



# CREATING A VALUABLE EMPLOYER BRANDING EXPERIENCE

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HOW  
ARE  
YOU?







KAKO  
SI?

HOW  
ARE  
YOU?





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Global Emerging Employer Brand Leader 2018







WE MAKE  
YOU SMILE  
ON MONDAY  
MORNING





# Who is **ACTIVE** with EMPLOYER BRANDING?

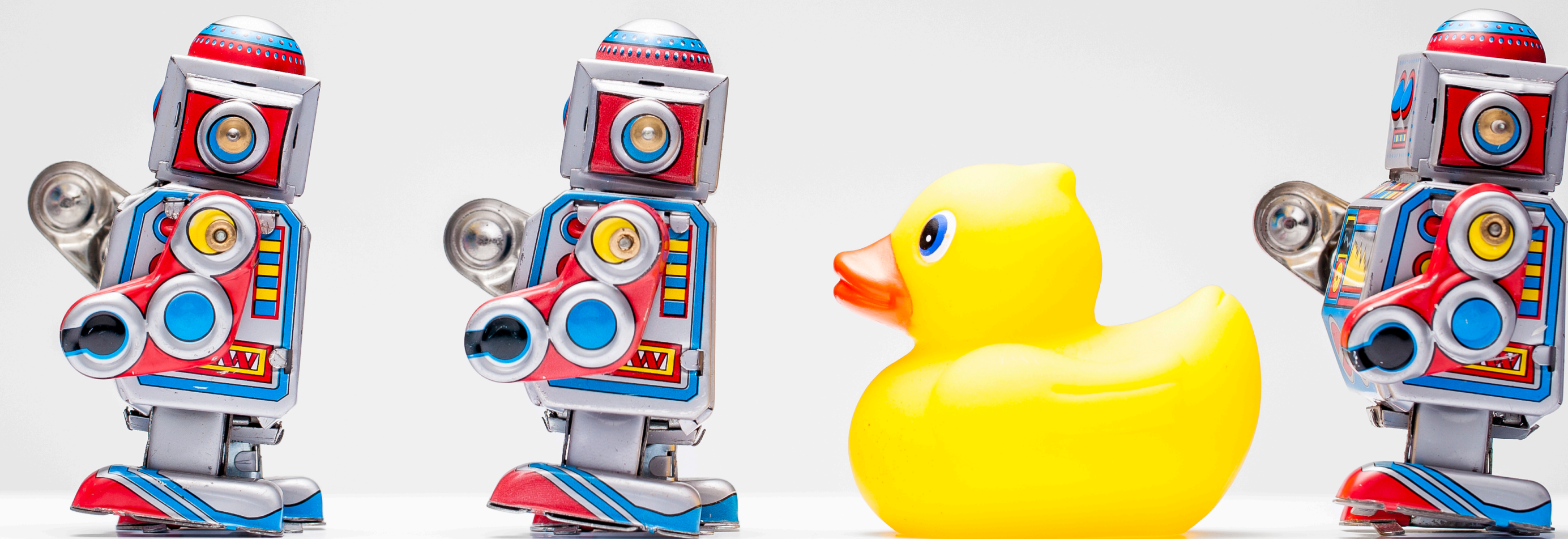
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**#UNBELIEVABLE**







**HOW YOU DO  
ONE THING  
REPRESENTS  
HOW YOU DO  
EVERYTHING!**





**Who works in a  
Company with a  
Business plan?**





**Who has a**  
**Business**  
**EXPERIENCE**  
**plan?**



**EXPERIENCES THAT TURN**

**customers into fanatics**

**products into obsessions**

**employees into ambassadors**

**and brands into religions**





**Welcome  
to  
the  
Experience  
Economy!**



“

**“Now we live in an experience economy  
where people shifted from passive consumption  
To active participation!”**

Joseph Pine & James Gilmore. “welcome to the experience economy!”



