THINK 2022

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# EMPLOYER BRANDING MORE IMPORTANT THAN EVER BEFORE

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THE GREAT 'RESIGNATION' / 'JOB HOP' / 'TALENT CRISIS'

OCTOBER 2021

4.5 million people quit their jobs

NOVEMBER 2021

10.6 million jobs were open

Talent is in control — carrying greater demands, options and negotiating power.

So, brands need to **invest in building their talent brand** beyond checking the boxes of "improved compensation" and "new and innovative benefits."

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Employers must balance the different needs of generations as Gen Z enters the workforce.

42% **Gen Z** prioritize a **pleasant work atmosphere** over job security.

**Millennials and Gen X** prefer **work–life balance** and job security.

Top 3 reasons why job seekers do not apply for a job:

1. **Company culture**
2. **Poor reputation**
3. **Not interested in mission**

**55%** abandon the application process after reading a negative review about a company.
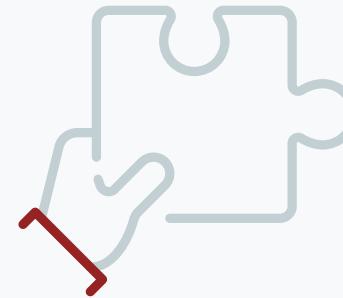
Your employer brand exists, whether you are actively managing it or not. A strategic plan allows you to take control of the messaging.

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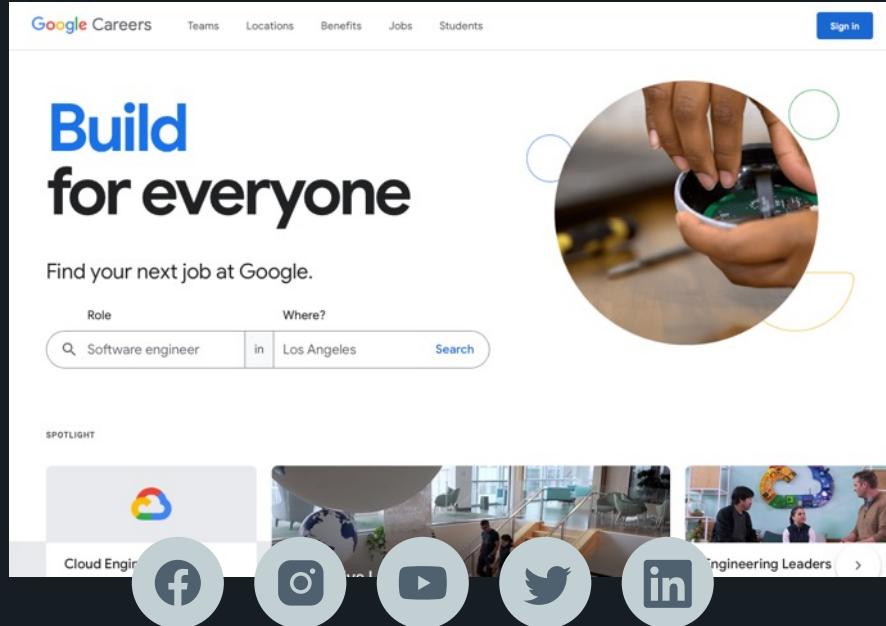
Google's career page, famous for its simplicity, is bolstered by the company's employer branding campaigns across Facebook, Instagram, YouTube, Twitter, LinkedIn and its Life at Google blog.
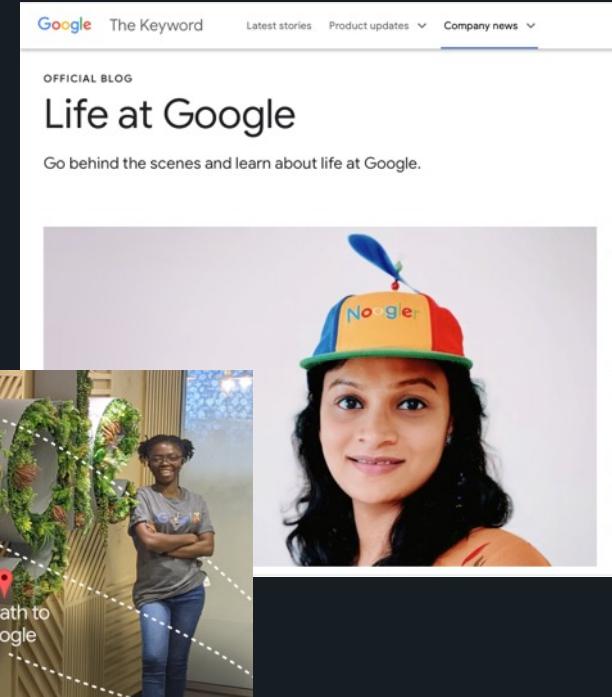
The "Life at Google" campaigns feature employees engaged with social issues that resonate with candidates and employees; for example, the 30th anniversary of the Americans with Disabilities Act. Other Google campaigns tell the stories of individual Google employees or highlight unique Google projects, including Decode with Google 2020.

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Employees are proud to patronize their place of work.

Employee stories are celebrated across career pages on social media.
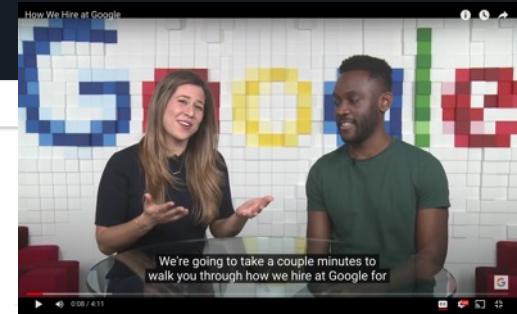
The blog represents an expression of the founder's philosophy", "We're not only in the grocery business, we're in the people business," and provides content celebrating employees, customers, the community and aiding prospective talent.

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RSM's talent brand **Power of Being You** is a purposeful expression of its brand promise **Power of Being Understood**. A video series features employees as individuals and celebrates passions inside and outside of work.

