



# Employer Brand

**UGEN Projects Portfolio**



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# UGEN

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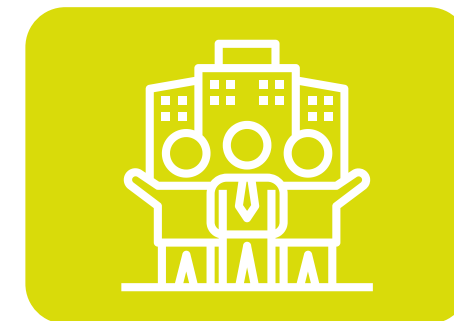
Development of EVP  
and employer brand  
growth plan



Employer brand  
awareness



Internships and  
educational-career  
projects for youth



Internal employer  
brand development



## EVP - Ardena



- Organization of 6 focus groups with company employees to discuss company values, key employer benefits communicated in EVP (Employee Value Proposition) format using a world cafe approach.
- Development of interview questions for candidates based on the focus groups, competency models, visual brand identity, and text for job postings, as well as website content.
- Development and implementation of an EVP communication plan for internal and external branding.
- Implementation of eNPS (Employee Net Promoter Score) surveys.
- Conducting surveys among company employees.





# EVP - Ardena



## We CARE Ardena Values



**BE COMMUNICATIVE**  
We actively listen  
before we speak

**BE ACCOUNTABLE**  
We own the outcome,  
always

**BE RELIABLE**  
We deliver,  
whatever it takes

**BE EXCELLENT**  
We provide  
science-led solutions

C

A

R

E



# Survey "Top Employer with Production Capabilities"



## The target audience is:

**1036 respondents** from all regions of Ukraine, except for temporarily occupied territories due to the Russian-Ukrainian war (as of November 2022) - Donetsk, Luhansk, Kherson, Mykolaiv regions, and the Autonomous Republic of Crimea.

College or technical school students majoring in "Technical Sciences."

## Results:

The top five attractive companies for young people in employment are Kernel, DTEK, BISCOTTI, Jabil Ukraine, and the First Private Brewery.

The most important factors in 2022 are salary level, work schedule, official employment, and training opportunities within the company.

## Rating of Employers with Production Capabilities, Factors Influencing Place Selection, and Sources for Job/Internship Search, Employer Brand Development Recommendations in 2023.

Пройди опитування  
**«ТОПроботодавець із виробничими потужностями 2022 року»**

Та отримай сертифікат від ROZETKA, Power Bank, термогорнятко або кар'єрні консультації!



# Survey on the Attractiveness of Unilever\* as an Employer Brand



**Development of a survey, promotional campaign, and analysis of results with recommendations.**

## **The target audience is:**

- Kyiv, but other cities in Ukraine are also possible.
- Students in their 3rd year and above, as there is a higher probability that they have the necessary knowledge and are ready for employment.
- Major specializations: economics, finance, marketing.

## **Results:**

2020 - **3141 respondents.**

2022 - **almost 300 respondents in 2 weeks** (halted due to the start of full-scale invasion by Russia).

Development of an employer brand development strategy and action plan; social media management strategy for the year.

*\*Since February 24, 2022, UGEN has terminated cooperation with companies that have not initiated the process of exiting the Russian market and are listed as international sponsors of the war (NACP).*



# Employer Brand Development Strategy



Analysis of Company Issues and Proposals for a Annual Development Plan.



## Problem:

Low recognition among the target audience of students.

## Yearly Plan:

Launch career pages on social media; VAT Webinarium project - educational meetings; online factory tour; a series of interviews with company employees.



## Problem:

Lack of awareness about the company as an employer; low application rates for internship and case competition programs.

## Yearly Plan:

Conduct surveys of external and internal target audiences; develop a plan based on the analysis; create an interactive online questionnaire for students about the company; develop a case and run a case competition campaign; manage social media; host webinars for students and educators; promote job vacancies.

**METRO**

## Problem:

Low participation in the student leadership development program.

## Yearly Plan:

Develop and conduct quests for students in various cities across Ukraine; fill the quest with facts about the company.