“

**PROVIDING A SERVICE, PRODUCT**

**OR A JOB**

**IS JUST NOT GOOD ENOUGH ANYMORE!**















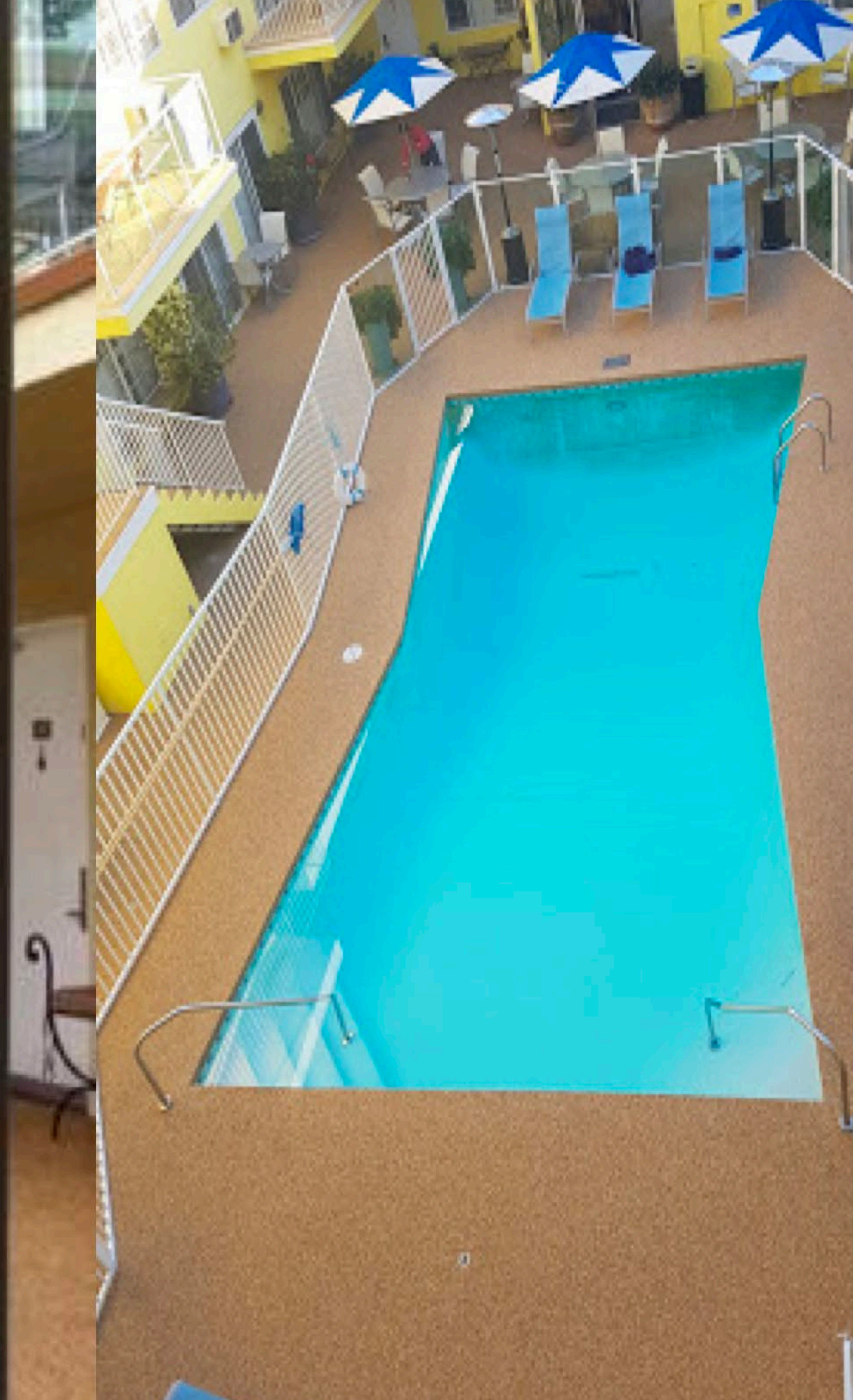


**THE BEST HOTEL IN LA ?**













SICLE  
TLINE

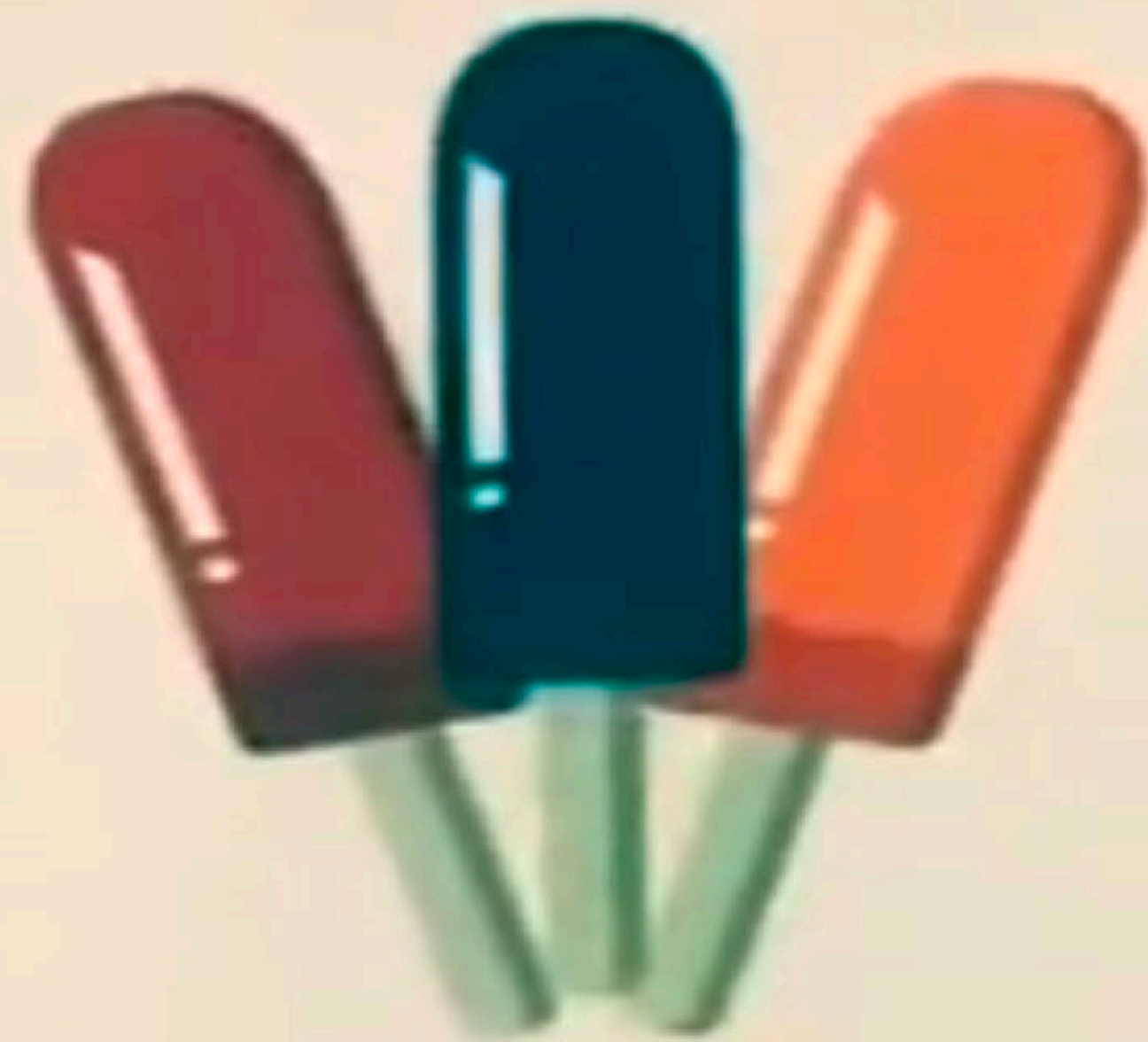
EMERGENCY  
911



# POPSICLE HOTLINE

*Ice  
Lolly*

*Icy  
Pole*



*Ice  
Pop*

*Ice  
Block*





# ADARE MANOR HOSTEL

## IRELAND

























THE  
**EXPERIENCE**  
IS THE  
**MARKETING**  

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An aerial, top-down view of a circular plaza. In the center is a circular garden bed with various plants. Four cars are parked around the perimeter of the plaza, each with a white speech bubble logo containing a stylized 'C' and the text 'BRANDED CAREERS' on its side. Several people are standing in the plaza, some with their arms raised in a celebratory gesture. The entire image is overlaid with a semi-transparent orange filter.

