For a better
world of work

Brand Activation for 2027 Top Employers



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Five steps to make the most of your Certification

1



Story

Choose the story you want to tell

2



Activate internally

Bring your people into it

3



Promote

Take the story outside

4



Momentum

Look beyond January

5



Impact

Decide what you will measure

January is the beginning, not the whole campaign. Make your Certification count

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01

Find Your Certification Story

What do you want people to know about your Certification, beyond the fact that you have it?

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Four strong storytelling angles

Your Certification is the news. The story is what it says about you.



Proof

Use independent Certification to reinforce your employer brand promises and demonstrate your commitment to excellent people practices.



Progress

Show how your organisation continues to evolve, improve its people practices and create a better employee experience.



People

Celebrate the teams, leaders and employees who bring your culture and people practices to life every day.



Results

Highlight standout strengths, achievements and areas where your organisation excels, using real data to back up your employer brand.

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Your results are your content engine

Access and interpret your results in the Top Employers Portal

1. Explore

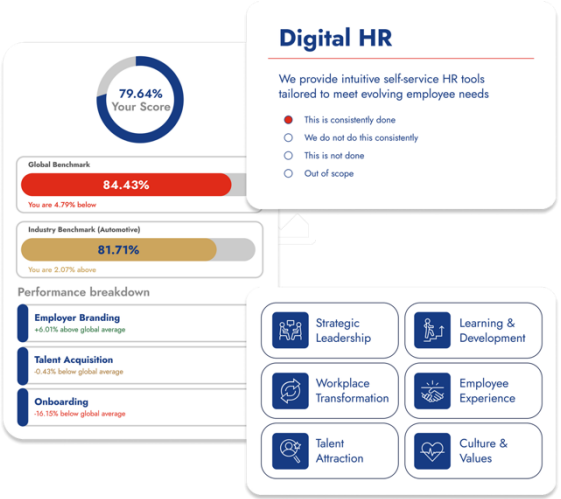
- Strongest domains and practices
- Biggest year-on-year gains
- Where you stand vs the benchmark

2. Select

- 2–3 strengths that match your EVP
- What your target talent cares about

3. Translate

- One clear message per strength
- Add a human proof point
- Choose formats: post, video, careers page



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02

Internal Activation

Make your people part of the story

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Inside out: Employees hear it first

And they need to understand what it actually means

Why first?

- The Certification reflects their experience
- Hearing it on LinkedIn first undermines trust
- Informed employees become credible ambassadors

Explain it in three messages

1 What it is
A global recognition of our people practices, independently audited across six HR domains.

2 Why it matters to you
You work somewhere that invests in your growth, inclusion and wellbeing.

3 How we got here
This is only possible because of you.
Thank you.



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Announce, celebrate, lead

Announce

- CEO email or video to all
- Manager huddle with talking points
- Internal email/ newsletter
- Office branding (posters, plaques etc)
- Screensavers
- Frontline: posters, WhatsApp, QR codes



Celebrate

- Townhall
- Team breakfast or office treats
- Photo booth with branded frames
- Thank-you moment on the same day, everywhere
- Attend a Certification Celebration



Lead

- CEO / CHRO personal posts with their "why"
- Leader talking points and FAQ
- Link the Certification to strategy
- Country leaders localise the message



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Reach the people without a desk

Frontline, shift and deskless teams earned it too. Meet them where they already are.



On-site visibility

Break rooms, canteens, entrances, lockers, uniforms and badges



QR codes & WhatsApp

A QR code at kiosks or shared screens; a short manager WhatsApp/SMS



Manager-led huddles

5 minutes at shift start, with talking points and a simple FAQ

Test: If your announcement only goes by email and intranet, who in your organisation never sees it?