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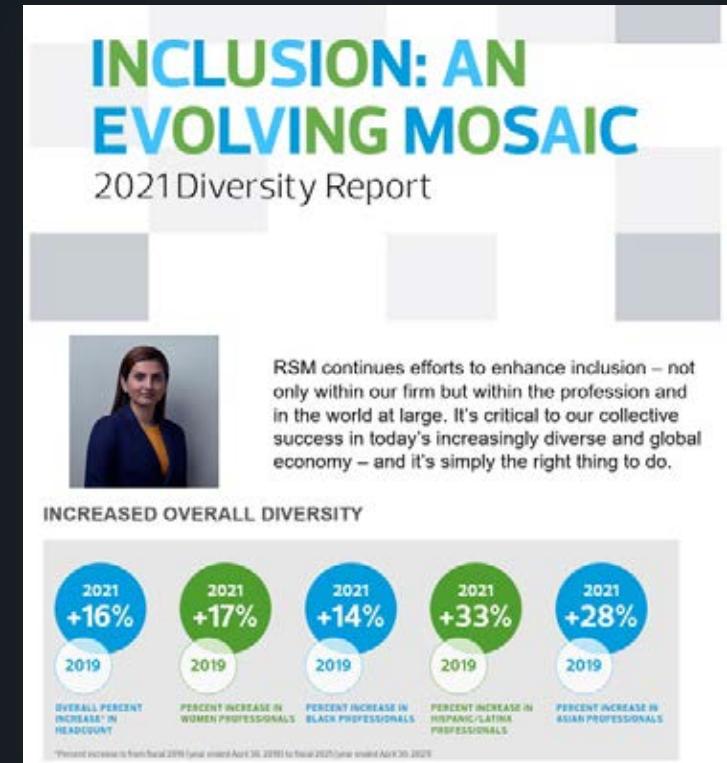
Strong employer brands that actively manage their talent brand communication see:

50%
more qualified applicants
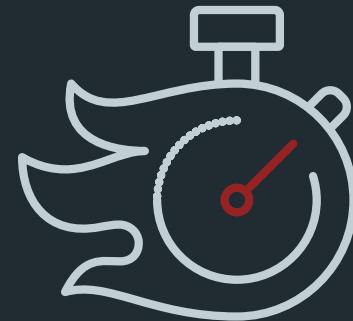
2x
faster hiring rates

50%
less cost per hire

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WIN THE EMPLOYER BRANDING TREND

An employee brand communication plan is as important as external, and a marketing plan is required for both

Employees are your greatest marketers and content proliferators – advocacy programs increase brand credibility

Convey culture, values and vision to employees past, present and future to create lifetime ambassadors

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# FIRST-PARTY DATA COLLECTION: A 2022 MANDATE
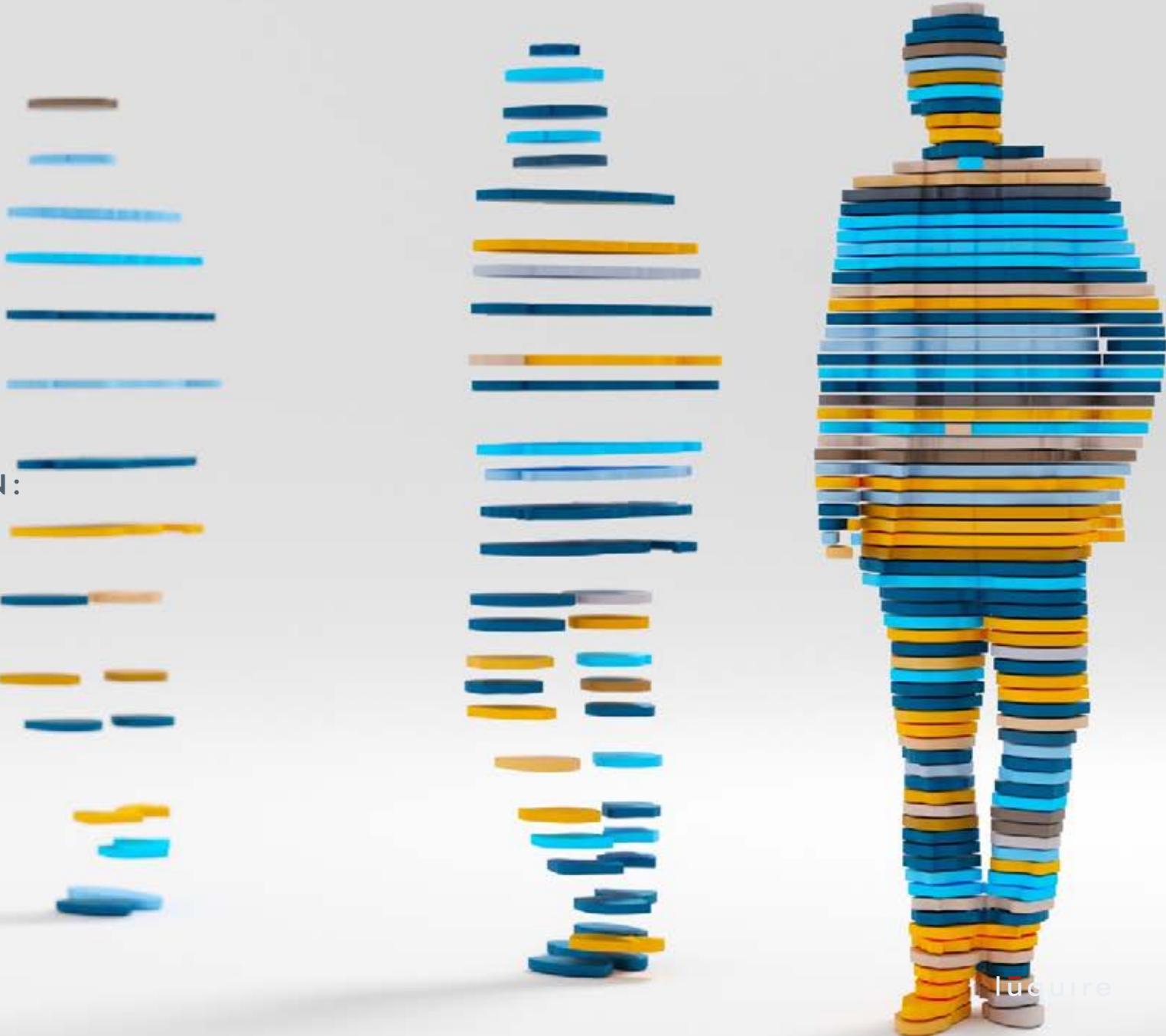
2022 IS A SEMINAL YEAR

Third-party data targeting will finally sunset

Firefox, Safari and iOS 14.5 already sunsetting third-party cookies

Google's Chrome to sunset by end of 2022
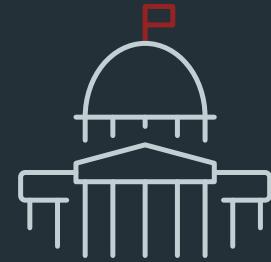
Legislation could further outlaw third-party data use

Federal **Banning Surveillance Advertising Act** could outlaw use by third-party brokers (Facebook, Google, etc.)

Proposed New York Privacy Act includes first-ever right to sue businesses for violating individual's privacy through data disclosure

Customers are not opting-in to cookie tracking voluntarily

96% of iPhone users opted out of app tracking in the iOS 14.5 update

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FIRST–PARTY

✔ Email collection from website

✔ Data from mobile apps

✔ Email open rates, click rates, etc.