**THE  
EXPERIENCE  
IS THE  
EMPLOYER  
BRAND !**





**ORGANIZING  
EXPERIENCE  
IS  
EMPLOYER  
BRANDING !**



**Who has a**  
**People plan?**

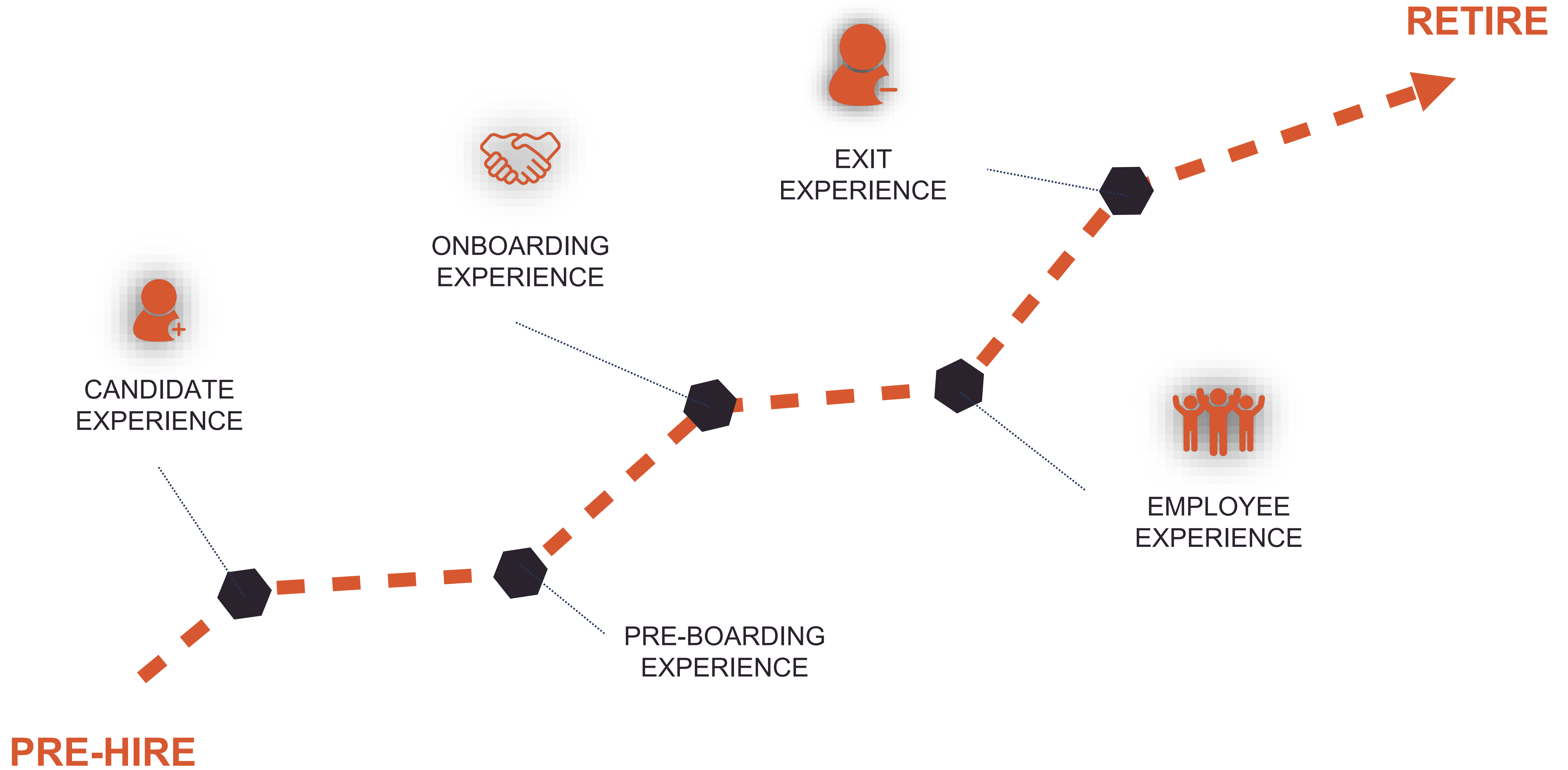





**Who has a  
PEOPLE-XP-PLAN?**









An aerial, top-down view of a circular plaza paved with cobblestones. In the center is a circular garden bed with various plants. Four dark-colored cars are parked around the perimeter of the plaza, each featuring a white logo on its side that consists of a stylized 'C' inside a speech bubble, with the text 'BRANDED CAREERS' below it. Several people are standing in the plaza, some with their arms raised in a celebratory gesture. The entire image is overlaid with a semi-transparent orange filter.