# Opening of Agro University - KERNEL

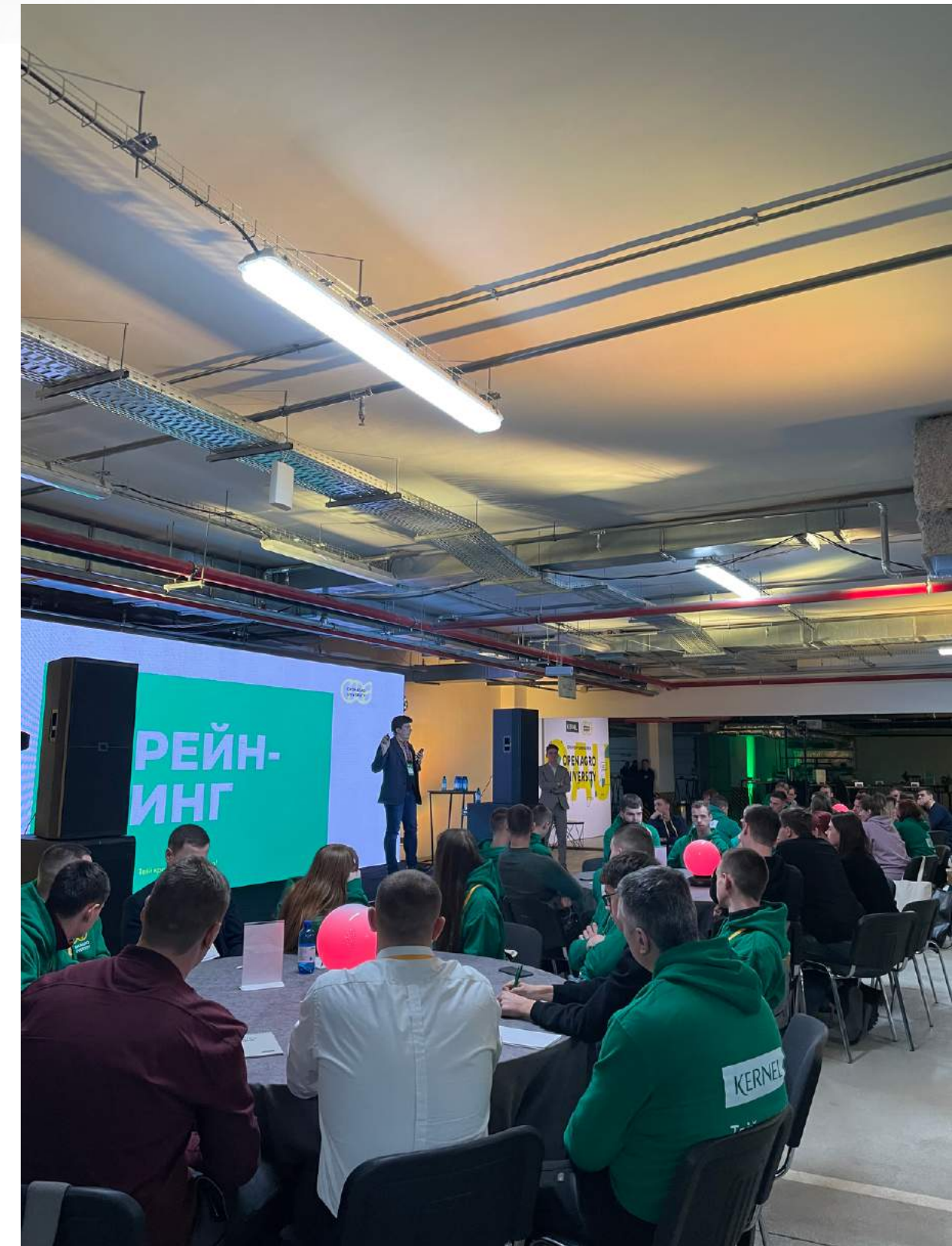


## Goal:

To introduce students to each other and to the agribusiness sector at the opening of the educational project.

## Solution:

Brain-ring in teams: developed encrypted facts about the company, agribusiness, engineering, and production technologies, evaluation system, and moderated the brain-ring. Solving cases with company representatives in teams; 5 cases to develop students' hard and soft skills.







# MHP AGRI FUTURE



## Goal:

To recruit young talent for employment at MHP's production facilities and to expand the company's brand awareness.

## Target Audience:

Students in their 3rd year and above, as well as graduates specializing in "Agronomy" and "Agricultural Engineering."





# MHP AGRI FUTURE



## UGEN:

- Creation of creatives (texts and visuals) for dissemination across various social media platforms.
- Development of an extensive application form.
- Organic and paid promotion on social media, messengers, and through direct communication with student organizations and professors at 8 target universities.
- Development of tone of voice and communication with applicants/participants at all stages: from announcement text to the actual meeting.
- Development and production of promotional materials.
- Development of an interactive candidate assessment system.
- Development of a program of activities for students to enhance key competencies.
- Information gathering and logistical support for participating students.
- Moderation of activities and facilitation of sessions.



# MHP AGRI FUTURE



70,000+ reach

150 registrations

54 participants

Learn more:

<https://www.linkedin.com/pulse/employment-facilitation-through-employer-branding-project>



# ProSkills Camp - ProCredit Bank



## Goal:

To select students for a 6-month international Onboarding Program through knowledge and competency assessment tasks.





