



Strategic Employer Services



Training & Development



Helpline Services



Research & Surveys



Advocacy & Opinions

# Goal

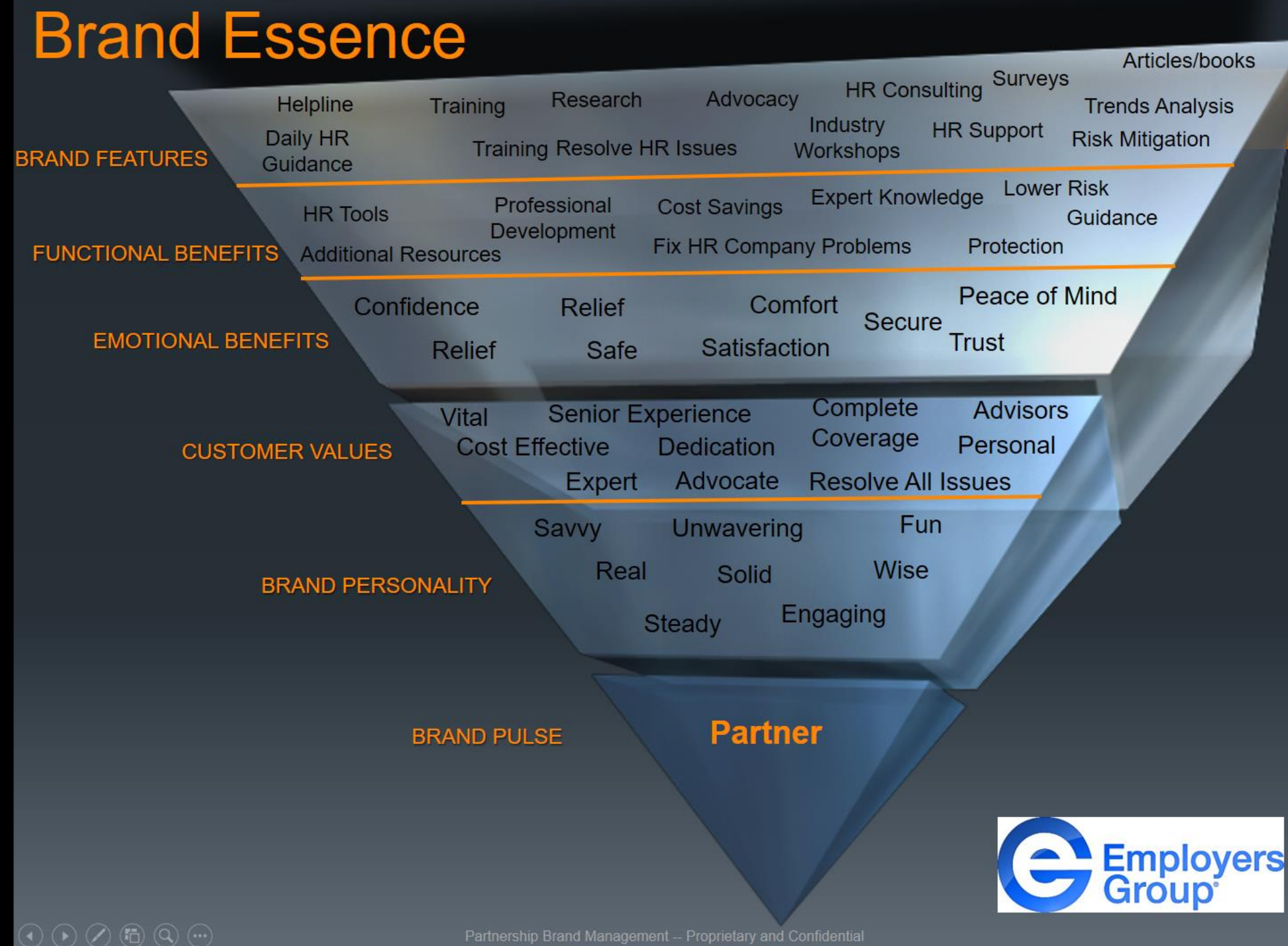
## Reposition Employers Group

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- 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

