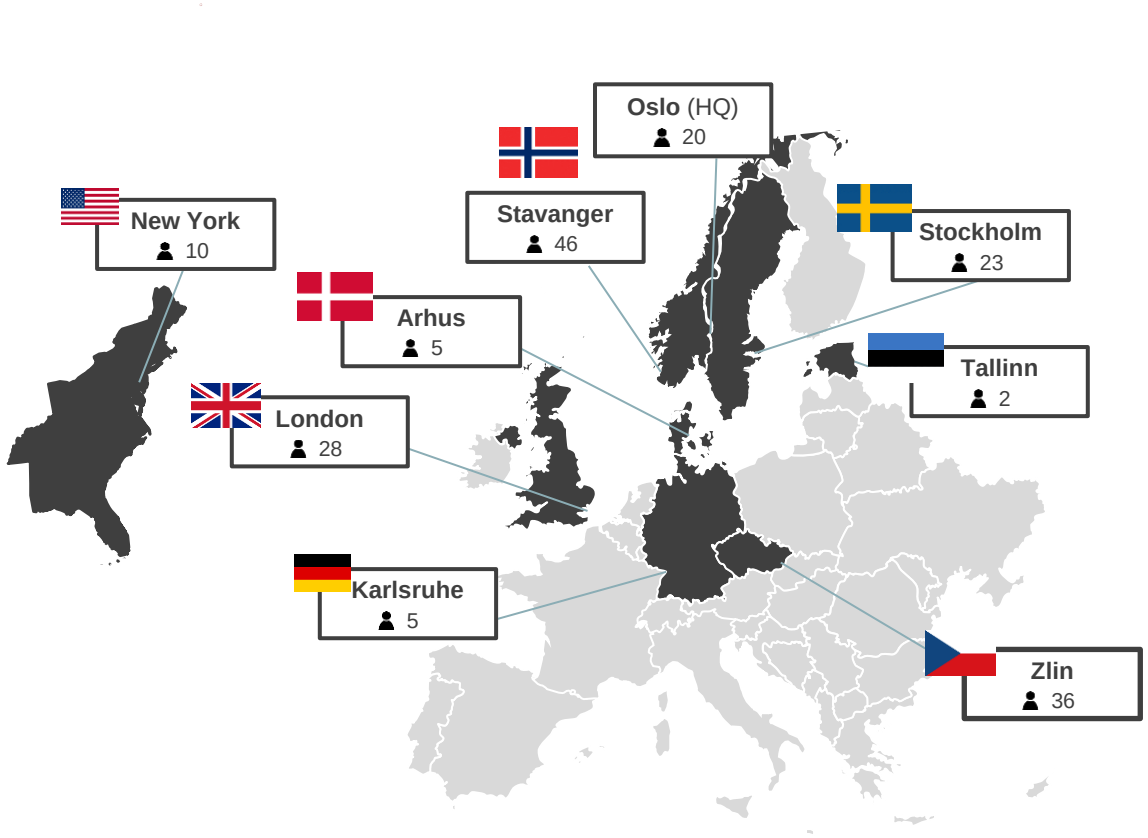
> 500 Customers including 30 Fortune 500

170 Skilled employees across 8 countries

2 Well-known MarTech brands (Papirfly and BrandMaster)

1 Highly experienced Management team containing both entrepreneurial experience and corporate capabilities

Core markets and office Locations



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Rabobank
ANHEUSER-BUSCH
bp
BRITISH AMERICAN TOBACCO
DANONE
Cargill
CAPCO
CapitalOne
citi
Coca-Cola EUROPEAN PARTNERS
Coca-Cola Hellenic Bottling Company
SANOFI
COVANCE
THALES
Building a future we can all trust
novo nordisk
AB InBev
...harnessed by some of the world's leading brands
Mondelēz International
HSBC
Banfield PET HOSPITAL
Budweiser
MARS
IBM
PHILIPS
PHILIP MORRIS INTERNATIONAL
Pfizer
pwc
A|M|S
FrieslandCampina
IHG HOTELS & RESORTS
Rolls-Royce
Deutsche Bank
Takeda
TJX
Goldman Sachs
Unilever
vodafone
vmware
WOMBLE BOND DICKINSON

Welche Herausforderung im Employer Branding kommt Euch bekannt vor?

- **Konsistenz** – uneinheitliches Erscheinungsbild
- **Time-to-Market** – zu lange Vorlaufzeiten
- **Ressourcenengpass** – Grafikteam überlastet
- **Agenturkosten** – Budgets zu knapp
- **Transparenz** – keinen Überblick wer was kommuniziert

Client Case Study

Coca-Cola
Hellenic Bottling Company

Some background

- One of the largest bottlers of the Coca-Cola Company globally
- One of the largest non-alcoholic bottlers in Europe
- Operating in 28 countries across 3 continents
- Over 30,000 employees
- 20+ languages
- Tight budgets
- No distinct application of brand across countries

Nadja Czeszak
Group Employer Brand Specialist - CCHBC

“Business units in our countries communicated with talent in the way they felt was appropriate”

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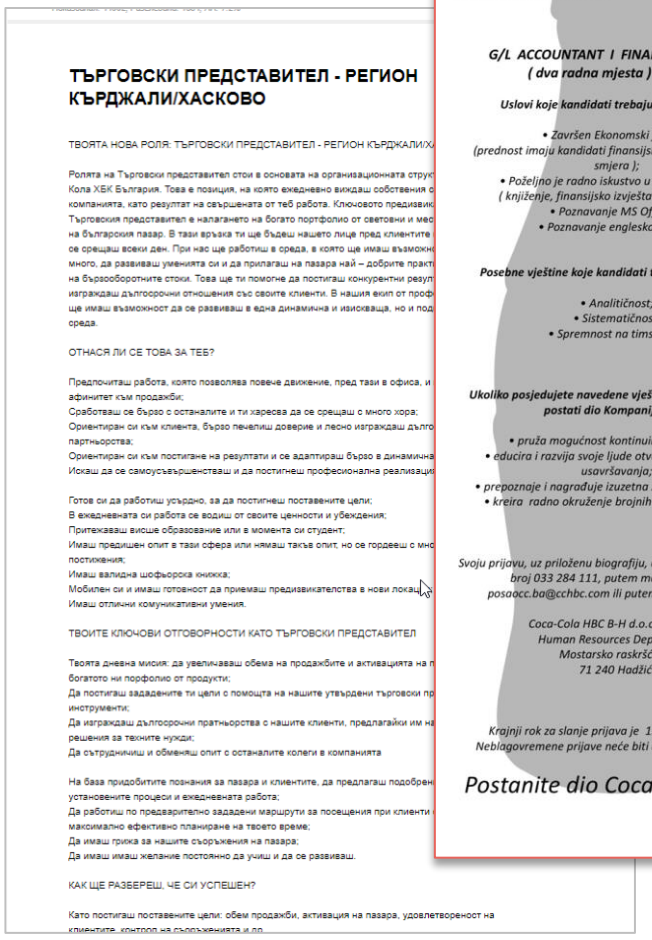
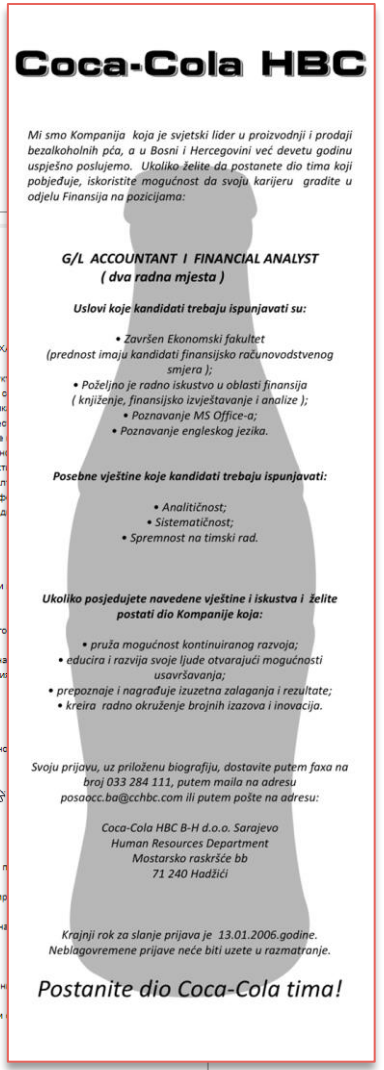
CCHBC Challenges

Some examples…





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Nadja Czeszak
Group Employer Brand Specialist - CCHBC

“We needed a solution to help us activate our Employer Brand and to raise our game”

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Coca-Cola Hellenic Bottling Company

Employer Brand Portal

EVP | VISUAL IDENTITY | COMMUNICATIONS | READY-TO-USE ASSETS | CREATE | SUPPORT

WHAT IS OUR EB PORTAL?