✔ CRM data

THIRD–PARTY

✖ Cookie tracking data

✖ Data from Google

✖ Data from Facebook

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With the stoppage of data sharing, this means advertisers will need to rely on first-party data to find key audiences, taking the shape in the form of CRM strategies and DMPs

By capturing first-party data, advertisers can begin to segment audiences with opt-in data points to build consumer pools

First-party data can be captured via apps, websites, content sharing, awards, social media, SMS, email, surveys, customer service interactions, CRM systems, point of purchase, and direct mail

Demographics

Lifestyle

Behavior

DMP **CRM**

SEGMENTATION

AUDIENCE DELIVERY

Online & Offline Purchases

User Profiles

Inbound/ Outboud Market

Social

Search

Display

Video

Email

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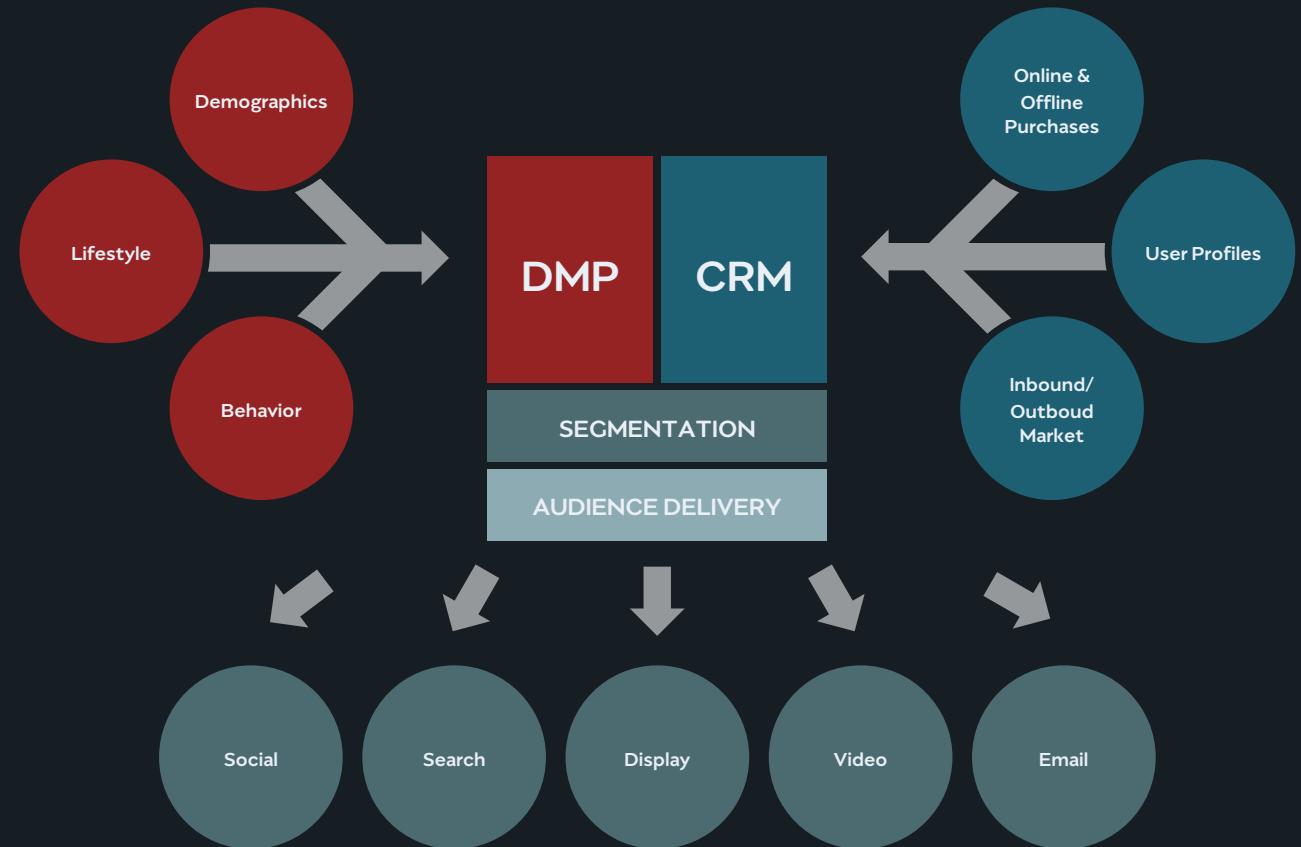
Gartner: Capturing First-Party Data

Bank of America: Employing segmentation strategies

Offering original, high-value reports and research content entices users to share email addresses

"Family Life Banking" email reaches family audiences and drills further into parenting microsite

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WIN THE 1ST PARTY DATA TREND

Build out means of data capture and ongoing audience segmentation

Segment audiences within existing contact database

Invest in CRM tools and talent to use data and employ consumer-first strategies

Audiences will be most inclined to provide contact data when offered high-value, relevant content in exchange