# Employers Group

## Clear and Concise



“Unearthing” the brand via identification of:

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

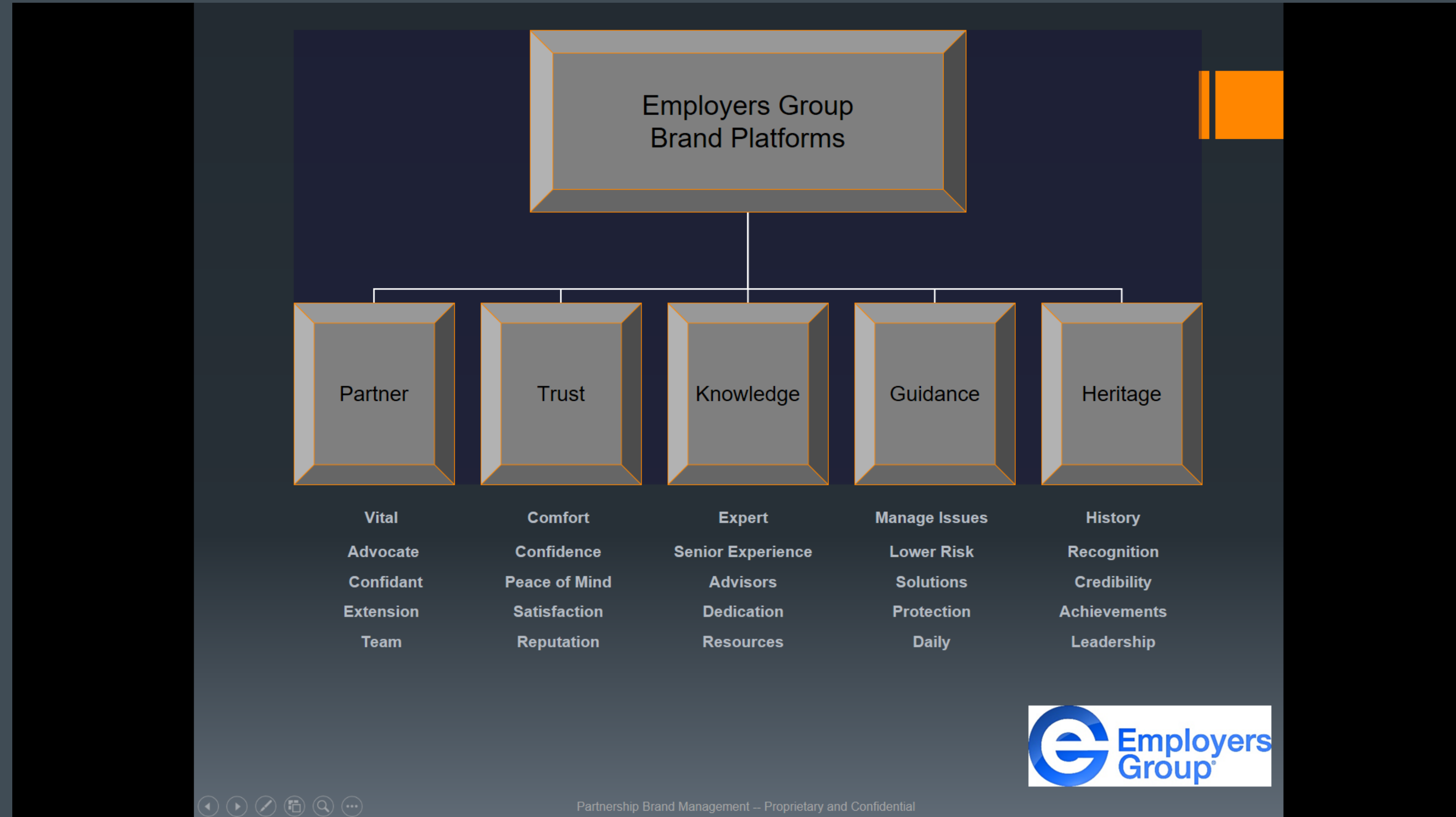
# ≡ Employers Group Brand Platforms

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.