Improving Employer Branding in Lesser Known Markets

HP with C&EN BrandLab: A Case Study
Defining HP’s Challenge

As a global powerhouse, Hewlett Packard is known for its advances in technology. However, the company needed help expanding its reputation as a chemical company, one that hires not only engineers, but also chemists and chemical engineers. HP partnered with C&EN to figure out how it could find the right applicants for its open positions, and build a pipeline of interest for future openings. HP specifically needed to source chemists specializing in niche verticals in a range of applications, including expertise in textile, organic, polymer and environmental chemistries, as well as material scientists, chemical regulatory experts, toxicologists and intellectual property chemists.

C&EN was tasked with solving these questions from the team:

1. How do we target the right audience?
2. How do we reinforce that HP is more than an engineering company?
3. How do we get quality applicants to put HP on their short list of employers?
Our Approach to Employer Branding: Attract Candidates with Compelling Industry Stories

1. Showcase Talent & Resources
   C&EN BrandLab developed custom content that told the stories behind HP’s research and development teams. We gave an inside look at the type of challenges HP chemists tackle day-to-day and leveraged a local photographer to capture photos of the scientists at work in HP.

2. Describe a Culture of Innovation
   C&EN BrandLab interviewed HP employees about scientific advances made in HP labs and its interdisciplinary culture of innovation and discovery. BrandLab editors ensured the content was relevant for C&EN’s audience.

3. Have a Clear Call-To-Action
   HP had a dedicated sidebar alongside C&EN content that deliberately addressed it’s need for chemists in its growing workforce. The sidebar linked out directly to its job postings and positions with a strong call-to-action.
The Program

At right, screenshots show HP’s custom content campaign. Beyond C&EN BrandLab researching, writing and publishing content highlighting HP’s strengths, C&EN also created a cohesive and recognizable design throughout all elements.

Using its powerful distribution network, C&EN then pushed the content out through a multiple channels including social, digital, native advertising units, and newsletters.
By employing a successful content strategy and serving our target audience, we were able to generate significant results. These results were tracked through on-site analytics, social media platforms and DFP.

- **Brand Awareness.**
  - 903,000+
  - Total Campaign Impressions

- **Real Engagement.**
  - 4:08
  - Avg. time on site demonstrating strong engagement with HP online content

- **The Right Reach.**
  - 1,632
  - Page views of HP’s article on cen.acs.org
Get in touch with us!

C&EN BrandLab works with clients on their marketing challenges and custom content creation.

Contact us at cenbrandlab@acs.org

C&ENjobs is available to consult with you on your recruitment needs, and both print and digital job postings.

Contact us at cenjsupport@acs.org