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CRAVING HUMAN CONNECTION
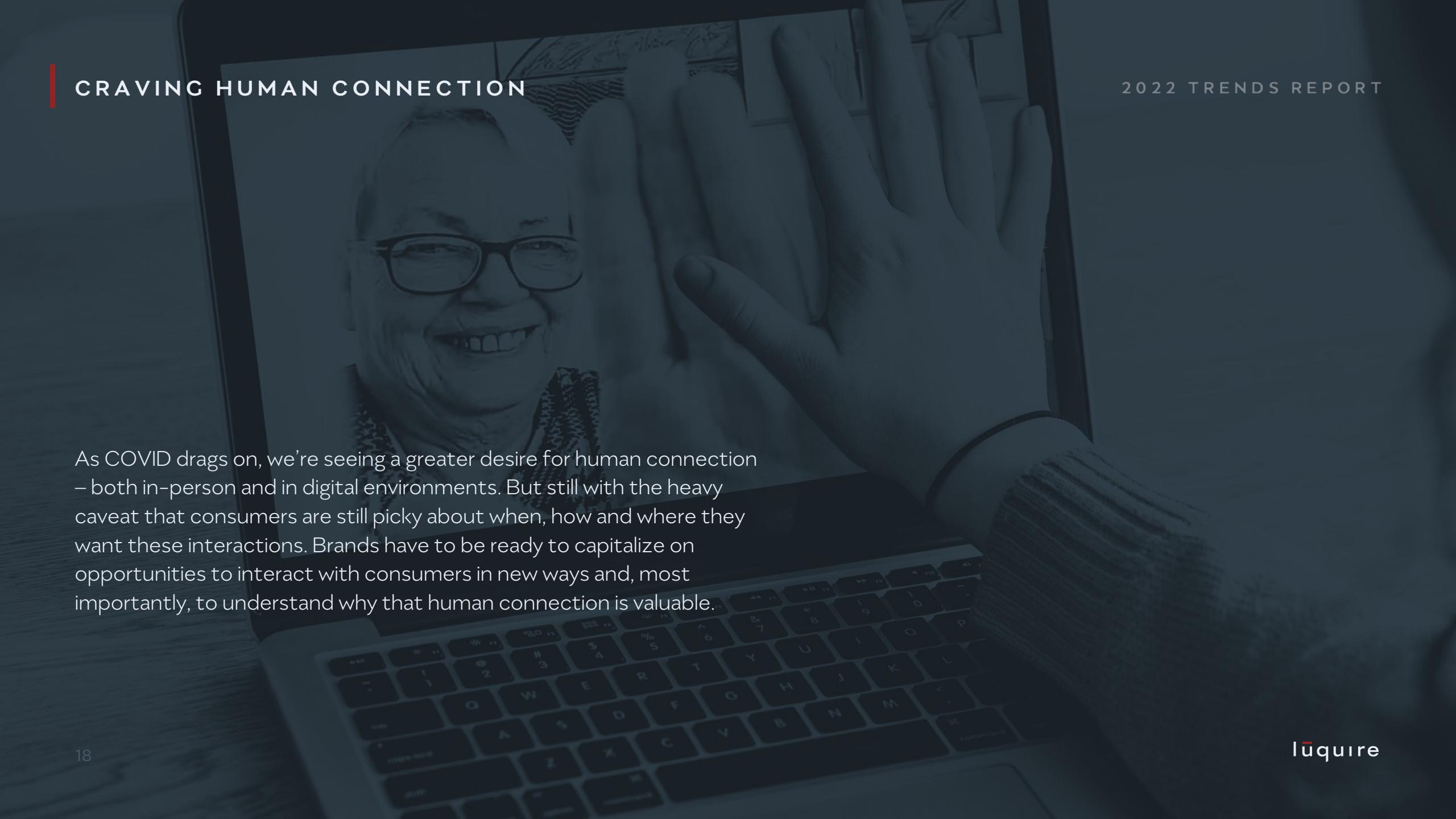
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As COVID drags on, we're seeing a greater desire for human connection – both in-person and in digital environments. But still with the heavy caveat that consumers are still picky about when, how and where they want these interactions. Brands have to be ready to capitalize on opportunities to interact with consumers in new ways and, most importantly, to understand why that human connection is valuable.

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US consumers re-engaging outside of their homes

33%

JANUARY 2021

50%

OCTOBER 2021

78%

of consumers prefer blended interactions
(offering both AI and human support) to human-only interactions when it comes to customer services.

48%

Can experience a "human connection" in a fully automated interaction.

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It's not a one-size-fits-all approach...

Connection, in-person or otherwise, must be tailored to the audience.
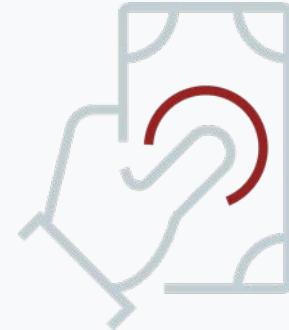
Gen Z are much more likely than other consumers to visit a bank branch if there is value exchange like financial advice drop-ins.

In healthcare, those 55+ are far less likely to desire telemedicine over in-person care.

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Pop-ups create a unique brand experience IRL

"The ability to interact on a one-on-one basis with the consumer is phenomenal."

Jimmy Bennett, Vice President, Marketing, for Wendy's on the importance of pop-up experiences

The Brick Bar is a Lego-themed bar assembled from over a million blocks which popped up in San Diego.

Wendy's opened a *Rick and Morty* –themed restaurant in LA this summer.

Luquire's Bojangles pop-up in NYC to launch the new chicken sandwich was a wild success.

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Chatbots provide a "human" connection without consumers ever having to leave home

"If people felt like if the chatbot was human — either with really good AI or with a real person — then they felt like the organization was investing in the relationship. They'll say, 'Okay, this company is actually trying. They've put some time or resources into this, and therefore I trust the organization.'"

Tom Kelleher, Ph.D., advertising professor in the University of Florida's College of Journalism and Communications
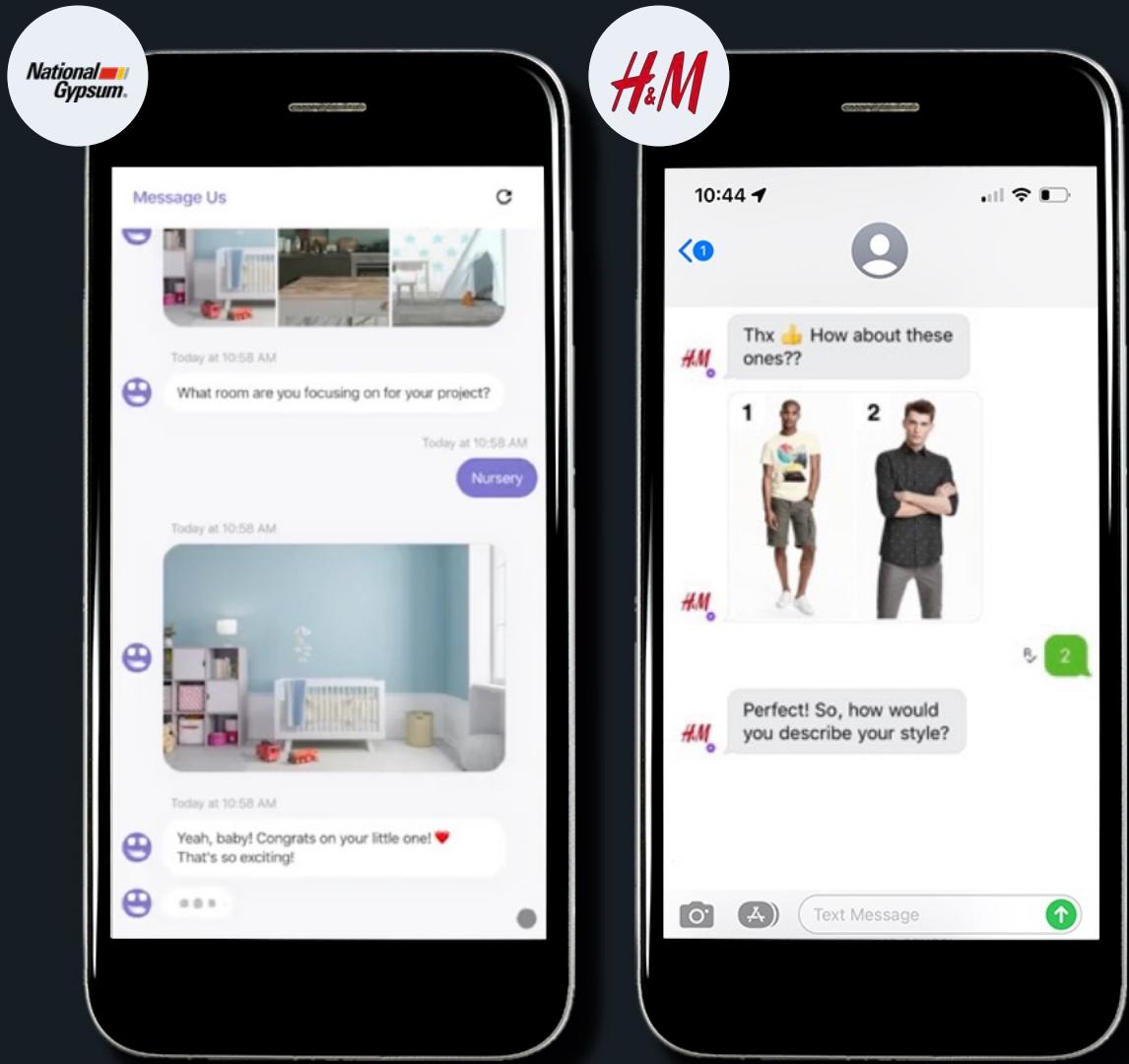
National Gypsum and H&M are great examples of chatbots that feel like human interactions.

