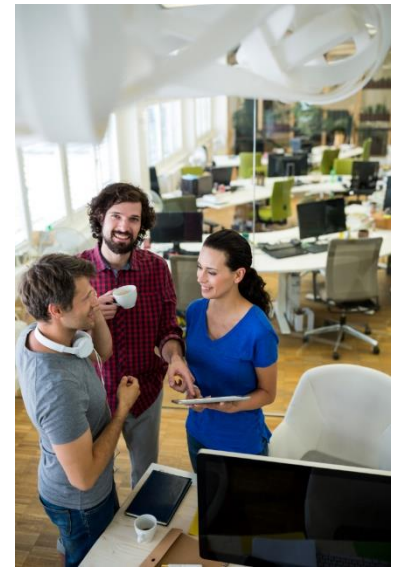


Human Resources 4 – Company Branding



Warm-up

- How would you describe your company's brand image? Is it perceived differently by its employees and its customers? If so, how?
- What do you believe sets your company's brand apart from competitors in the market?
- To what extent do you think the attitudes and actions of your employees impact the perception of your company's brand?
- How crucial do you think branding and the perception of your company are in attracting top talent? Additionally, which elements of your company's brand do you believe strongly appeal to potential candidates and why?



1. Company branding channels

Social media platforms (LinkedIn, Instagram)	Professional networking events
Company website and career page	Industry conferences and seminars
Job fairs and recruitment events	Employer review websites (Glassdoor, Indeed)
Employee referral programs	Company-sponsored community events

- Which of the branding channels listed above does your company actively use?
- How does your company use these channels in its branding efforts?
- In your experience, which branding channels have been most effective for your company, and why?
- Are there any challenges or complexities associated with using certain branding channels?
- What channels does your company typically use when posting job vacancies, and what factors influence your decision to choose these channels?
- Do you adjust your posting style or content based on the channel used, and do you plan to explore additional channels in the future?





2. Take a look at the two LinkedIn ads and discuss them.

1. Position: Project Manager at Your Fashion

About Us: Join Your Fashion, a leading clothing brand known for quality and innovation. We're committed to empowering individuals through stylish and sustainable fashion.

Job Description: Lead project planning, execution, and delivery. Collaborate with cross-functional teams to ensure projects meet objectives and timelines.

Qualifications:

- Bachelor's degree in business or a related field.
- Proven project management experience in fashion or retail.
- Strong communication and organizational skills.

How to Apply: Send your resume and cover letter to hr@your-fashion.com



2. Position: Project Manager at Your Fashion 🌟

About Us: Join the Your Fashion fam! We're all about trendy threads and eco-friendly vibes. 🌱 Dive into our creative crew and lead some seriously cool projects! 🚀

Job Deets:

- Lead project planning, execution, and delivery.
- Team up with our creative crew to bring jaw-dropping designs to life. 🎨
- Keep an eagle eye on budgets and deadlines. 👁️

What You Bring:

- Passion for fashion and project management. 📁
- Proven experience in fashion project management. Show us what you've got! 🙌
- Killer communication skills. Let your personality shine! 💬

Ready to Join the Fashion Revolution? Send your resume and cover letter to hr@your-fashion.com and let's make some magic happen together! ✨ Can't wait to meet you!



- a) What are the key differences between the two LinkedIn ads in terms of tone and style? *The key differences between the two LinkedIn ads lie in their tone and style. The first ad maintains a professional and straightforward tone, focusing on qualifications and job responsibilities. In contrast, the second ad adopts a more casual and energetic tone, using emojis and colloquial language to create a lively vibe.*
- b) How does the language and imagery used in each ad reflect the company's brand image? *The language and imagery used in each ad reflect the company's brand image distinctly. The first ad emphasizes quality, innovation, and sustainability, aligning with the brand's commitment to stylish and sustainable fashion. On the other hand, the second ad highlights trendy and creative aspects, showcasing a more relaxed and fun brand persona.*
- c) Do you think these two ads would attract different types of candidates? What type of candidate might each ad appeal to? *These two ads are likely to attract different types of candidates. The first ad may appeal more to candidates seeking a traditional and structured work environment, emphasizing qualifications and professionalism. In contrast, the second ad is likely to attract candidates who value creativity, innovation, and dynamic work culture, resonating with individuals seeking a more relaxed and vibrant workplace atmosphere.*
- d) In your opinion, which ad best communicates the responsibilities and qualifications required for the position? Why?
- e) Which ad do you think reflects your company the most?



