

Partnership Brand Management and Employers Group

Brand Positioning

Employers Group's Members



The Start Employers Group

- Established in 1896, Employers Group is the leading source for intelligent business, HR solutions, and employer advocacy, helping thousands of employers across the country - and around the world.
- We understand human resources and helping you manage your people by mitigating risk, ensuring regulatory compliance, and minimizing costs - it's OUR business.
- Employers Group is your connection to business solutions and performance.



Strategic Employer Services



Training & Development



Helpline Services



Research & Surveys



Advocacy & Opinions

Goal

Reposition Employers Group

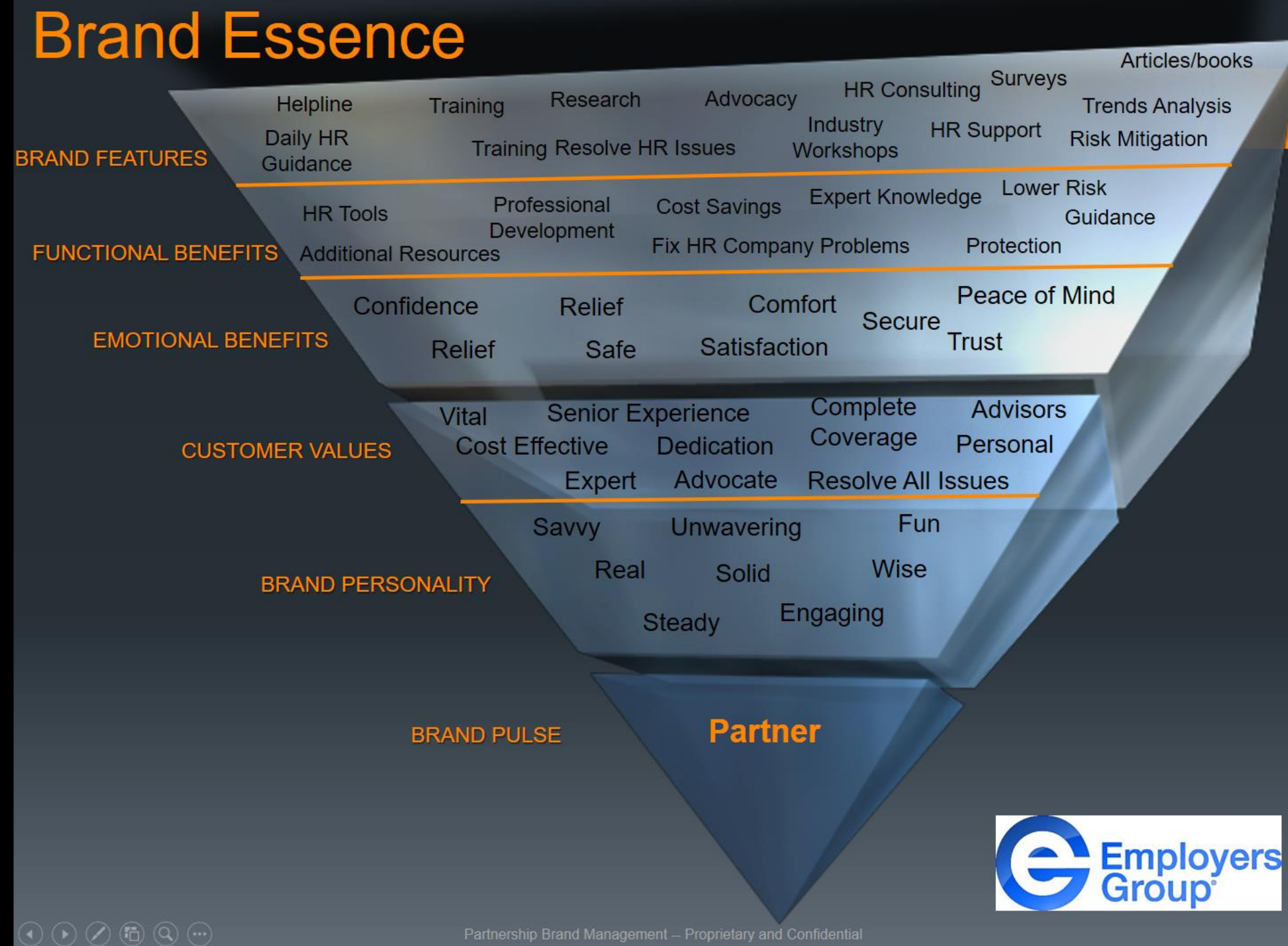
- Become more relevant
- Create Distance from competitors
- Hone and develop sustainable competitive advantage
- Showcase value and differences
- Identify a need for Employers Group within confusing HR and management industry