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WIN THE CONNECTION TREND

Expand places and channels to create customer connections

Consider different preferences of different audiences across categories

When in-person isn't on the table, have touchpoints that feel human (chatbots & customer service phone calls)

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ACCESSIBILITY: NOT A NICE
TO HAVE BUT A NEED

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ACCESSIBILITY IN A NEW LIGHT

Often, if accessibility is considered at all, it is treated as a chore, a "box to check" in order to be compliant with federal guidelines. But that focus is limited and misses a much bigger business case for taking measures to ensure accessibility across digital platforms.

HOW ACCESSIBILITY HAS BEEN THOUGHT OF

A CYA measure to avoid lawsuits

Focused on cost/risk assessment

A damper on creative
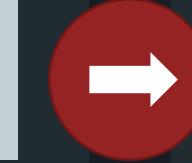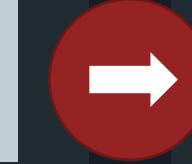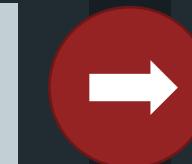
HOW ACCESSIBILITY SHOULD BE THOUGHT OF

A strategic, brand- and business-building opportunity

Focused on potential for market reach and profit

A framework to ensure good creative is experienced by all

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AVOID RISK

80%

of top e-com companies have been sued in the last 4 years

While avoiding risk of legal repercussion is not the only reason for accessibility measures, it remains one of them.

GROW BUSINESS

$490B

disposable income for working-age people with disabilities

Increasing accessibility can open new possibilities for increases in market reach and profit.

ENHANCE BRAND

80%

**of customers agree the experience is as important as its products or services**

When brands invest in accessibility, they can gain affinity and loyalty.

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Websites doing it well

News: BBC
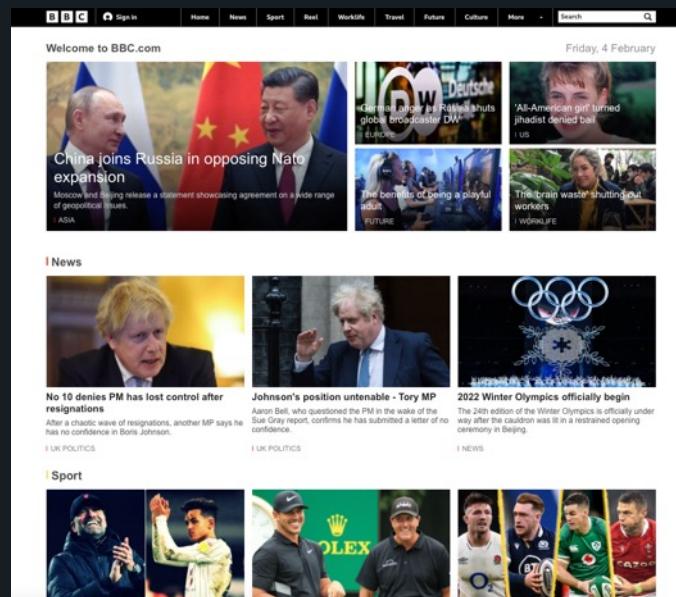
Organization: 1% for the Planet

E-commerce: Patagonia

https://www.bbc.com

https://www.onepercentfortheplanet.org

https://www.patagonia.com

These sites meet guidelines for accessibility without sacrificing design, visual or interactive creativity.