About the purpose and various ways how you can benefit from our EB Portal

9 0(0)

HOW TO?

Create your Employer Branding material in few simple steps

5 0(0)

EVP

What is our Employer Value Proposition?

4 0(0)

EB COOKBOOK

All about CCHBC's Employer Brand and EVP, in one place

4 0(0)

EB CAMPAIGNS TOOLKITS

Learn how to plan & execute your campaign for the targeted talent segment

5 0(0)

IMPORTANT UPDATES

Stay up-to-date with what is coming in our Employer Branding area!

4 0(0)

The Rulebook

Coca-Cola Hellenic Bottling Company

EVP | VISUAL IDENTITY | COMMUNICATIONS | READY-TO-USE ASSETS | CREATE | SUPPORT

Visual Guide
- Elements
- Colors
- Font
- Logo
- Contour Bottle Shape
- Photo
- Messaging structure
- Messaging per segment

Photography Guide
- Principles
- Photo Elements
- Shooting
- Photos per EVP pillar
- GDPR compliance

Video Guide

Coca-Cola Hellenic Bottling Company

EVP | VISUAL IDENTITY | COMMUNICATIONS | READY-TO-USE ASSETS | CREATE | SUPPORT

- Visual Guide
  - Elements
  - **Colors**
  - Font
  - Logo
  - Contour Bottle Shape
  - Photo
  - Messaging structure
  - Messaging per segment
- Photography Guide
- Video Guide

Colors

These are the colors you can use when creating any Employer Brand communication piece.

What to consider?

- The Silver Color is used in the Coca-Cola Trinity;
- The Grey Color is used in text applications.

PRIMARY COLOR CokeRed
FOR ONLINE USAGE R=241,G=48,B=62
FOR PRINT USAGE C=4,M=100,Y=95,K=0

ACCENT COLORS Black
FOR ONLINE USAGE R=0,G=0,B=0
FOR PRINT USAGE C=50,M=50,Y=50,K=100

Silver
FOR ONLINE USAGE R=241,G=241,B=241
FOR PRINT USAGE C=0,M=0,Y=0,K=40

Grey
FOR ONLINE USAGE R=79,G=78,B=78
FOR PRINT USAGE C=11,M=1,Y=0,K=64

Note: The colors printed or seen in these guidelines may not match the Pantone® standards.
Pantone® is registered trademark of Pantone Inc.

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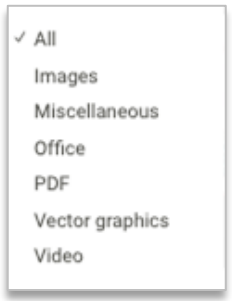
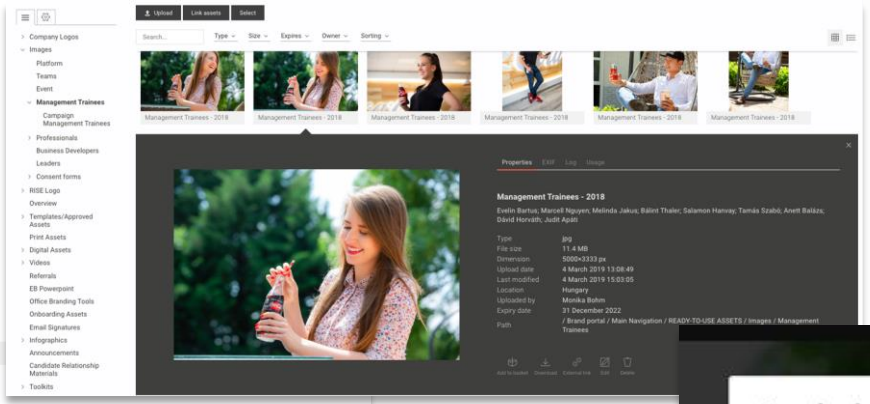
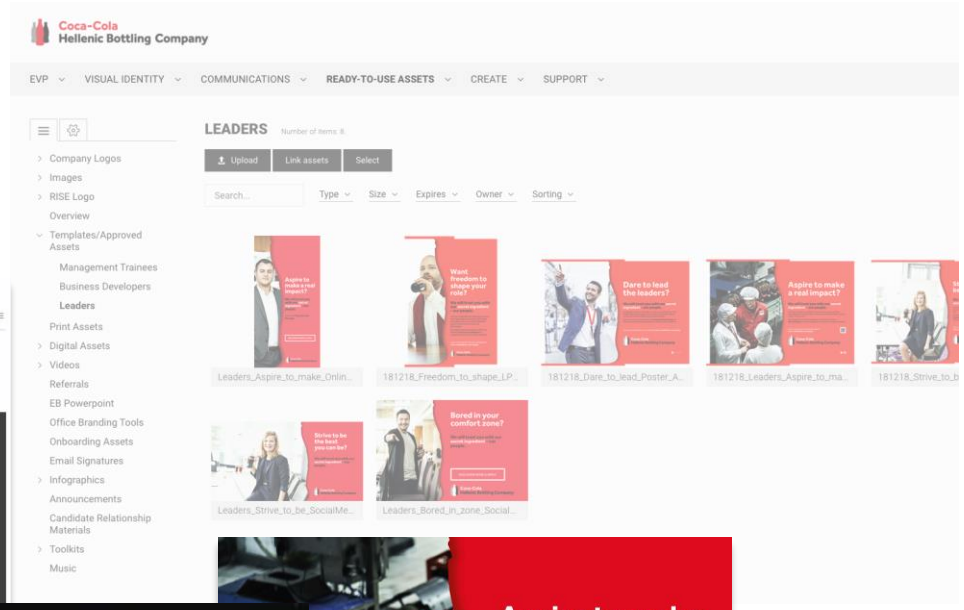
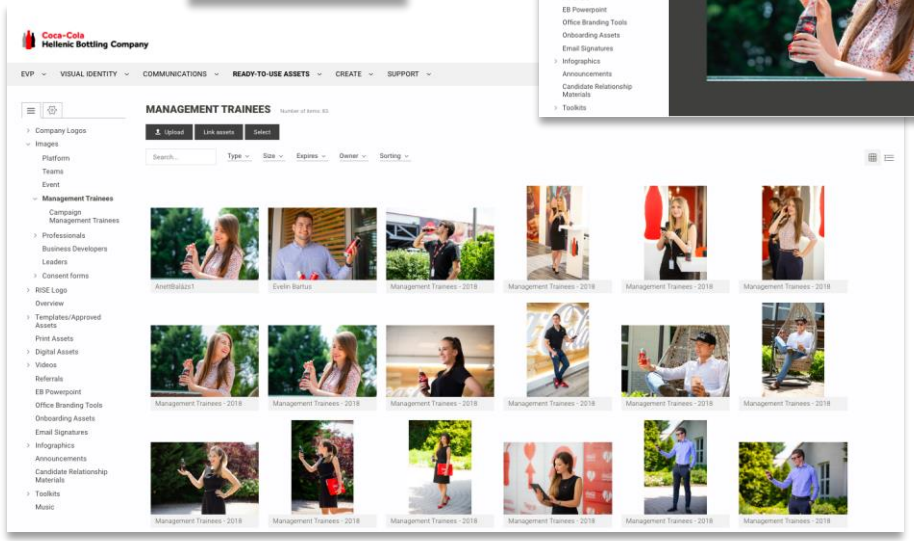
DAM

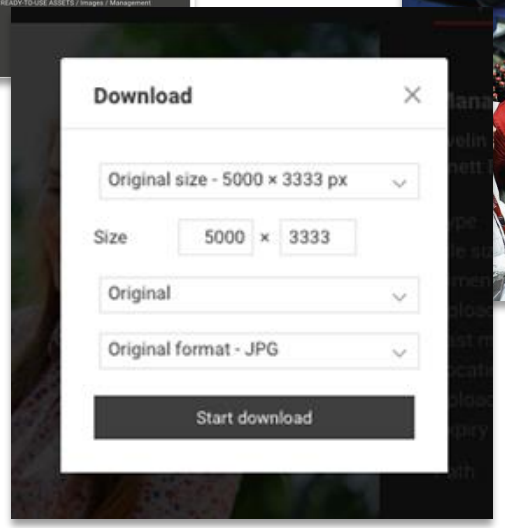
One place to store and share images, icons, logos….also ready to use assets











