

FULL EMPLOYER VALUE PROPOSITION

A unique differentiator.

An EVP is your promise, as an employer, of what you will give to your employees in return for their time, loyalty and productivity. It's a bold, compelling and genuine statement that defines you. It acts as a filter and a magnet, getting the right people to apply.

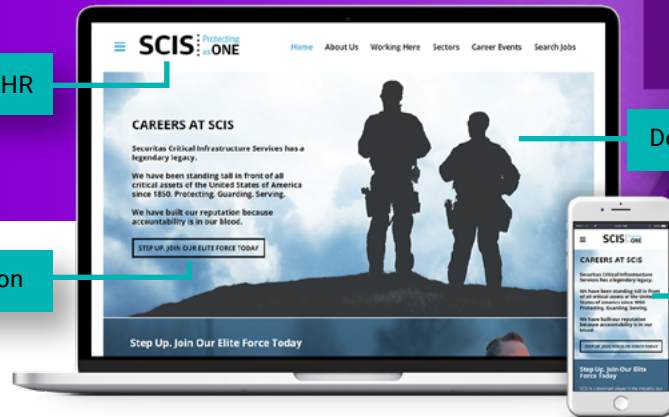


Tagline dedicated to HR

Design made to appeal to your audience

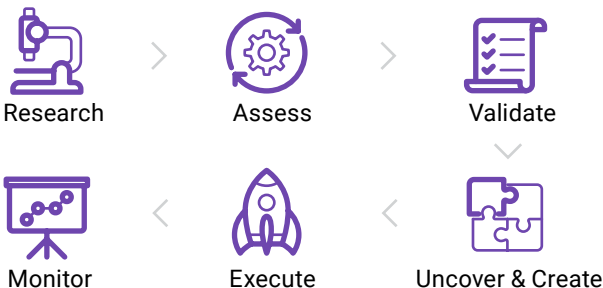
Custom call to action

Copywriting crafted for human connection and search engine optimization



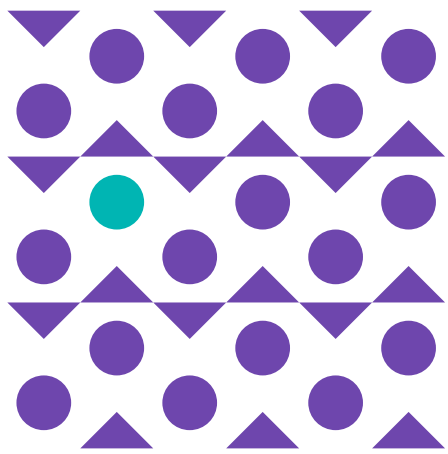
Creating an EVP is an art

It is about balancing facts, data, emotions, and technology. The Foundry by Monster creates powerful and memorable EVPs. Our proven 6-step methodology is handled by smart EVP strategists who are supported by a team of web designers, SEO experts, copywriters, and data analysts. All of which will be working for you to create and define your unique message.



At the end of the project, you will receive:

- Our initial research findings
- Internal and external survey results and analysis
- Recap of the agreements made during the brainstorming session
- HR tagline, call to action, logo and EVP message ("about us", "working here" and "our culture" sections)
- Employer Brand Guidelines including advice on tone, personas, visual style and media channels to leverage
- Recommendations for tools, activities and partnerships to help make your EVP a reality
- KPIs to monitor



MONSTER

Trust your employer brand to a proven performer

For 25 years, Monster has been gathering job seeker data. How they think, how they behave, how they convert. No one else can build and execute your employer recruitment projects the way we can.

THE FOUNDRY by Monster is a big-idea, good-enough-is-not-enough team of digital strategists and experts of recruitment and retention. As an employer branding agency, we help recruiters and HR professionals across North America forge their employer brand, tell their story and fortify their recruitment marketing. And we'd be delighted to play a part in your recruiting success.

What our clients have to say

"We have launched our new employer brand less than a month ago and we already received 1800 applicants!"

– Securitas Critical Infrastructure Services

"The end result was extremely satisfying and we look forward to working again with The Foundry."

– Calgary Co-op

To jump-start your employer brand, contact your Monster Representative or visit bythefoundry.com.

THE **FOUNDRY**[™]
BY **MONSTER**

Employer Branding Agency