# ProSkills Camp - ProCredit Bank



## UGEN:

- Advertising design.
- Promotional campaign.
- Offering preliminary interviews based on filled Google Forms to assess the English proficiency and motivation of future participants.
- Implementation of gamification elements - a quest to assess the necessary skills.

Learn more: <https://www.linkedin.com/pulse/how-effectively-develop-employer-brand-using-online->



# PROSKILLS CAMP

Офлайн

- 23 жовтня
- Київ



CAMP CAMP CAMP CAMP CAMP CAMP



Заповнюй анкету

## ProSkills Camp - ProCredit Bank



177 registrations

21 selected participants

10 chosen candidates



# Project for University Instructors - JTI Ukraine



**National Educational Project for Instructors Focused on Enhancing the Effectiveness of Online Teaching.**

## **UGEN:**

- Development of the project concept and instructor training program.
- Promotional campaign.
- Moderation of online workshops.
- Creation of certificates for instructors.
- Development and integration of practical case studies in areas such as finance, HR, and marketing.

## **Goal:**

To expand the audience in the regions.

## **Format:**

A week of online workshops.



Participants



# Launching the Ambassadorship Program for A-Bank (Sense Bank)



## Goal:

To increase awareness of the company as an employer in the regions of Ukraine.

## Launch Algorithm:

- Recruitment of candidates for a two-week offline soft skills development school called "Million School" (necessary for potential ambassadors).
- Selection of 7 ambassadors from different regions.
- Initial meeting of ambassadors at the central office in Kyiv to set annual goals.







# Launching the Ambassadorship Program for A-Bank (Sense Bank)



## UGEN:

- Development of the ambassadorship program and goal system.
- Launch of a promotional campaign in the regions.
- Launch of the offline soft skills development school (first day).

7

Cities: Khmelnytskyi, Cherkasy, Chernihiv, Lviv, Dnipro, Odesa, Kharkiv

442

Registrations

140

Participants in "Million School"

7

Ambassadors

# Unilever Future Leaders League

## Business Case Solving Competition.

### Target audience:

Marketing students in their 3rd year and above, or graduates with up to 3 years of post-graduation experience.





# Unilever Future Leaders League



## UGEN:

- PR campaign
- Development of a marketing case with the company
- Team coordination
- Selection and evaluation of cases
- Moderation of the final case pitching.





# «Make It Bright» - JTI Ukraine



## “Make It Bright” - JTI International Case Competition

### Target audience:

Students aged 18 and above with an English language proficiency level of B2.



## «Make It Bright» - JTI Ukraine



### UGEN:

- Championship concept.
- PR campaign.
- National team moderation in Ukraine.
- Development of educational trainings by company representatives.
- Mentorship from previous-year teams in the form of a buddy system.

536 registrations

96 teams

63 idea pitches



# UKRSIBBANK IT/Audit



## Goal:

Candidate selection in an interactive format through an assessment center.

## Event Format:

- Workshop by a company representative.
- Team-based business game on Zoom.
- Quiz with interesting facts about the employer and prize giveaways.





# UKRSIBBANK IT/Audit



## Audit

225 registrations

70 selected participants

2 chosen candidates

### Target Audiences:

Students in their 4th year and above or graduates with economic specializations.

## IT

153 registrations

72 selected participants

2 chosen candidates

Students in their 4th year and above or graduates from 2019 to 2022 with proficiency in English at the Intermediate+ level. They should also have knowledge of operating systems such as Windows and Linux, an understanding of OSI network protocols, and familiarity with Active Directory.

Learn more: <https://www.linkedin.com/pulse/how-increase-attractiveness-working-company-fill-vacancy-ugenagency>



# SPARTA CAMP - A-Bank (Sense Bank)

## Goal:

To develop an effective course format and within 3 weeks find 20 newcomers who, after completing Sparta Camp, would be ready to become employees of the company's IT department and work on an application.







# SPARTA CAMP - A-Bank (Sense Bank)



## UGEN:

- Course concept
- Recruitment promotional campaign for young specialists for a 2-month online school in the areas of QA, Front-End, and Back-End by Alpha-Bank Ukraine.

**350 registrations**

**60 selected participants**

*Learn more: <https://www.linkedin.com/pulse/course-concept-promotional-campaign-recruitment-young-specialists->*



# "The Big Audit Theory" - Deloitte in Ukraine



A two-week audit school for recent graduates in economic specialties with the opportunity for future employment.





# "The Big Audit Theory" - Deloitte in Ukraine



## Target audience:

- Students in their 3rd to 6th year or graduates from 2019 to 2022.
- Specializations in economics, accounting, auditing, mathematics, etc.
- Proficiency in English at the Intermediate level or higher.