PARTNERSHIP
BRAND MANAGEMENT

Employers Group

Clear and Concise



“Unearthing” the brand via identification of:

- Brand Features
- Functional Benefits
- Emotional Benefits
- Customer Values
- Brand Personality
- Brand Essence

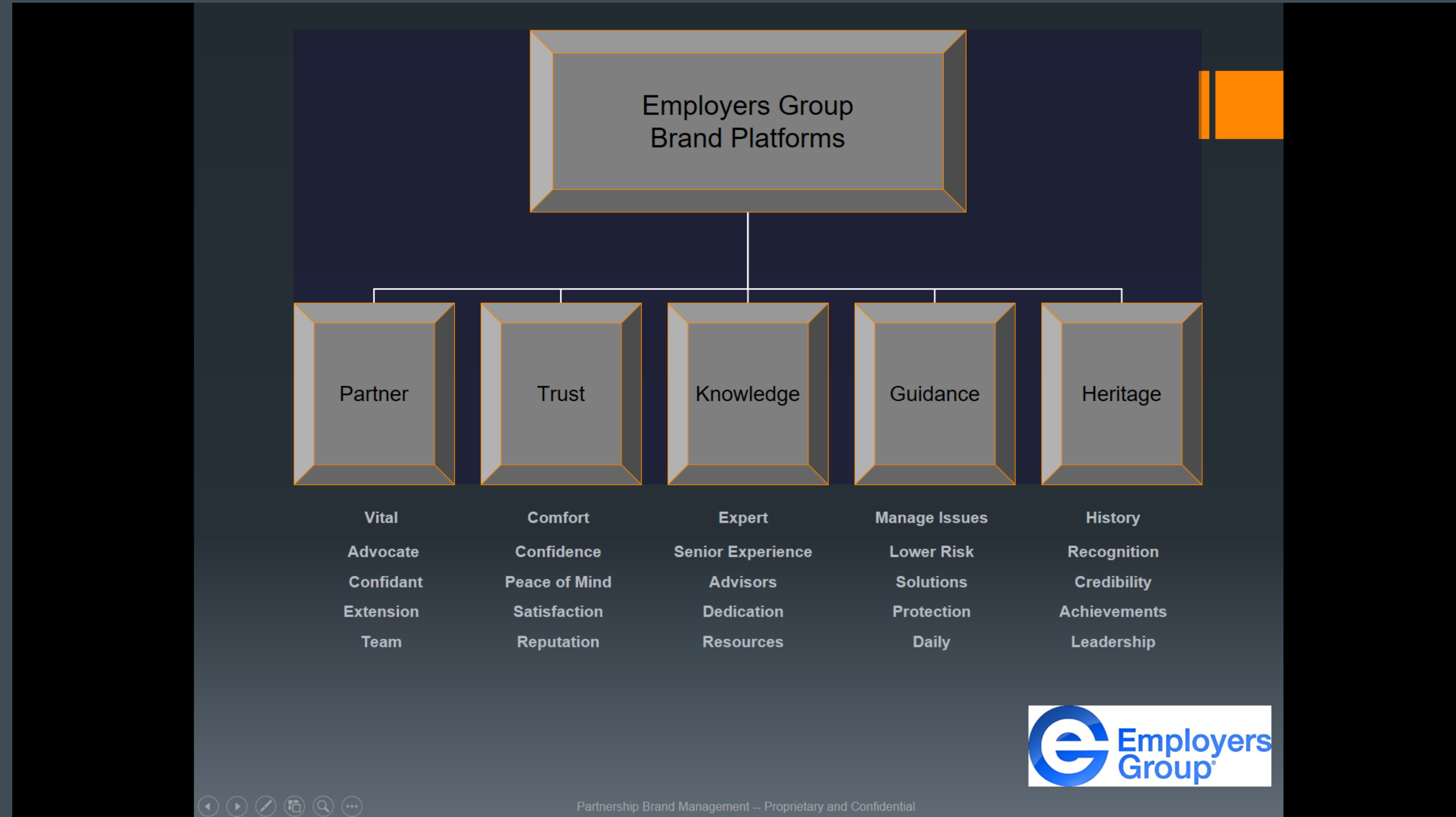
≡ Employers Group Brand Platforms

Opportunity

Brand code to unlock
pillars to extend brand

Ensures consistency

Ownable, sustainable,
leverageable, extendable



Partnership Brand Management

Brand Positioning Statement for Employers Group



For national and global companies of all sizes, that need expert advisors who provide solutions and services in the complex world of human resources, Employers Group, with a rich and deep heritage, is the trusted partner to a company's leadership team that delivers the knowledge and guidance to resolve challenging management and workforce issues arising everyday.