3. Select four words that describe your company. Explain why you chose each word.

innovative
sustainable
empowering
entrepreneurial

creative
customer-focused
transparent
diverse

reliable
resilient
ethical
visionary

progressive
collaborative
authentic
dynamic



4. Using the vocabulary from exercise 3, how would you describe the companies below?



Ikea



Facebook



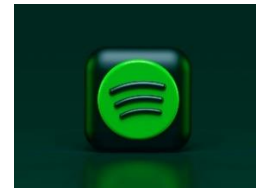
Tesla



Mc Donald's



Google



Spotify



Volkswagen



Disney

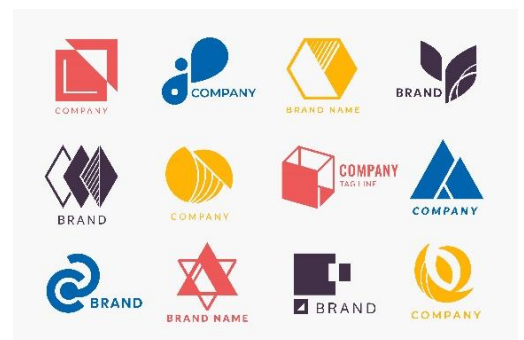


YouTube
YouTube



5. Discuss the questions below about the company you work for.

- How does your company's logo represent its brand identity and values?
- Have you seen an older version of your company's logo? Which do you prefer?
- If you could change your company's logo, what kind of style would you go for?
- Does your company have a slogan? If so, what is it, and how does it complement the logo and overall brand identity?



6. Take a look at the company slogans below. Do you know which companies they belong to?

- Just do it *Nike*
- Think Different *Apple*
- I'm Lovin' It Mc *Mc Donald's*
- Taste the Feeling *Coca Cola*
- The Happiest Place on Earth *Disney*
- Because You're Worth It *L'Oreal*
- The World On Time *FedEx*
- It's Finger Lickin' Good *KFC*
- _____ Gives You Wings *Red bull*
- The Ultimate Driving Machine *BMW*
- Eat Fresh
- There are some things money can't buy. For everything else, there's _____.

1. How many did you guess? Were you surprised by any?
2. Which slogans do you think are particularly memorable and effective?
3. How do the slogans capture the essence of the company's brand?
4. How do the slogans differentiate the companies from their competitors?
5. What are the common themes in these slogans?
6. Can you think of any other successful slogans from other companies?



7. Discuss changing logos and *debranding*.

- Have you noticed any companies that have changed their logos recently?
- What trends have you observed in how logos are evolving over time?
- Have you ever heard of the term *debranding*? What do you think it might mean?



8. Read the introduction and watch the [video](#)¹ *Why Companies are Debranding*. Take notes as you watch the video. Then, answer the questions below.

The concept of *debranding* has become more prevalent in recent years, with many companies simplifying their logos and removing excess detail. This trend can be observed in some of the largest brands worldwide. Let's watch a video that explores the reasons behind *debranding* and how it affects branding strategies.

- a) What prompted the recent trend of *debranding* among major brands?

The recent trend of debranding among major brands has been prompted by several factors, including the pressure of mobile-first design, the influence of fashion trends, and the need for maturity as companies grow.

- b) How does mobile-first design impact the process of *debranding*?

Mobile-first design exerts pressure on brands to shrink their identities into tiny digital spaces, often leading to a return to simpler, 2D designs reminiscent of older norms.

¹ https://www.youtube.com/watch?v=e1bjkPerpPs&ab_channel=BloombergQuicktake

- c) What role do fashion and trends play in the simplification of logos?

Fashion trends contribute to the simplification of logos, as seen in the stampede of "little black dress" logos in the fashion industry, where brands opt for minimalist designs to stay relevant and stylish.

- d) How might *debranding* help a company unlock new possibilities in its branding strategy?

Debranding can help a company unlock new possibilities in its branding strategy by providing a portal for showcasing variety, spanning genres, and offering flexibility to adapt to changing consumer preferences.

- e) What do you think could be the future of branding trends? Do you think the pendulum will swing back to more complex designs?

Possible answer: The future of branding trends remains uncertain, but it's possible that the pendulum may swing back to more complex designs in the future. However, once a critical mass adopts debranding, it may become mainstream, leading to a continuous cycle of trends and shifts in branding strategies.