## UGEN:

- We run a promotional campaign for 4 seasons in a row.
- Full selection cycle: application form, phone interview, assessment center.

Learn more: <https://www.linkedin.com/pulse/recruitment-marketing-campaign-ugen-ukrainiangeneration>



# "The Big Audit Theory" - Deloitte in Ukraine



502 registrations

285 selected participants  
for the assessment center

106 selected participants for  
the project





# Internship recruitment at the Mondelez plant in Trostyanets, Sumy Region



## Positions in 2020:

- Process Engineer
- Equipment Maintenance Engineer.

## Positions in 2021:

- Factory Equipment Software Engineer / PLC Engineer / Automation Engineer
- Project Engineer
- Line Equipment Maintenance Engineer / Mechanical Engineer.





# Internship recruitment at the Mondelez plant in Trostyanets, Sumy Region



## UGEN:

- Design development
- PR campaign (targeted advertising, universities, Telegram channels, youth organizations)
- Participant selection and coordination: phone interviews, logic and numerical testing development and delivery, assessment center, feedback emails.

302 registrations

23 selected participants  
for the assessment center

9 chosen candidates



# Together into the future - Imperial Tobacco



Launching the first internship program in Ukraine for graduates (4+ years of study) in 9 directions:

1. Production Service
2. Legal Department
3. Internal Communications Department
4. Human Resources Department
5. Regional Procurement Department
6. Market Research, Business Planning, and Forecasting Department
7. Marketing and Sales Operations Department
8. Project Management Department
9. Operational Planning Service.





# Together into the future - Imperial Tobacco



## UGEN:

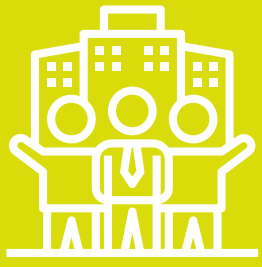
- Development of the internship concept
- Promotional campaign
- Participant selection (resumes and phone interviews).

**350 registrations**

**65 selected participants  
for the assessment center**

**11 selected and employed  
interns**





# Strauss Group



## UGEN:

- Development of a training program for employees
- Training needs analysis
- Design development
- Module content creation
- Bonus system development
- Interactives during training (testing, quizzes, workshops).

### LEARNING & DEVELOPMENT STRATEGY SALES

#### COMPETENCY MODEL

1. Фокус групи з відділом продажів для розробки моделі компетенції

- #### ASSESSMENT
1. Розробка завдання для асесмент центру для оцінки продажів відділу продажів
  2. Проведення асесменту

#### L&D PLAN

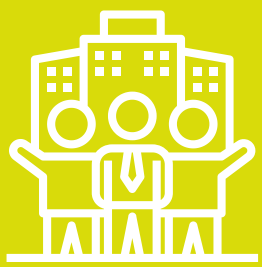
Розробка плану навчання відділу продажів за результатами асесменту

#### ANALYSIS

1. Розробка моделі компетенцій для відділу продажів
2. Розробка програми наповнення модулів із навчання і стратегії навчання

#### SURVEY

...ня для ...панії



# Onboarding and internal communication, team building

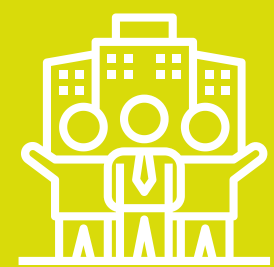


Development of the employee adaptation program for 5 countries (Netherlands, Belgium, Spain, Sweden, Latvia)

## UGEN:

- building a business process
- development of the Onboarding Book
- developing a book for a buddy
- development of an E-learning course for new employees
- development of an online conference for new employees from 5 countries.





## Team building



A quest for the company's employees from the regions as an element of team building for the YURIYA-PHARM company.





## We also help with:

SMM career pages: LinkedIn, Facebook, Instagram, Telegram

Targeted advertising on LinkedIn, Facebook, Instagram for promotion of vacancies, projects, pages

PR activities on Instagram

[View the UGEN Social Media Portfolio:](#)

A graphic titled "Employer Brand" and "UGEN Social Media Portfolio". It features the UGEN logo in the top left. Below the logo are four service categories in rounded rectangles: "Content marketing &amp; Chatbot", "Social media recruiting", "Talent community", and "PR strategy". On the right side, there are four social media icons: Facebook (@UGENAgency), LinkedIn (@UGEN), Instagram (@ugen.team), and Telegram (@ugen\_ua). The background is white with a colorful abstract graphic at the bottom left.

# Let's stay in touch!

✉ [lander@ugen.agency](mailto:lander@ugen.agency)



More about UGEN:  
[/https://www.ugen.agency/en](https://www.ugen.agency/en)