

Improving Employer Branding in Lesser Known Markets

HP with C&EN BrandLab:
A Case Study

c&en
BRANDLAB



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 its 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.

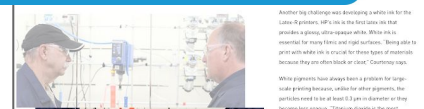
Using its powerful distribution network, C&EN then pushed the content out through a multiple channels including social, digital, native advertising units, and newsletters.



HP ALSO IS A CHEMICAL COMPANY

As a global powerhouse, HP thrives on advances in science and technology. In order to push the boundaries in print-ing and computing technologies, the company is always seeking talented chemists and chemical engineers to join its global team of over 55,000 employees. The printing division at HP seeks innovations in a range of applications, including desktop publishing, packaging, textiles, and 3D printing. To achieve breakthroughs in printing, HP hires scientists with expertise in paper, textile, inorganic, organic, polymer and environ-mental chemistries as well as materials scientists, chemical regulatory experts, toxicologists, chemical engineers and intellectual property chemists.

To find out more about career opportunities for chemists and chemical engineers at HP, please go to www.hp.com/jobs.





Results

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.

The Right Distribution.

1MM+

Campaign impressions. HP's custom article was distributed online and in print to C&EN's audience of chemists

Real Engagement.

4:10

Avg time on site demonstrating strong engagement on HP's sponsored content

Total Readers.

1,100+

HP's article was read by more than 1,100 users - an increase of over 50% from other articles in C&EN.



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 advertising@acs.org.

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