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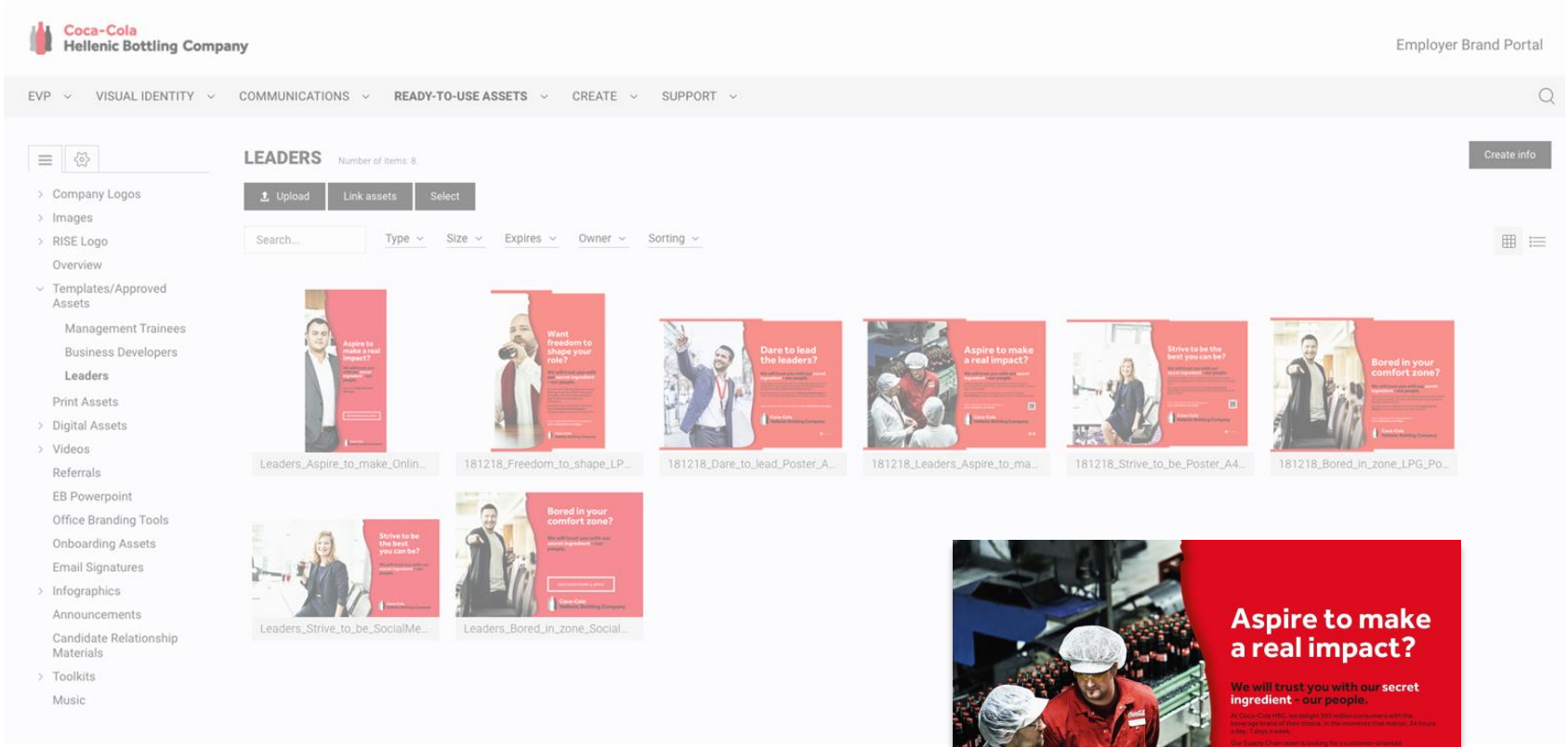
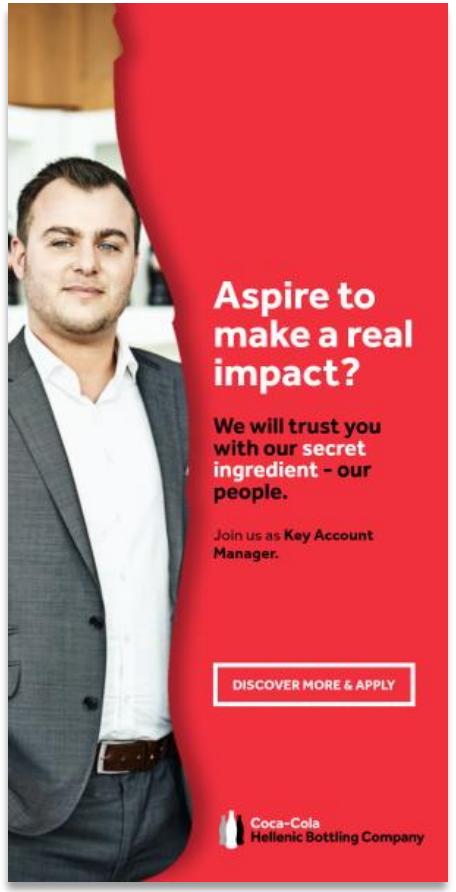
Ready to use assets





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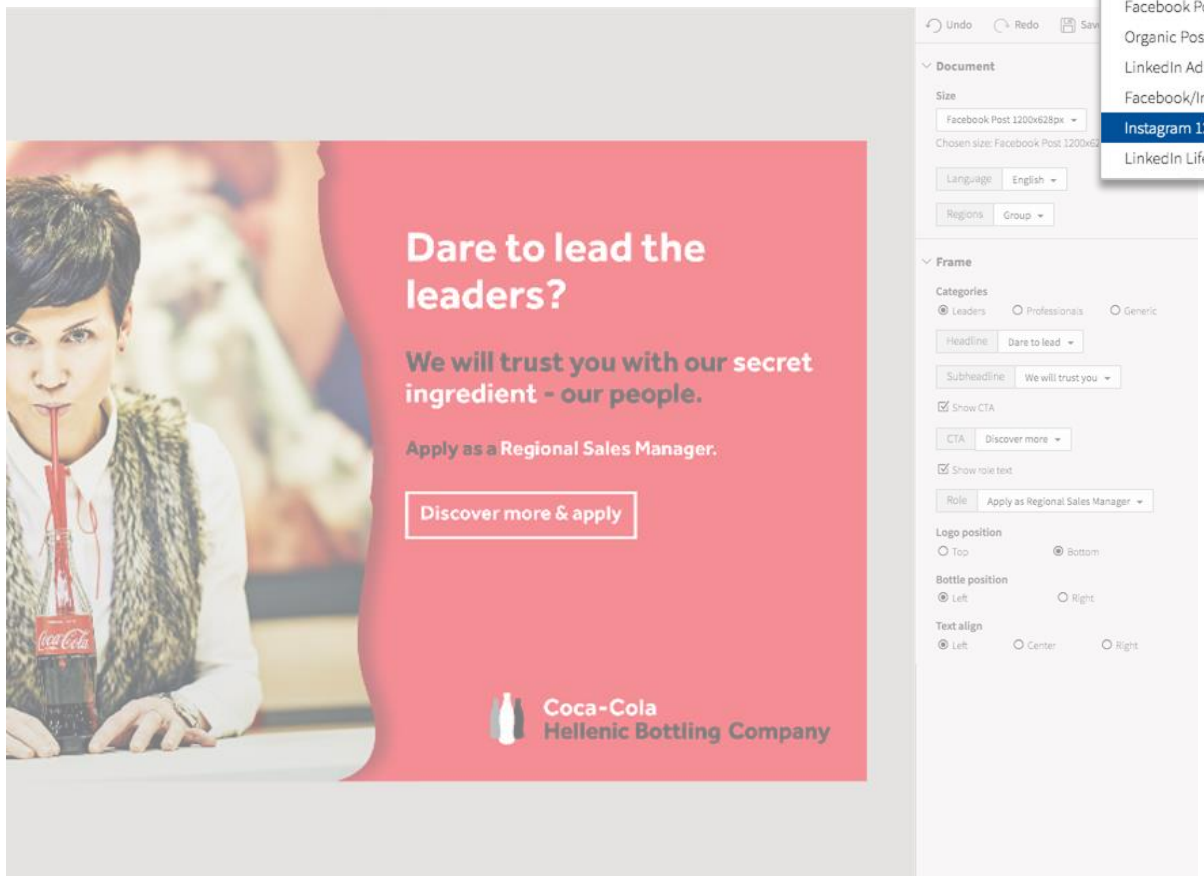
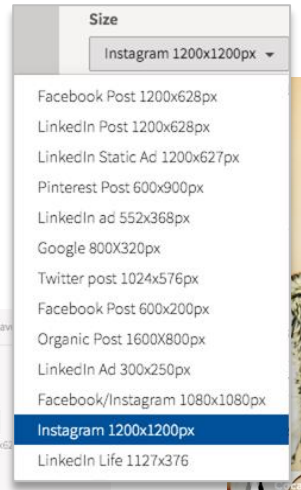
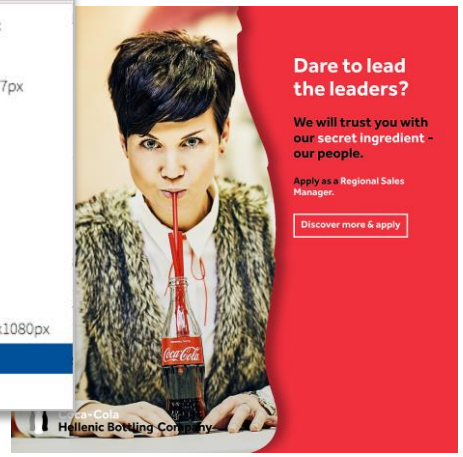
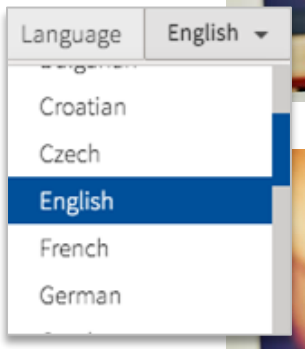
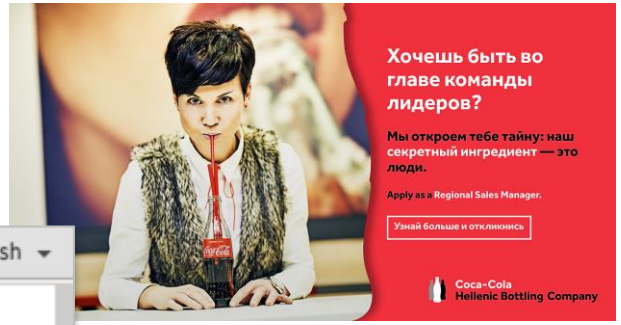
Create











