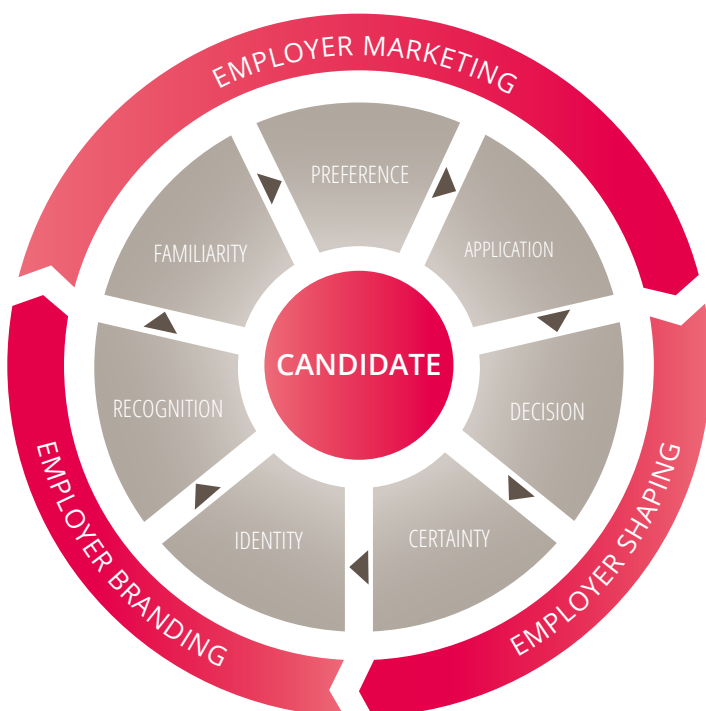
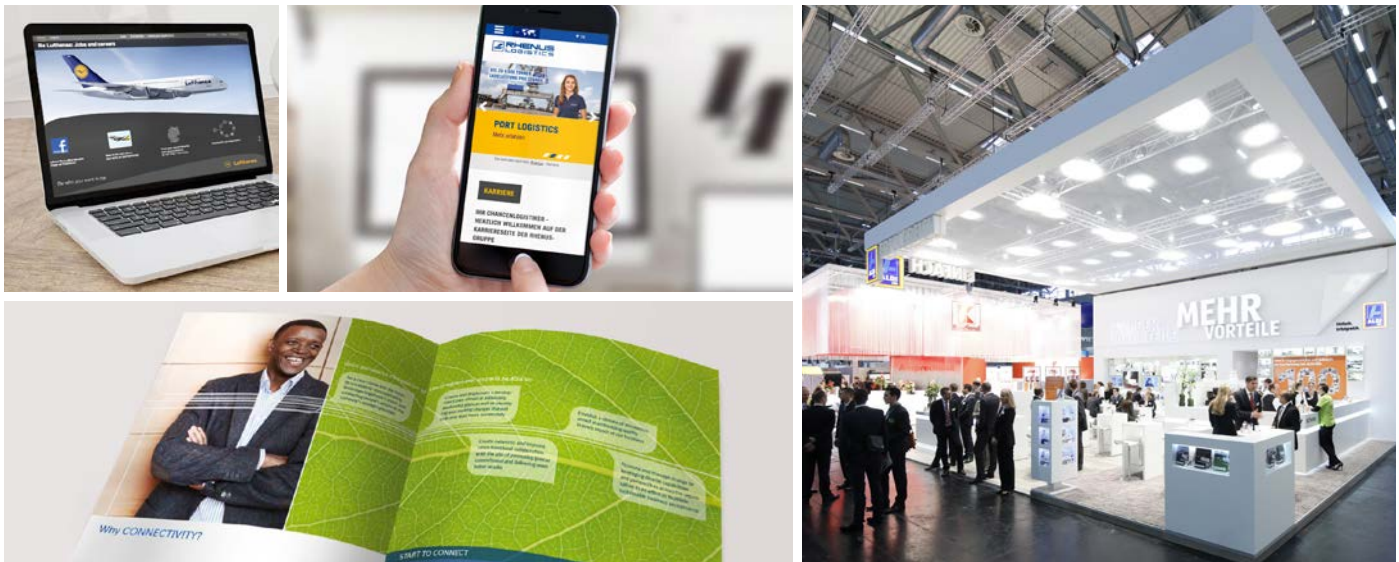




## WHAT'S THE BEST WAY TO ATTRACT APPLICANTS? SEARCH. SEARCH. SEARCH. **WHY NOT RELAX INSTEAD AND LET THE APPLICANTS FIND YOU?**

Employer branding is the cornerstone of targeted recruiting. The comprehensive support provided by milch & sugar includes growing employer brands, enhancing employer communication, and refining the entire recruiting process.



