

# GlaxoSmithKline

## Employer Branding

### ASSESS

Almost a decade ago, Hodes began work on the new GlaxoSmithKline employer brand. GSK needed an employer brand message that was as much internal facing as external and the project culminated in the brand: “Together We Can Make Life Better.” This became the basis for a comprehensive build-out of formats, graphic standards, tone of voice and message development that was embraced by GSK in the US, Europe, Asia and Australia. In fact, **the “Designs for Life” style guide created by Hodes, continues to serve as the only recruitment compliance and visual identity standards manual in GSK’s global network.**

Three years ago, JP Garnier, the Global CEO of GSK, set forth a communications directive: GSK would determine how to set itself apart from its competitors by identifying and defining, with both subtlety and precision, its key differentiators. GSK is to emerge from being a “me too” pharma company, to an “Only WE” stand alone leader. Today, the leadership directive still stands. As does the Hodes/GSK partnership.

### STRATEGIZE

Hodes and GSK identified, defined and refined criteria against which all recruitment advertising and communications must be measured. This unique and customized communications system is known as “BAPB” - further defined as Bold, Authentic, Pragmatic and Breaking the Mold. This BAPB communications system defines how best to identify those GSK differentiators around which recruitment advertising must evolve. Each ad, special hiring initiative, employment branding advertising and external talent acquisition communications must focus on a key differentiator from among the following: GSK’s pipeline, people, processes, point of view, patient-focus, passion, and working for a greater purpose. The alliteration was intentionally designed as a simple reminder of how best to formulate the most impactful BAPB message.

### IMPLEMENT

Each GSK business, whether R&D, Sales, Corporate and Shared Service, Biologicals, Consumer health care, or Manufacturing has its own set of BAPB drivers, specific to the business, the position and/or the location. Due to the specificity of the message approach, this BAPB communications system migrates seamlessly to GSK recruitment advertising needs anywhere in the world. The successful interpretation of the BAPB recruitment communications system depends on each GSK business in every country understanding how to employ the system. The method remains the same around the world.

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## **MEASURE**

Ongoing input sessions are held with representatives from each business and location. Specific differentiators are identified in accordance with the “P” factor, from which comes the subject matter for the concepts, headlines and messages. Whether in Philadelphia, Ware, Singapore or Sidney; whether for R&D, Sales, Corporate, Manufacturing or Consumer, the BAPB system ensures a recruitment advertising message that is compliant with global branding and visual identification guidelines, while providing each GSK business in every country in which it operates with a bold, authentic, pragmatic and breaking the mold approach to employer brand differentiation.