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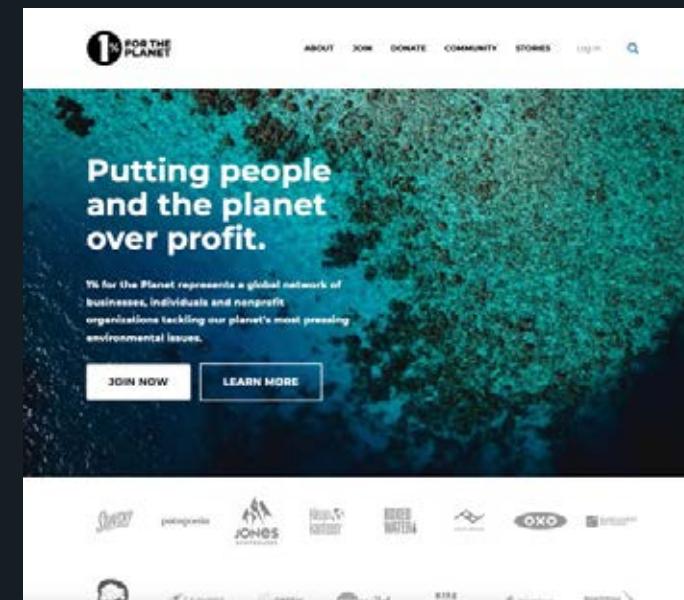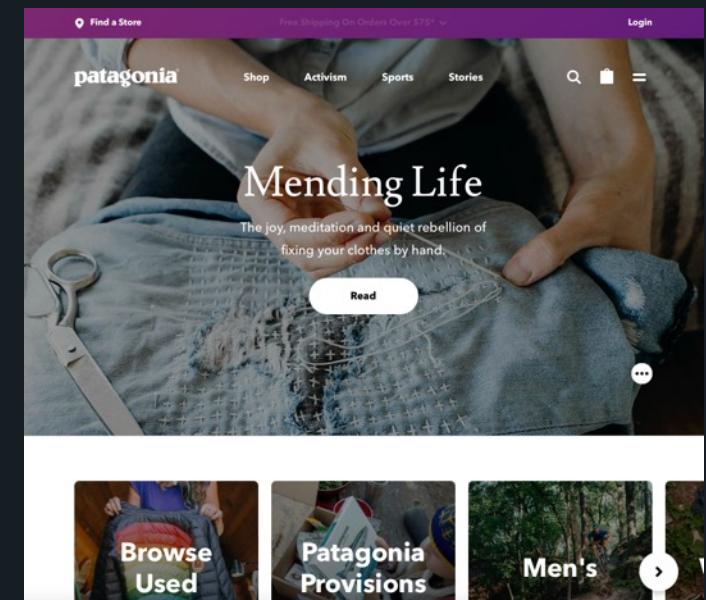
Another approach
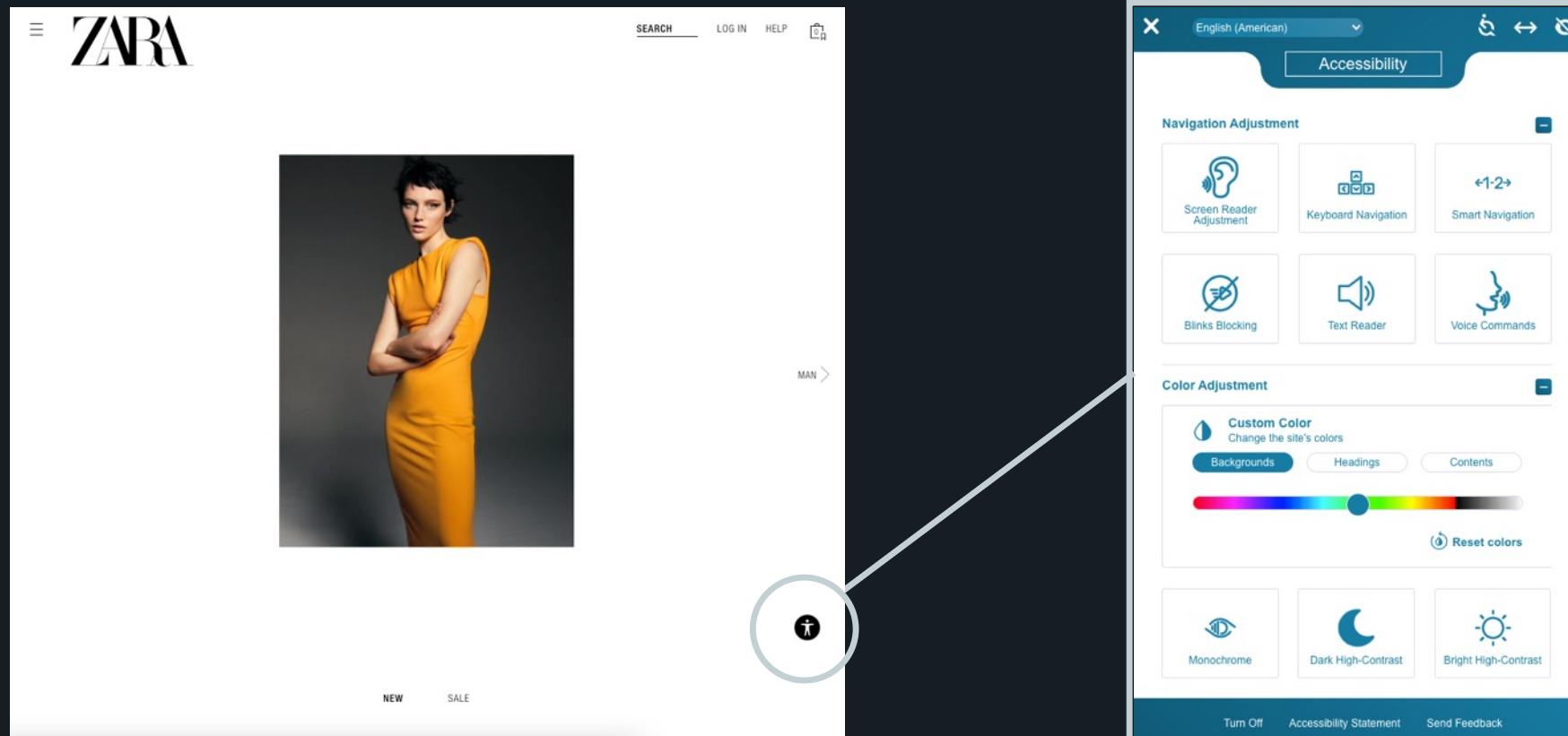
Pop-up window with options to adjust site settings to meet needs

WIN THE ACCESSIBILITY TREND

Audit websites and digital platforms for WCAG compliance to level 2.1 AA

Include an accessibility statement on your website with contact for troubleshooting

Amplify commitments to D&I by adding accessibility to company policy

Foster buy-in among creative staff and train them on accessibility requirements and considerations

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CONTENT CREATION BLURS
# WITH NEWSGATHERING

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Need for news content coverage

