

Unisys engaged Daemon Group to develop an employee value proposition (EVP) and creative execution to define and promote their employment brand across The Asia Pacific.

The Client

Unisys is a global provider of information technology services and solutions employing over 31,000 staff worldwide.

The Requirement

Unisys Australia was keen to pro actively position its employment brand to respond to changing demographics and forecast staffing requirements with a specific reference to Australia, New Zealand and the People's Republic of China (PRC).

The Solution

Daemon Group undertook research to determine the perception of working for Unisys. Across the region, including Australia, New Zealand, the PRC, Hong Kong, Singapore and Korea.

This research concluded an EVP that: creates a team environment; creates a positive experience; and provides for work/life balance.

From the EVP, and the brand's characteristics and personality the creative 'Make your Mark' was developed. The brand highlights Unisys' key markets, and the core message portrays Unisys as an integral part of its clients' businesses. Initial treatments were executed on location in Beijing with current Unisys employees.

The Impact

In conjunction with Daemon Group, Unisys is actively tracking the following criteria to determine the overall success of the brand and its implementation:

- Base awareness and attractiveness of the Unisys EVP
- The impact upon staff turnover, time to hire and cost per hire.

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*By Ma Zhe and
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