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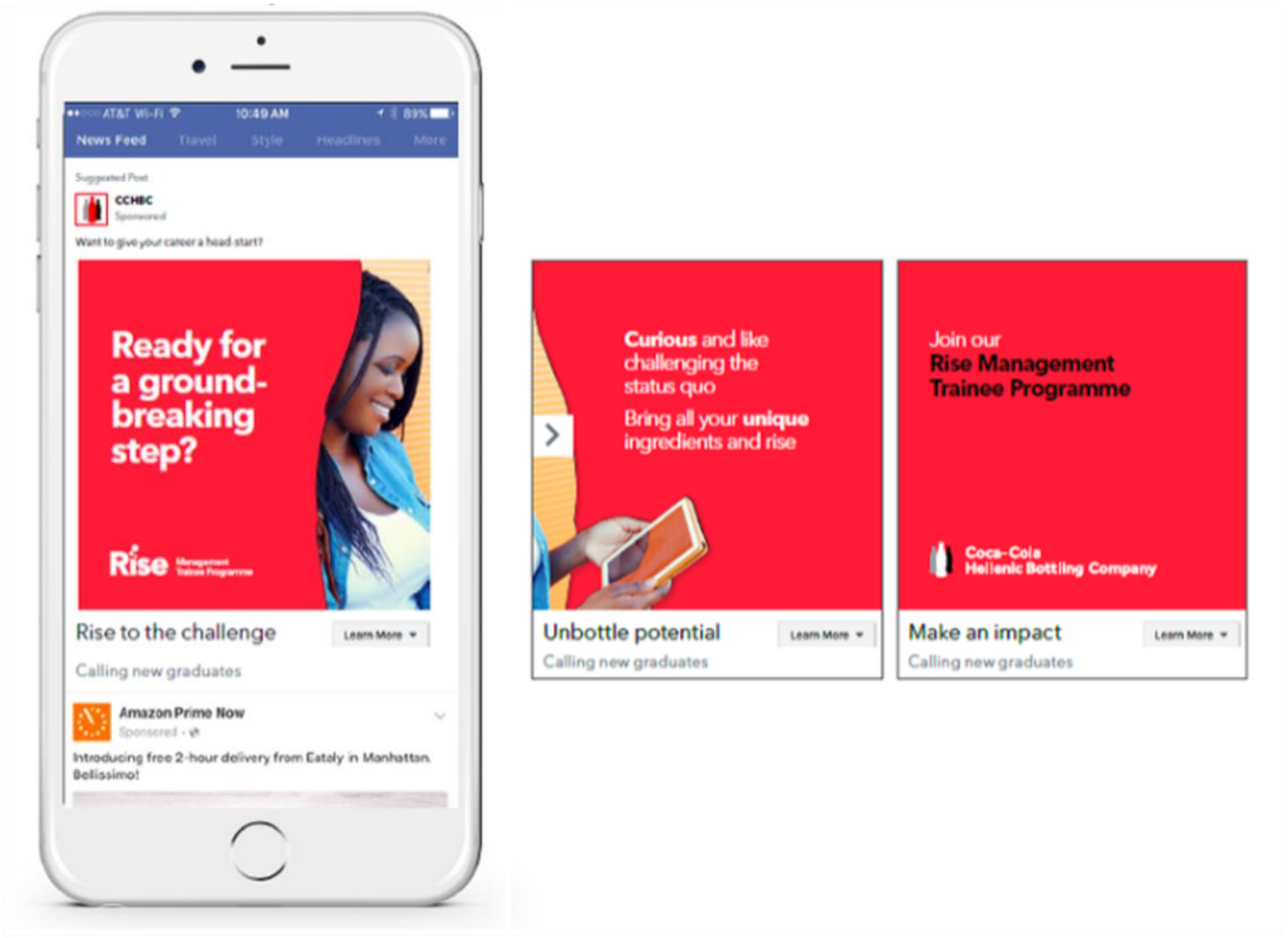
Social media in use



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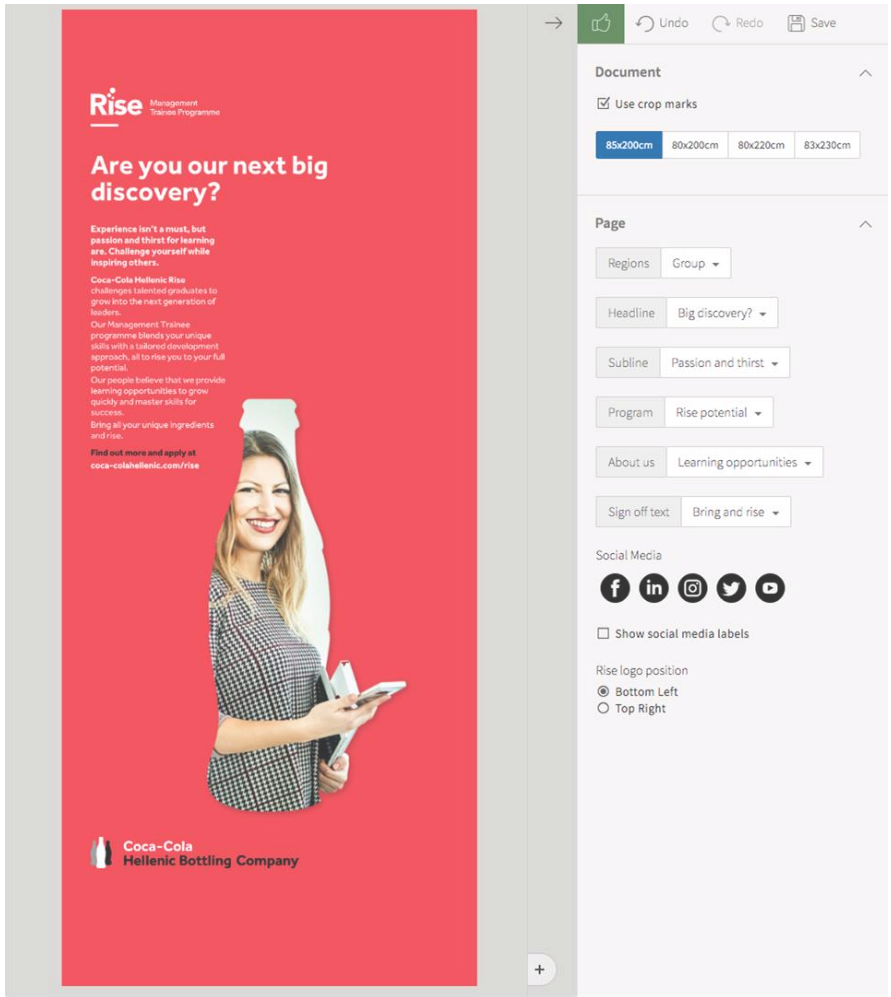
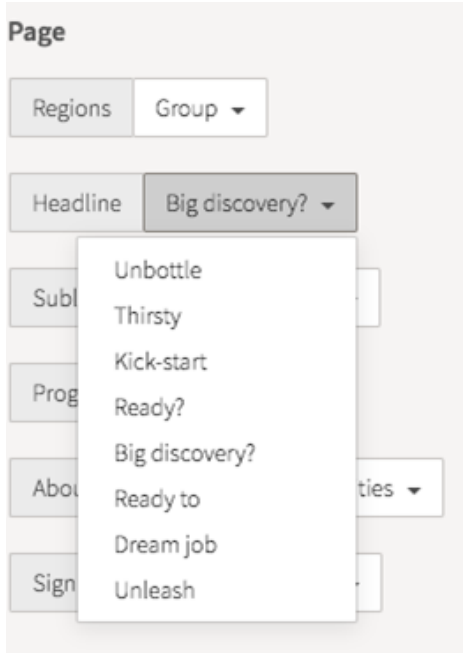
Print