Fewer journalists are employed to cover the news

2004   2006   2008   2010   2012   2014   2016   2018   2020
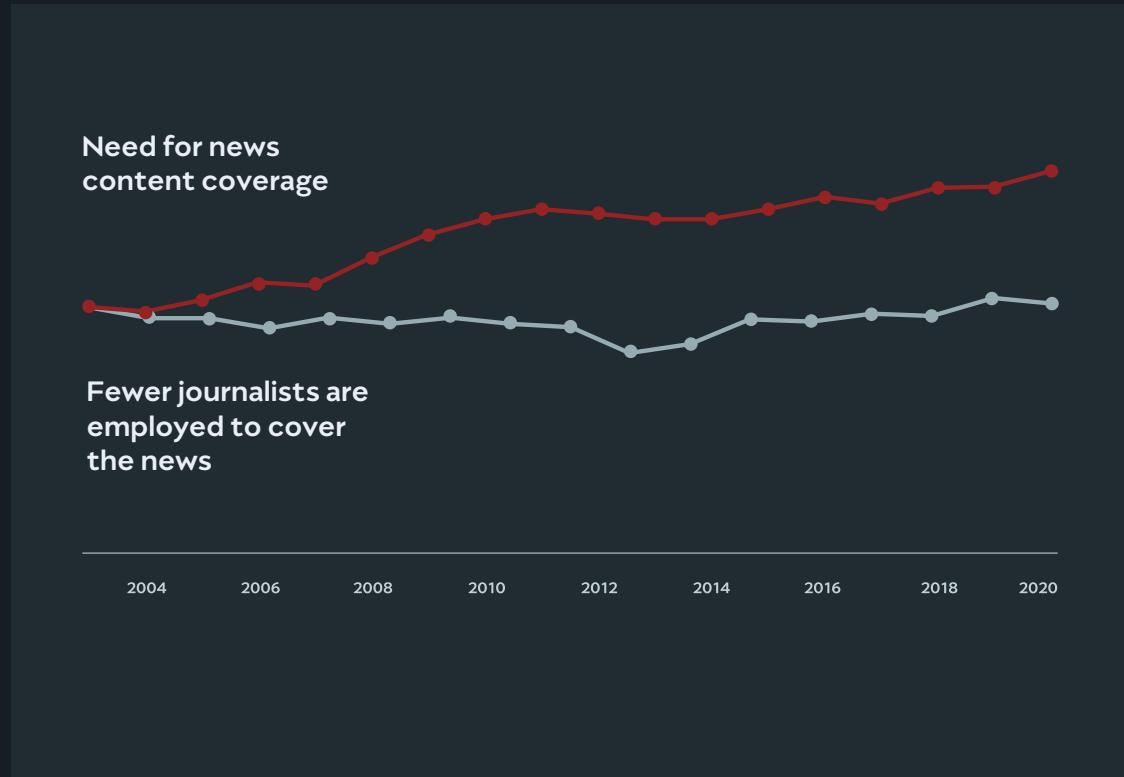
Because news outlets have fewer journalist but a greater need for content, they
are realizing they don't need to create all the content for their programming.

=

So, there is an opportunity for brands to gain more earned media coverage while more tightly controlling how they're depicted by sourcing their own materials.

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When WFMY News 2 covered Visit North Carolina's Drive-Thru Vacation initiative, Visit NC and the Luquire team provided campaign imagery for the newscast.

Space X and Blue Origin provided live feeds of their missions to mainstream media, rather than allowing on-site coverage.

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WIN THE CONTENT / NEWS TREND

Think beyond the press release and embrace multimedia storytelling

Build out production capabilities or identify third-party partners

Consider earned media alongside social and other owned channels in content development and distribution planning

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METAVERSE: THE DIGITAL WORLD IS THE WORLD

U.S. population working remote

2019 **6%**

2020 **37%**

2025 **an estimated 70%**

30%

Rise in social shopping

resulting in 80 million buyers spending approximately $27 billion between 2019 – 2020

41.9%

**US households use a smart home device in 2021**

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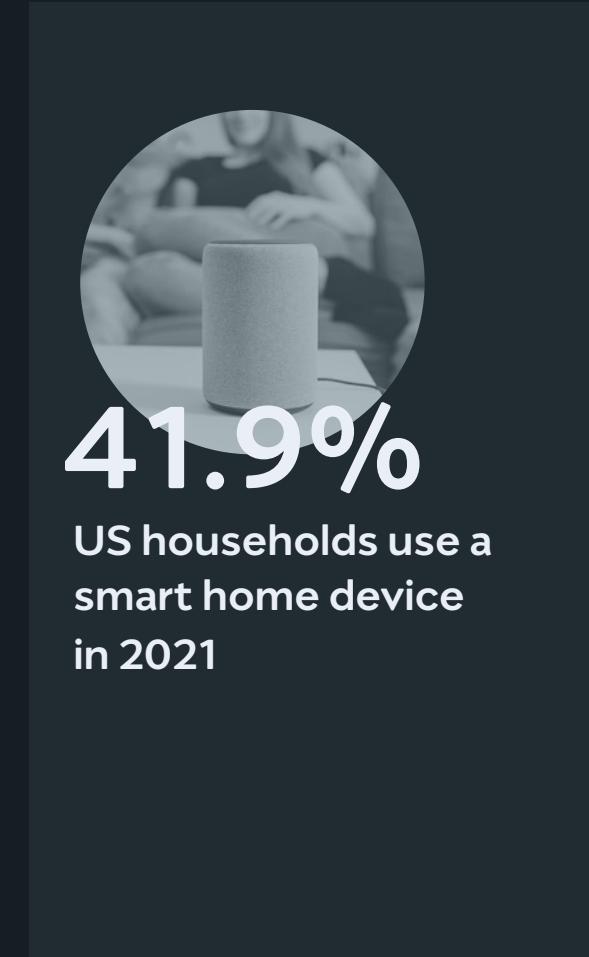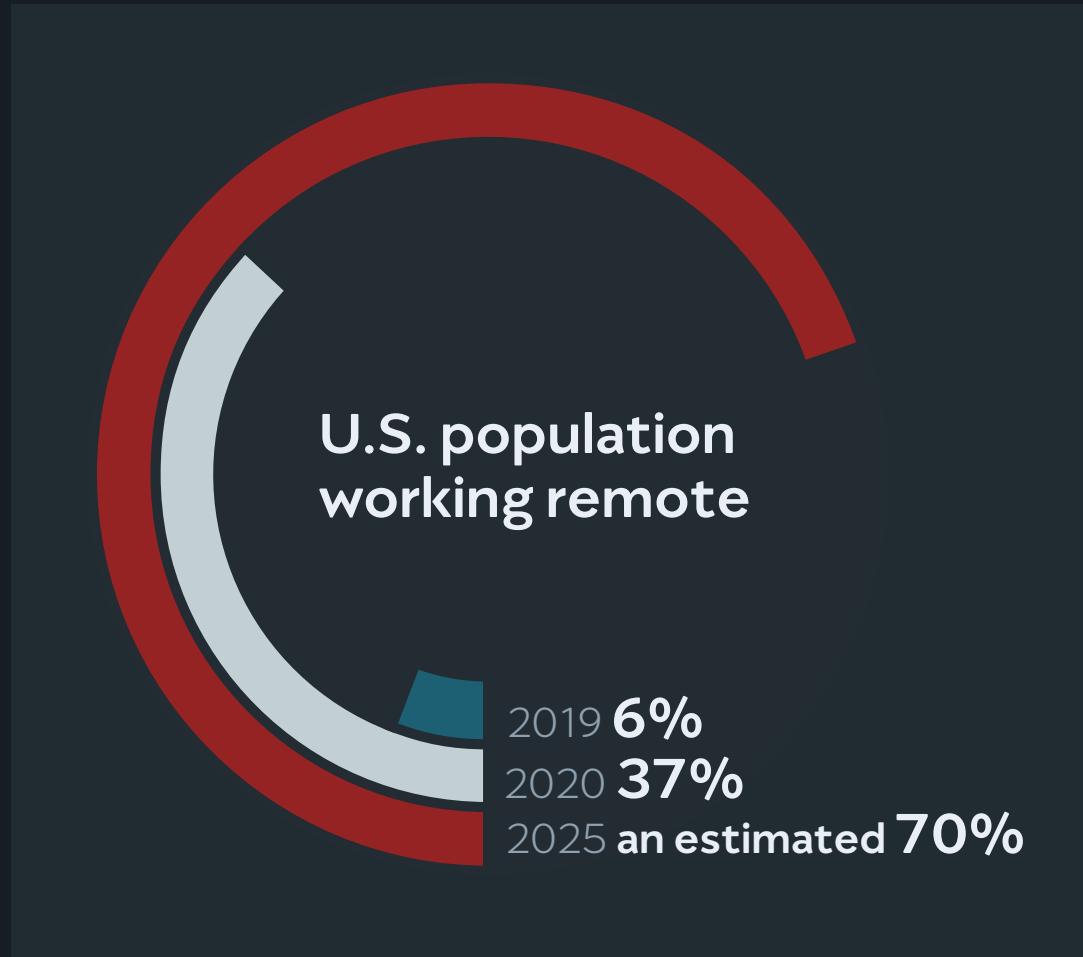
The metaverse has been in lockstep with this new digital life we all lead, constantly evolving to meet us where we are and push us just a little bit further into a digital reality.