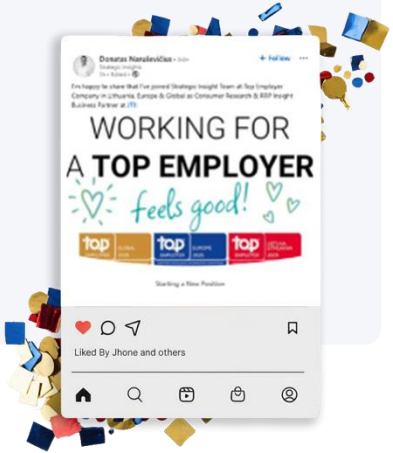
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Make sharing effortless

Ask for their story, not a repost

Employee share kit

- Link to ready-to-use design frames
- 3 suggested captions + #TopEmployer2027
- A "my reason" prompt to personalise
- Email signature and video background



Recruiter / HR toolkit

- One-paragraph Certification explainer
- Interview talking points and candidate FAQ
- Job ad line and offer letter wording
- Seal files for careers channels



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03

Promote your Top Employer status

Reach candidates and the wider market

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Where to share your Certification status

Use your Certification wherever candidates and external audiences are forming an impression of you.

Careers & recruitment

- Careers website
- Job adverts
- Candidate communications
- Recruitment sites
- Career fairs & events

Corporate channels

- Corporate website
- Newsroom / PR
- Annual / ESG reporting
- Leadership communications

Social & content

- Organic social
- Employee stories
- Video & podcasts
- Paid campaigns
- Thought leadership

Physical visibility

- Offices & sites
- Stores / branches
- Recruitment signage
- Events
- Email signatures

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Your Certification, on our channels

How Top Employers Institute Amplifies Your Certification

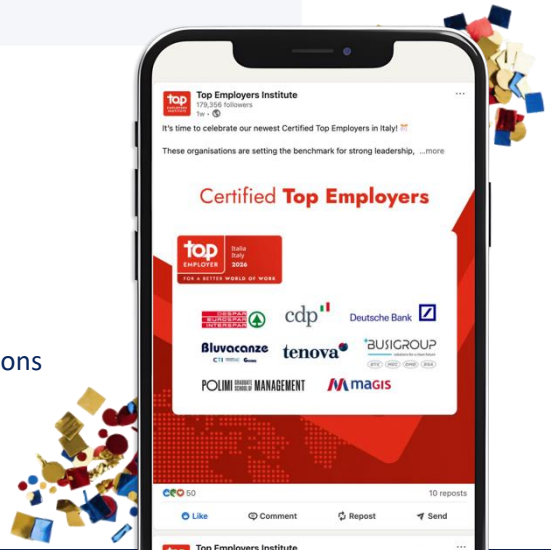
180K
LinkedIn followers

620K
announcement impressions

59K
LinkedIn newsletter subscribers

30K
email newsletter subscribers

- Social, organic & paid
- Email newsletters
- Website & Find a Top Employer
- Video, podcast & influencers
- Blog, PR & media partnerships
- Events & Certification Celebrations



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04

Make Your Certification Work 365 Days a Year

January is the launch, not the campaign.

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Example 2027 Certification Activation Calendar

Jan	Feb	Mar	Apr	May	Jun
Announcement + internal celebration	Celebration moments and employee stories	Employee Appreciation Day; Int'l Women's Day (8 Mar)	Early-careers recruitment push with the seal	Int'l HR Day (20 May): HR team spotlight	Mid-year careers site refresh; results deep-dive story

Jul	Aug	Sep	Oct	Nov	Dec
Interns and new joiners: help them share	Wellbeing story from your top domain	Campus and job fair season: seal on booths	World Mental Health Day (10 Oct)	World Kindness Day (13 Nov); plan 2028 campaign	Year-in-review impact recap; IDPD (3 Dec)

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05

Measure your impact

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Connect it to employer brand and talent outcomes

Set a baseline before January, then re-measure at 6 and 12 months

Awareness

- Careers site traffic and time on page
- Social engagement vs your average
- Announcement reach

Attraction

- Applications and direct/organic source
- Candidate survey: did the seal influence you?
- Recruiter feedback

Reputation

- Employer review ratings
- Review sentiment and mentions
- New-hire perception pulse

Business

- Cost-per-hire
- Offer acceptance rate
- Agency dependency

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