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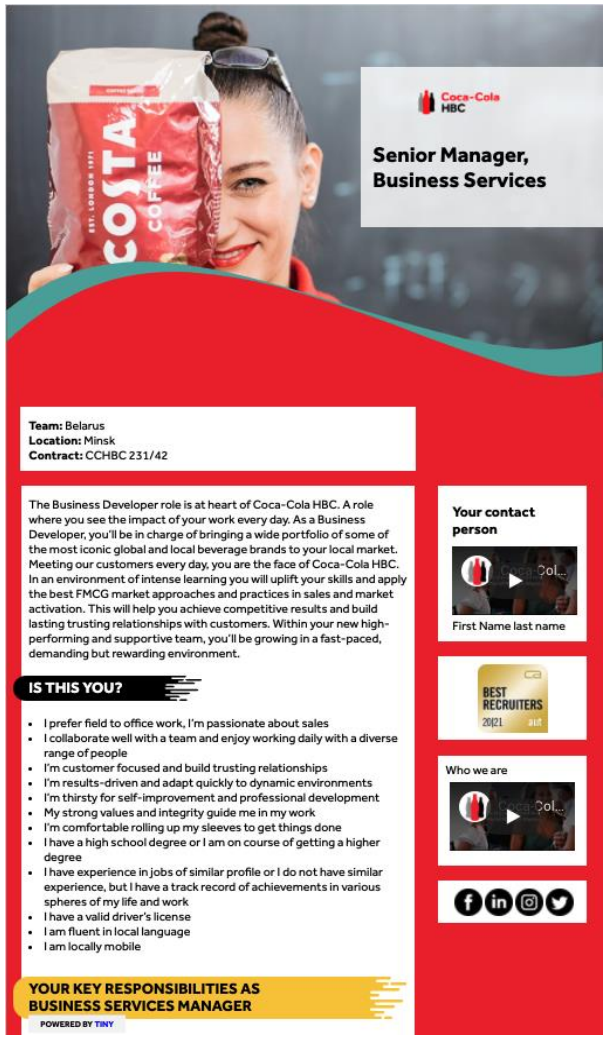
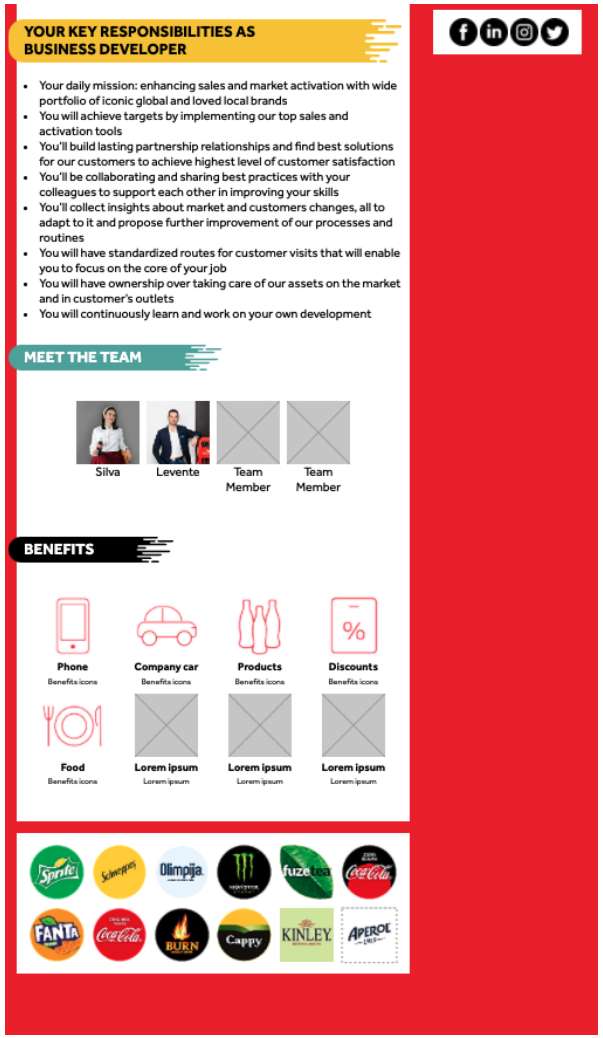
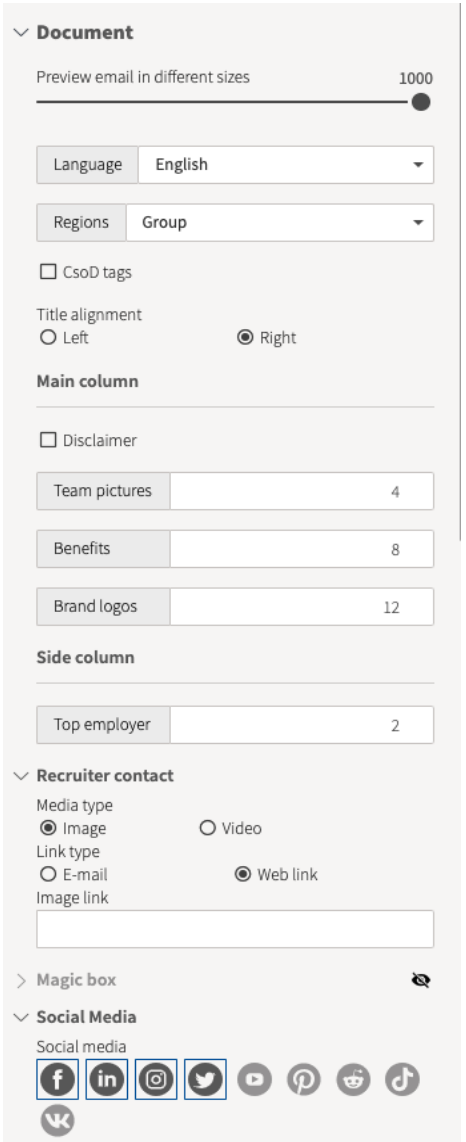
Integration (Cornerstone)