WFH can shift from Zoom to completely digital workspaces where you can sit across from avatar versions of your co-workers.

Meta's evolution of Instagram from a photo sharing platform to an e-commerce platform will evolve to feature digital-only products to exist in Horizon Worlds.

If you think Alexa, Nest and Ring doorbells make your home feel digitally-elevated, wait until you can create a custom digital rendering of every object in your home in the Metaverse.

And for brands the Metaverse creates a new need for digital products to complement these new worlds, which could result in revenue via non-fungible token ("NFTs") purchases.

NFTs

E-commerce

METAVERSE
A fully realized
virtual world

Smart
Homes

WFH

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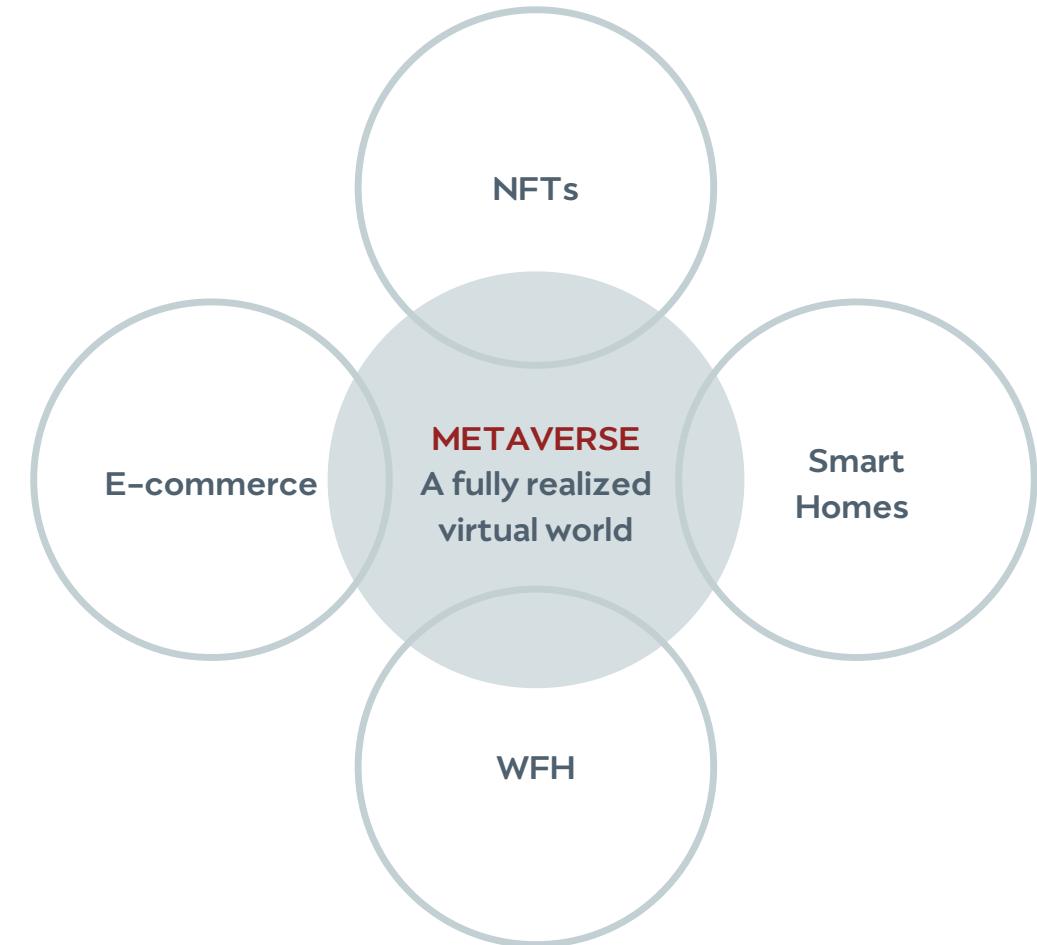
A Whole New World(s).

Horizon Workrooms allow connectivity in the workplace for remote workers on a completely immersive level, including customizable office spaces personalized to your company brand and 3D avatar versions of your peers. We're imagining what the Luquire Workroom would look like...

Horizon Homes is the ultimate "smart home" a completely digital rendering of your own home or your dream home decorated with a collection of NFTs. If you were building your 'dream home' in North Carolina, would it be in the mountains, piedmont, or the coast?

E-Commerce is taken to the next level with the Metaverse, where goods live 100% digitally. See the next page for some examples...

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Brands are already taking advantage of the Metaverse.

Ralph Lauren has created their own digital world to provide a "retreat" for consumers, where avatars are clad in branded attire.

Burberry released a collection in partnership with Mythical Games that includes branded Blankos Block Party NFTs, a character called Sharky-B, along with branded accessories including jetpacks, armbands and pool shoes to decorate any Blanko. The collection sold for $400k USD.

Fashion designers are producing 1 of 1 garments. A digital-only fashion brand **The Fabricant**, created by Kerry Murphy as a solution to fast fashion, created a Carnival bodysuit for Brazilian pop-star Pabllo Vittar that sold for $150k USD. Brands such as Puma, Tommy Hilfiger, and Adidas also partnered with the Fabricant to bring digital-only products to consumers.

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WIN THE METAVERSE TREND

Evolve communication strategies to be as authentic and digitally native as possible

Audit the way products can exist in the digital realm

Become an early adopter of new ways for consumers to connect and consume

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THANK YOU

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