**Who wants to  
know the  
secret  
behind every  
unbelievable  
experience !**



“

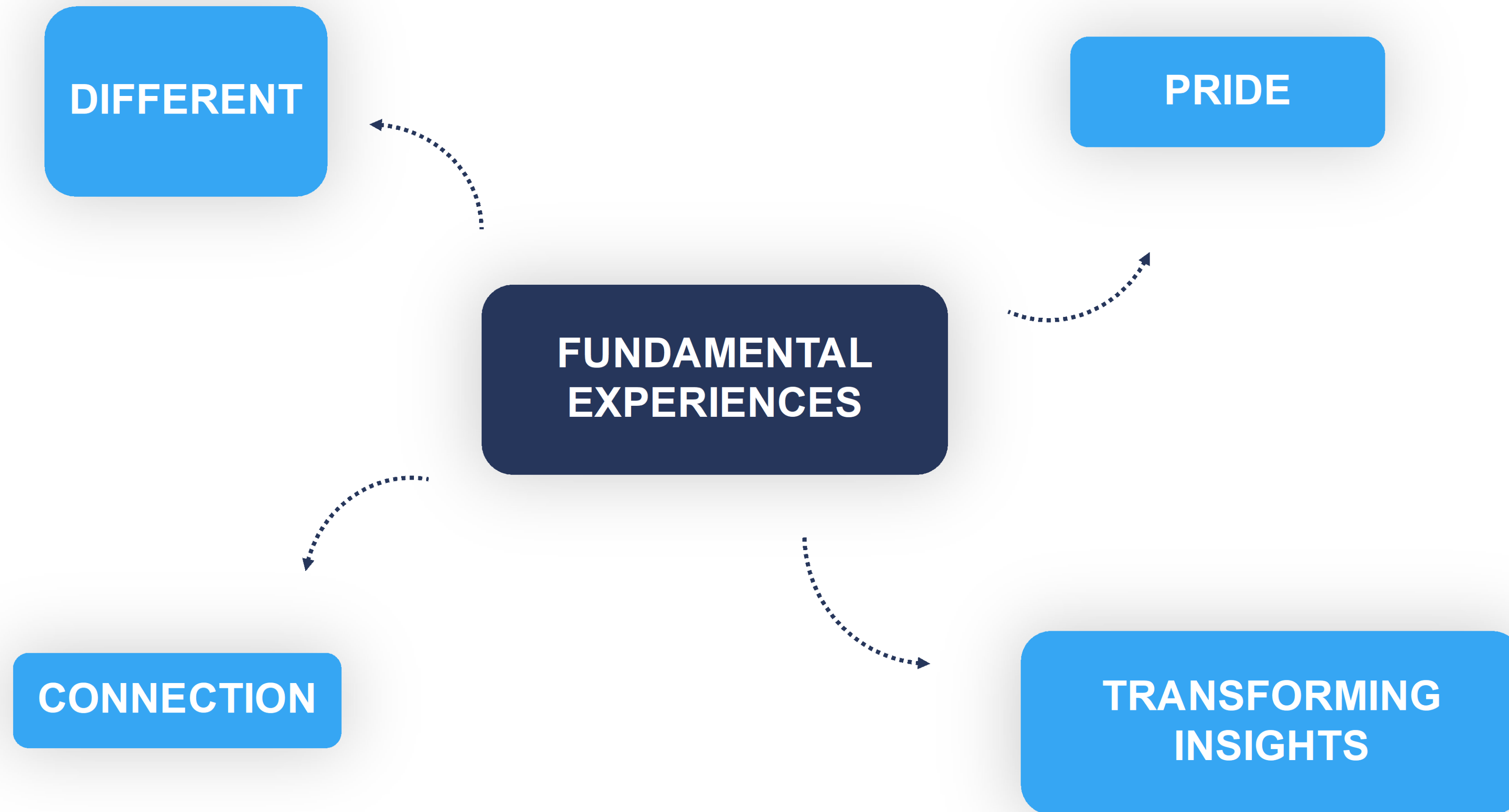
# Fundamentals of experience



“

FUNdamentals







An aerial, top-down view of a circular plaza paved with cobblestones. In the center is a circular garden bed with various plants. Four dark-colored cars are parked around the perimeter of the plaza, each with a white speech bubble logo containing a stylized 'C' and the text 'BRANDED CAREERS' on its side. Several people are standing in the plaza, some with their arms raised in a celebratory gesture. The entire image is overlaid with a semi-transparent orange filter.

**THE  
EXPERIENCE  
IS THE  
EMPLOYER  
BRAND !**





**DIFFERENT  
IS ALWAYS  
BETTER  
THAN BETTER!**

**- Johan Driessens**





Want more EXPERIENCE?  
“we make you smile on Monday morning”

Or say:

[hello@branded.careers](mailto:hello@branded.careers)



A group of ten people, five men and five women, are posing in front of a large, rustic-style house with a stone chimney. They are all wearing dark-colored hoodies and are smiling and making enthusiastic gestures like thumbs up and cheering. The scene is set outdoors with a driveway and parked cars visible in the background.

**WE MAKE YOU SMILE ON MONDAY MORNING**

**THRIBE  
BUILDER**  
BY [BRANDED.CAREERS](https://branded.careers)