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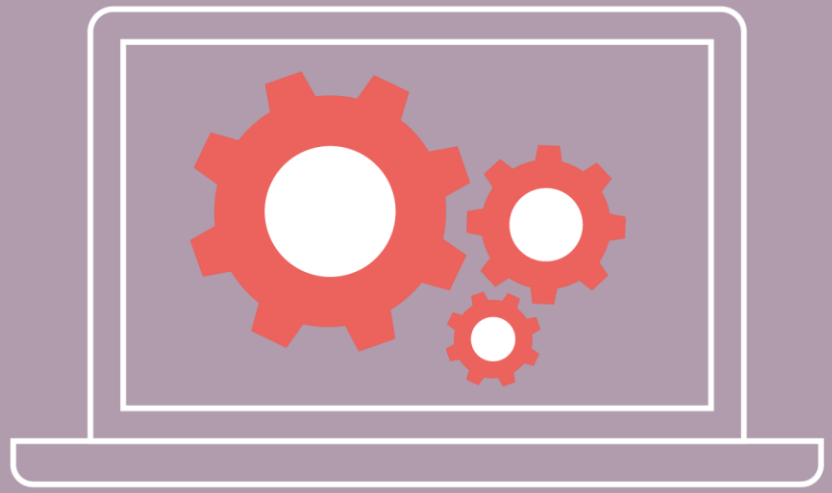
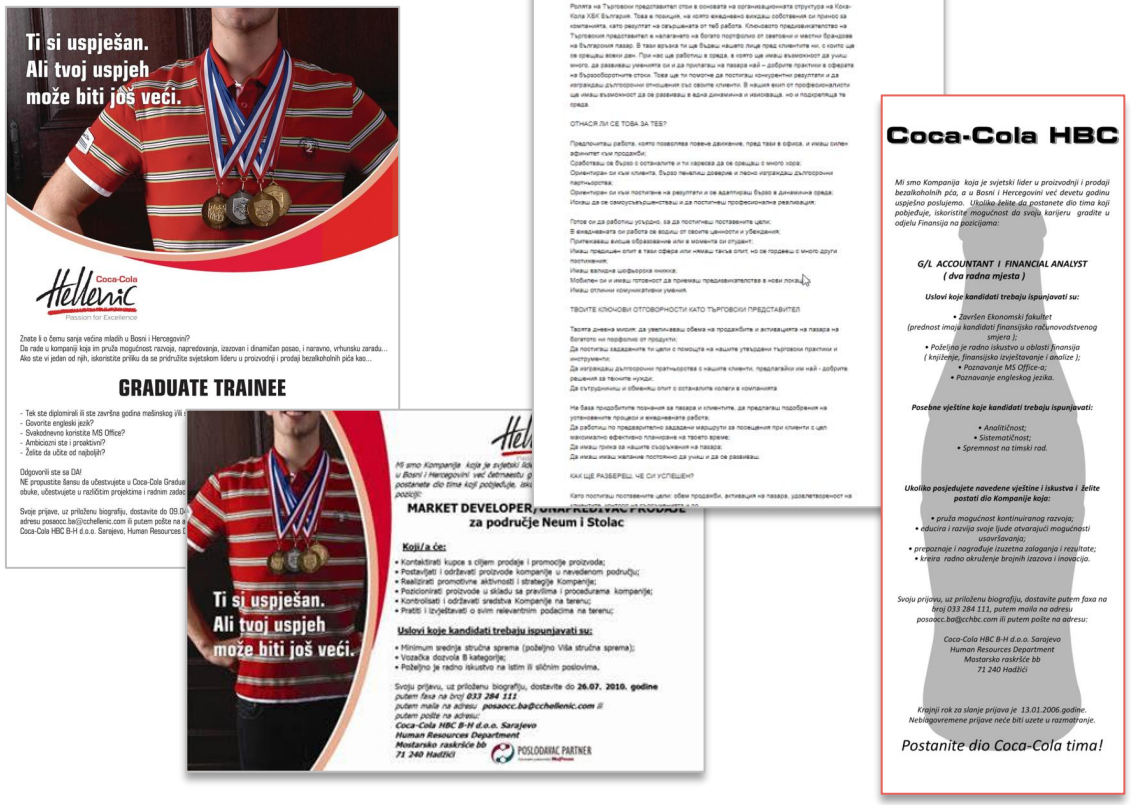
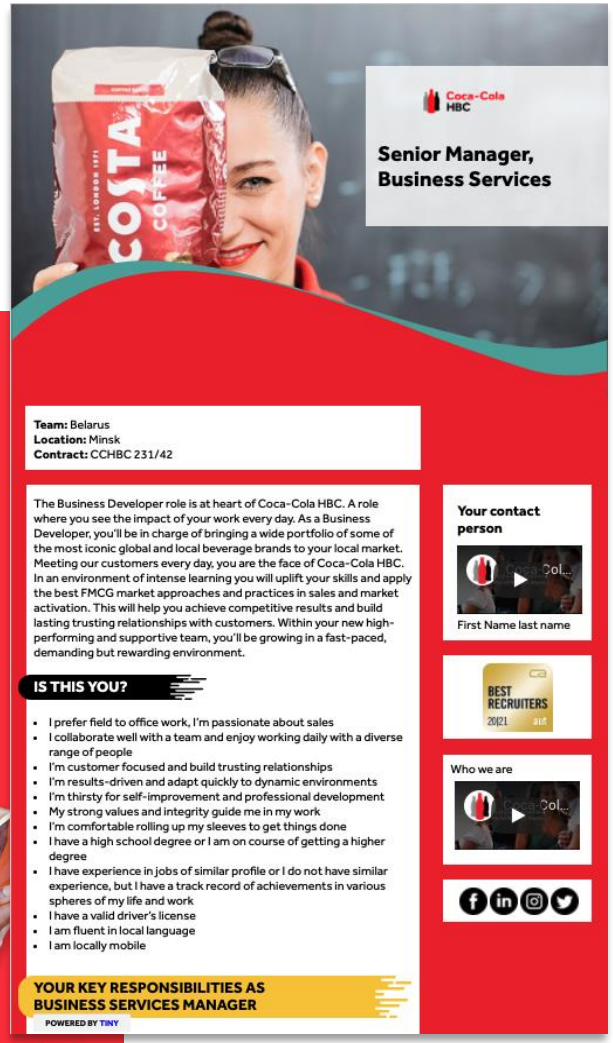
LIVE DEMO



Before Papirfly...and with Papirfly





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Nadja Czeszak
Group Employer Brand Specialist - CCHBC

“Our colleagues are now empowered to act as brand managers and can handle projects more efficiently”

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ROI - in numbers

- **50%** of time saved creating and posting job ads and posters
- Get to market faster
  -***138*** *working days saved*
- If they were using agencies, they would have needed to have spent over **€900k** to deliver on what they now produce – teams are unshackled from budget constraints

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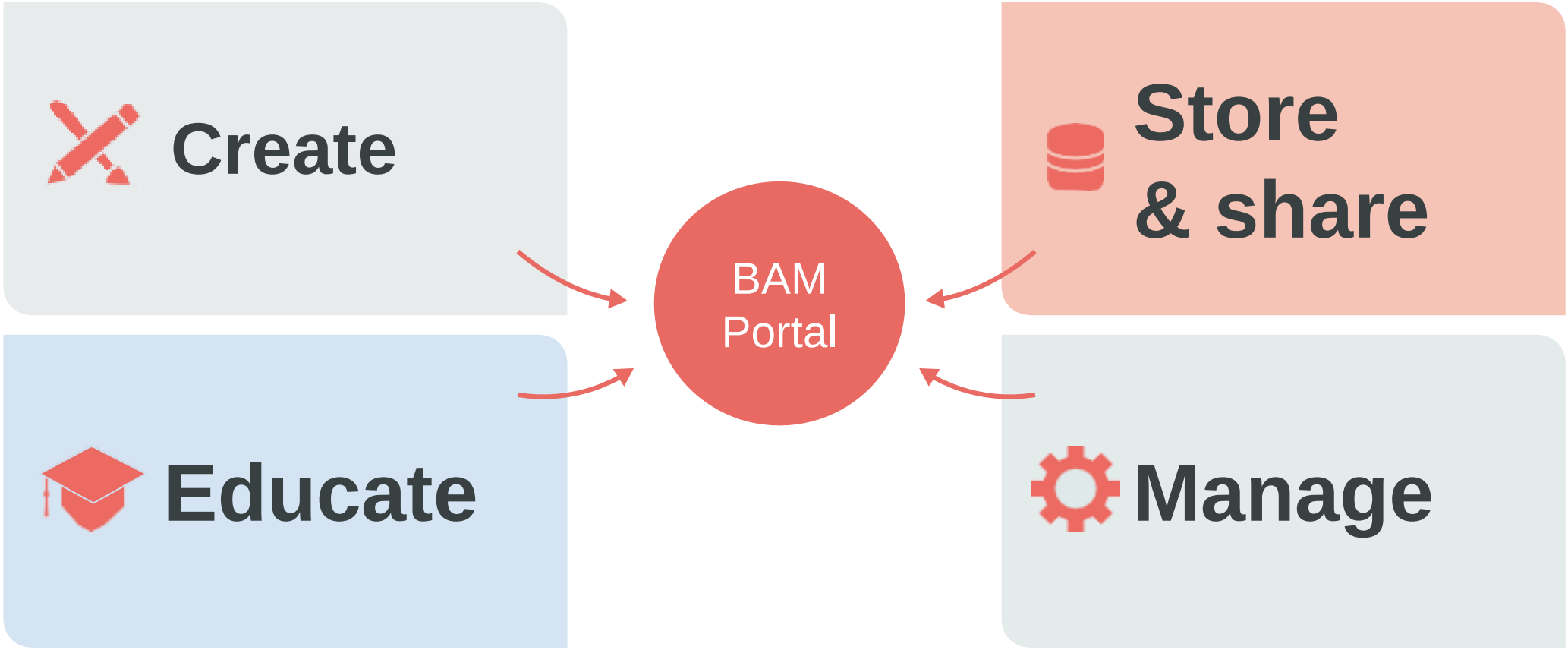
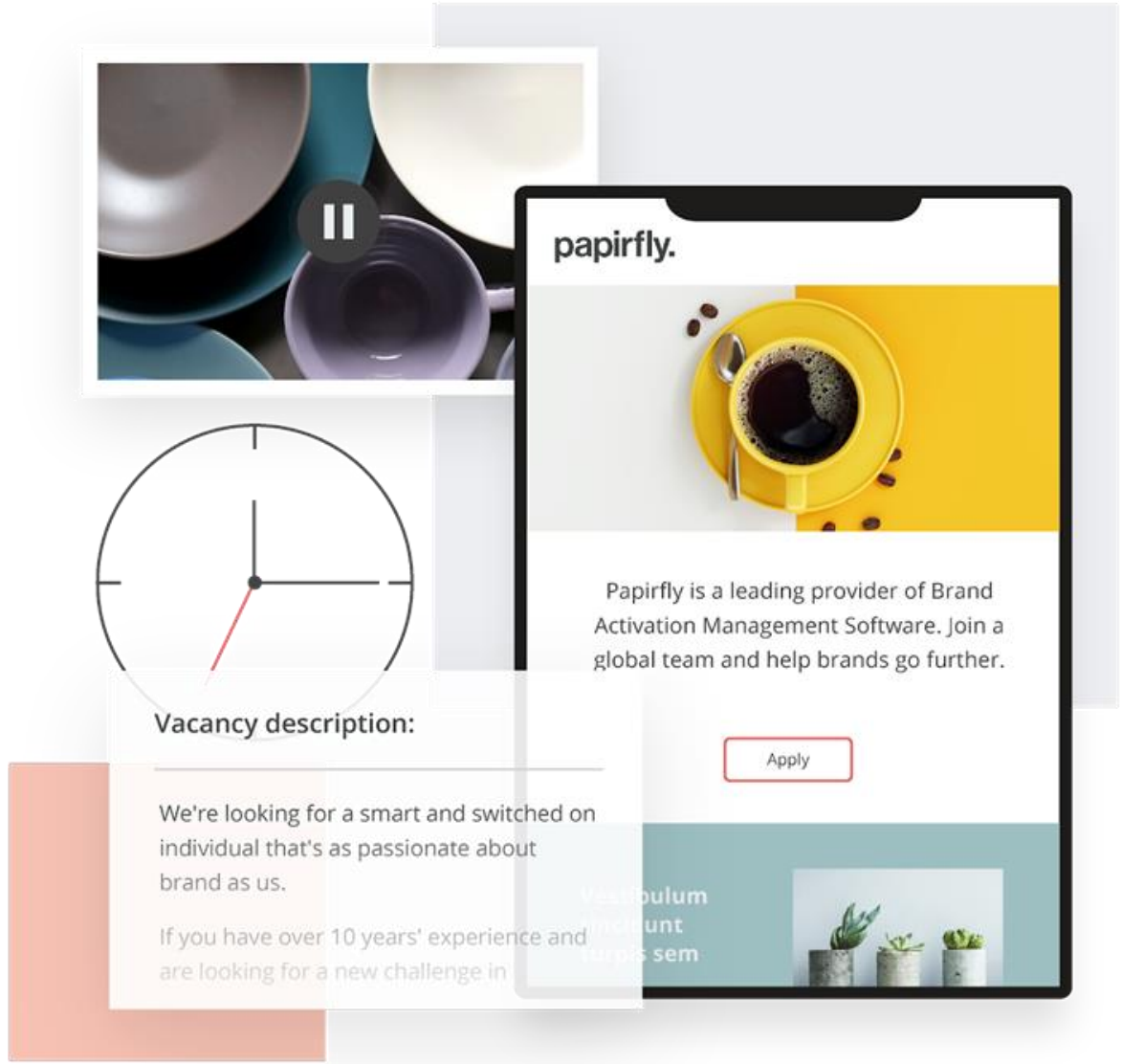
Introducing BAM...

