



## THE CHALLENGE

A multinational manufacturing brand in 12 markets across Africa wanted to understand how to adapt its global EVP for Africa.

They had recently crafted a new global EVP, but they didn't know which parts of the global message would work best in each of their territories in Africa, and they didn't want to go with a one size fits all approach

## OUR SOLUTION

### EMPLOYER BRAND INSIGHT REPORT

Researching across 12 markets, surveys are produced in four languages. Local norms are used to offer context to data, to understand the local and regional perspective and to compare this to the company scores. EVP is interpreted through a framework of attraction drivers to fit with local market priorities.

### CUSTOM STUDIES

A customised study of employer attractiveness was carried out among citizens of the brand's operating markets, based around the world. Analysis of this data is used to discover key attraction drivers for target talent, as well as the perception of the brand, and competitor positions. Following the study production, our team train you to access and interpret the findings.



## OUTCOMES

A detailed report mapping the new global EVP onto a framework for each market was created, prioritising the attraction drivers most important in each location. The project extended to include promotion of the newly customised EVP to create a talent pipeline of nationals for the brand's operating markets. Key differences observed between the right messages in North Africa vs West Africa made a real difference to communications planning.

# 12

Research Across 12 Markets in Africa

# 50

Performance Indicators

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The insight we got from the survey allowed us to instantly integrate it into our strategies for the coming year. The results are interesting, detailed and informative.

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*Global HR Director, Multinational Manufacturing Brand*

### What Happens Next

Discuss your aims with us so we can build a picture of the data and insight you will need. We will follow up with a detailed proposal containing deliverables, fees and timelines.

### What Are The Terms?

Dependent on the scope of research but starting from \$9,995 for a single market, regional or continent view for one brand.

### Who Do I Speak To?

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