Brand Activation Management by Papirfly transforms the way you do EB marketing. A central portal, available to every team across the world



Create

Unlimited digital, print and video marketing without specialist support, in any language



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Educate

Teams get access to a dedicated portal with guidelines, brand assets and more

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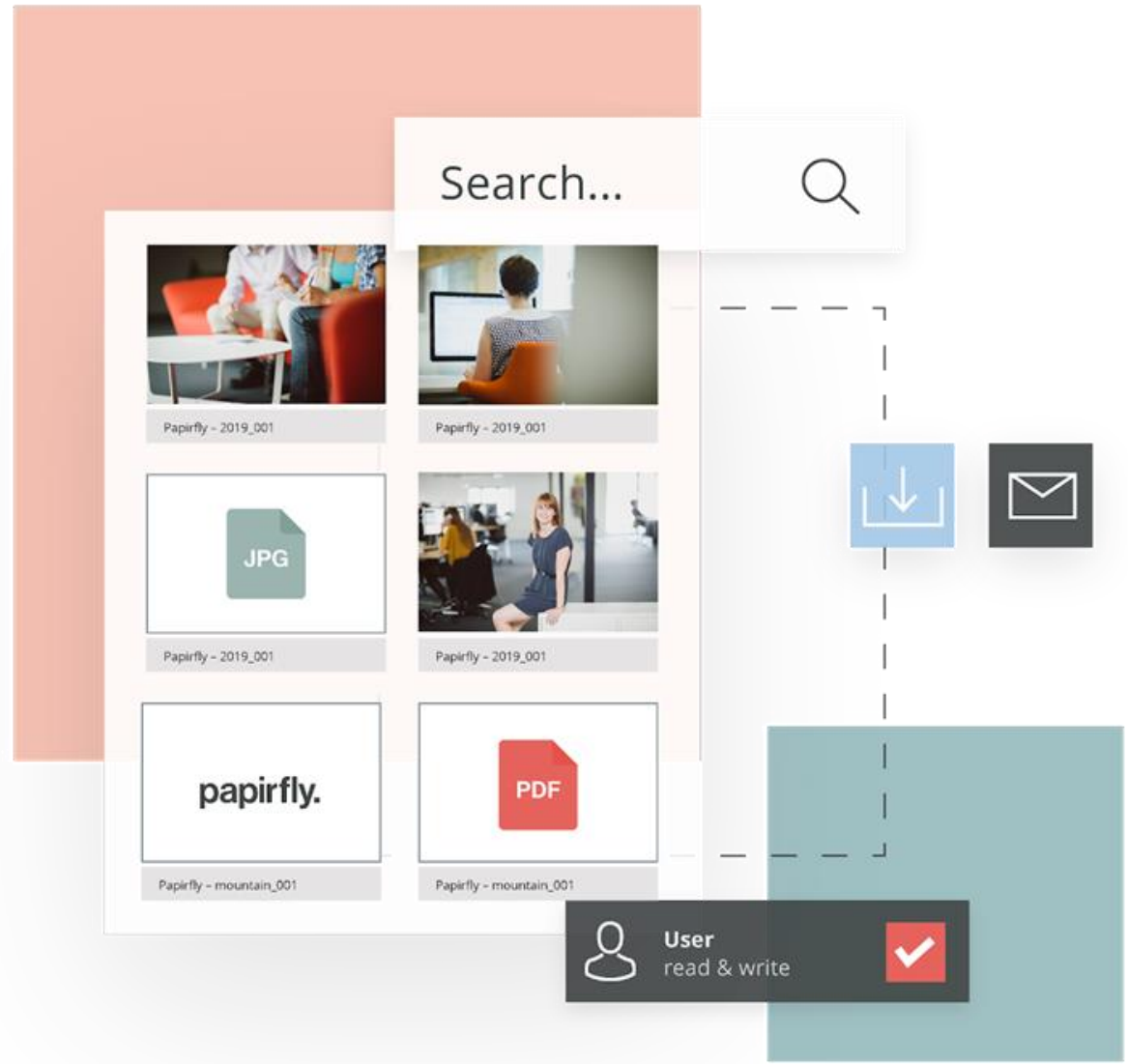
Store & share

Access, share and edit the latest materials for your local markets



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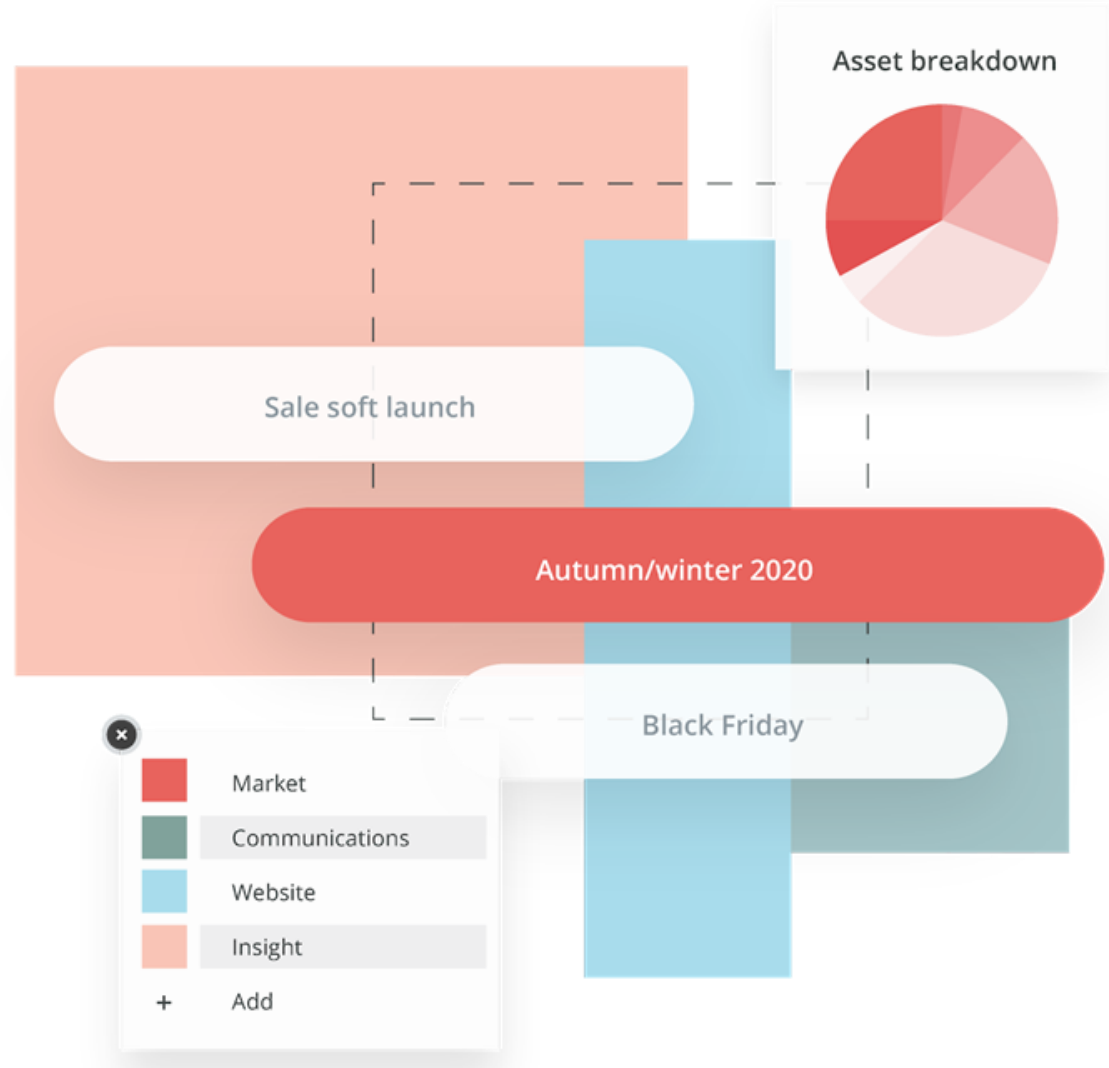
Manage

Put approval workflows in place, manage marketing calendars and monitor your ROI and benefit from data insights



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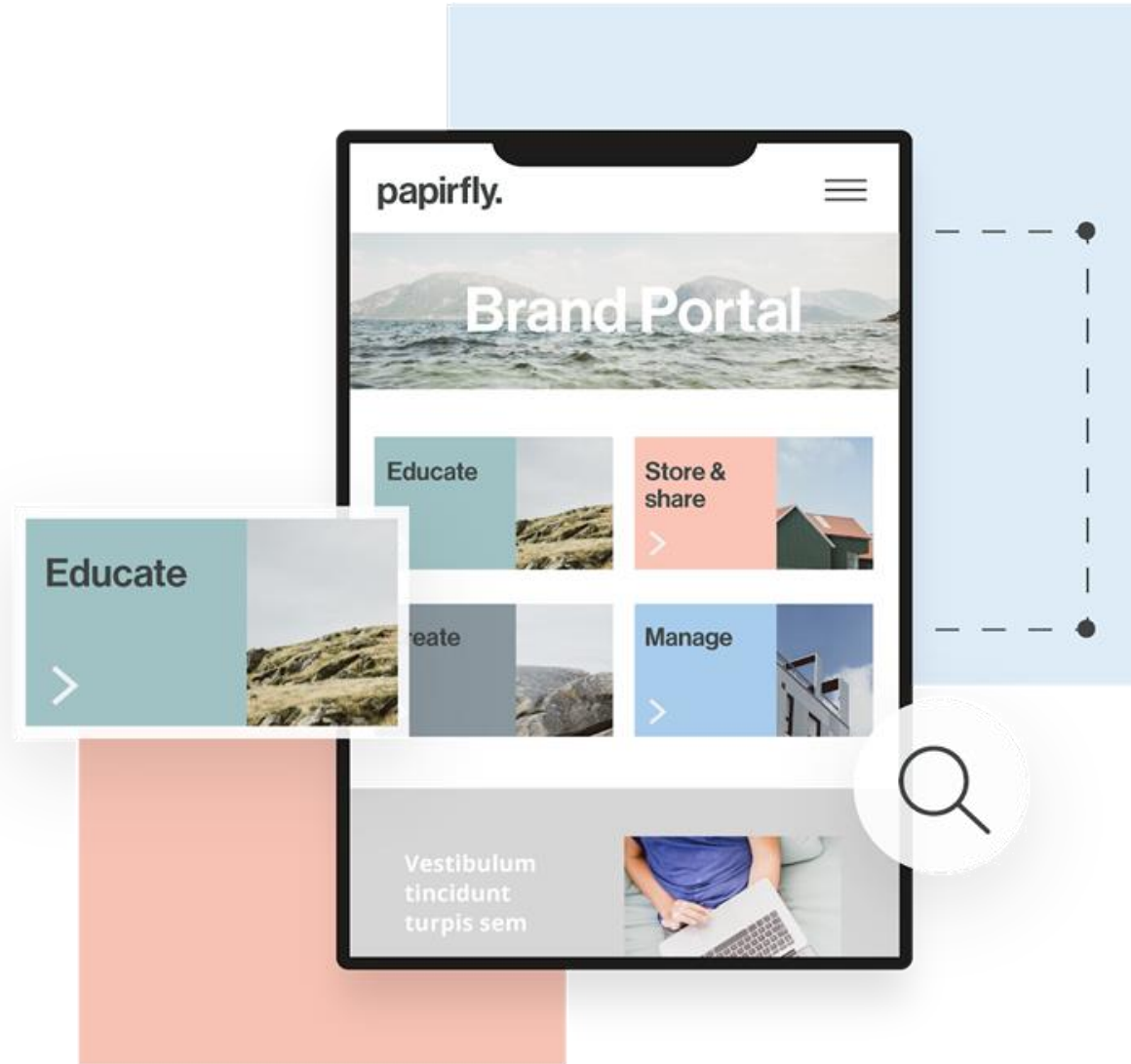
Centralise

A single online destination for your teams to access everything they need



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Mit Papirfly werden die größten Herausforderungen im Employer Branding gemeistert:

- **Mehr Konsistenz** – einheitliches Erscheinungsbild
- **Schnelle Time-to-Market** – Produktion in Minuten statt Tagen
- **Kein Ressourcenengpass** – Grafikteam entlastet
- **Reduzierte Agenturkosten** – hoher ROI und mehr Skalierbarkeit
- **Volle Transparenz** – Überblick wer was kommuniziert

Bonus: Einblick in neue Lösung für Diversity, Equity & Inclusion

ONE BRAND.

All | Search...

The DE&I Hub

Knowledge Centre | Media Bank | Template Centre | Campaign Manager | Help Centre | Admin Only

Campaign

Pride Month 2022

Global

01. June - 30. June

Search...

Campaign Manager

Campaign

SoMe Template

Approved Imagery

Newsletter Template

Articles

Ready To Use Assets

Pride Month 2022

Edit Subscribe

Pride Month 2022

Published 16 May 2022

An Annual LGBT Pride Celebration

Every year, during the month of June, the LGBT community celebrates in a number of different ways. Across the globe, various events are held during this special month as a way of recognising the influence LGBT people have had around the world. Why was June chosen? Because it is when the Stonewall Riots took place, way back in 1969.

As well as being a month long celebration, Pride month is also

From

01/06/2022 01:00

To

30/06/2022 01:00

Categories

Global

Attachments

No attached files

Campaign Manager
Campaign
SoMe Template
Approved Imagery
Newsletter Template
Articles
Ready To Use Assets

Pride Month 2022

Period: 01/06/2022 - 30/06/2022

1 item(s)

Create info

Create new

INSTAGRAM-STORY-080422

Create new

TWITTER

Create new

FACEBOOK-IMAGE-160522

Create new

INSTAGRAM-IMAGE-SQUARE-160522

63%

https://dei.papirfly.com/app/prefab-2/tpl1_some_15?cb=glpAfterEdit&nodeid=6437&parentid=15&dlgloc=any#

Document

Size

Instagram, Image, Square

Facebook, Image
Facebook, Story
LinkedIn, Image, Mobile
Instagram, Story
Instagram, Image, Square
Pinterest, Standard Pin
Twitter, In-stream Image

uare, 1080×1080px

olid color

Vignette opacity 30%

Layout

Show subheadline

Let us make it easier for you

- Central location for approved assets
- Alleviates stress on Advocates
- Pre-created Diversity Calendar
- Easier collaboration across teams
- Readily accessible Educational Resources

Eure Fragen?

papirfly.

Let’s connect:

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Marius Schmidt
Account Executive DACH

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Demotermin vereinbaren

https://bit.ly/3wX9keB