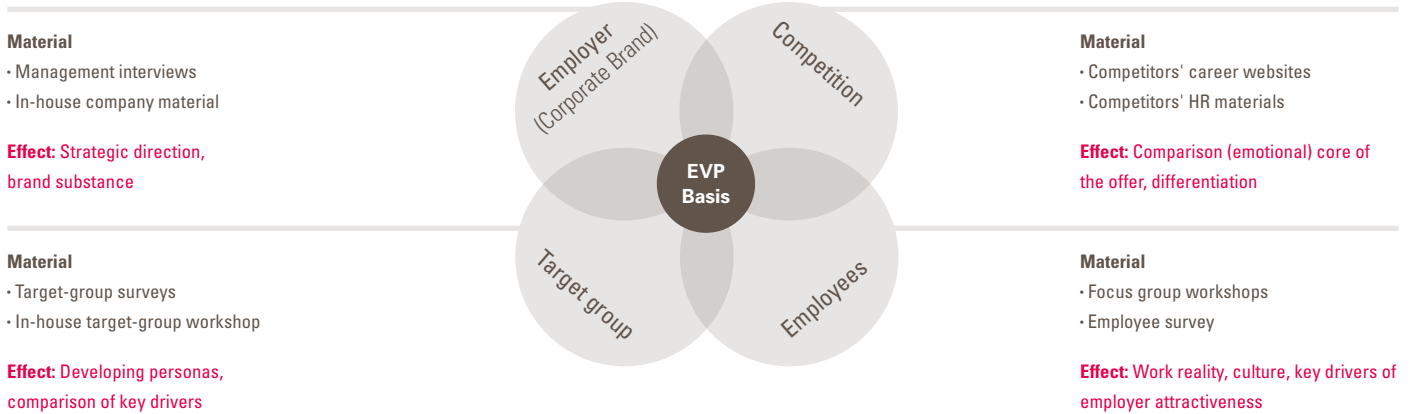
### BENEFITS

- ✓ An authentic and sustainable employer brand strong enough to defy all trends and market changes
- ✓ Target group-focused messages
- ✓ Application of appropriate means, media, and measures throughout the entire employer brand cycle

## THE MOST IMPORTANT SERVICES AT A GLANCE

### Analysis

- We review existing material on your EVP, corporate brand, employer surveys, and secondary materials.
- We collect and analyse data by performing telephone interviews, on-the-job interviews, and focus group workshops.
- We evaluate, match, and consolidate the results concerning your organisation (where do I work?), the activities (what do I do?), the culture (how does it feel?), and the conditions (what do I get for it?).
- This allows us to identify the relevant attractive features and brand attributes for your employer brand.
- We discern your EVP in terms of content, describe it extensively, and document it accordingly.



### Campaign

- Building on the previous project steps, together we will develop a fundamental communication strategy for the upcoming year.
- With your objectives and budget in mind, we will introduce a comprehensive communication concept for your target group, taking your value system, mindset, and manner of communicating into account.
- In a final step, a campaign idea will be developed that translates your strategy into images and language.
- No matter whether it's a photo or video production, a website, brochure, trade fair appearance, or experience-based communication. Whatever your project needs, our tools will always be consistently focus on the mutually adopted strategy.



### MILCH & ZUCKER

Systematically supports companies in identifying, contacting, hiring, and retaining the right employees by pursuing the correct strategy, ensuring customised communication, and implementing efficient recruiting software.

**EXPERTISE** On the market since 1998. Approximately 100 employees

**ADD-ON** Operator of www.jobstairs.de – The Top Company Portal with 23,000 job postings daily from Germany's most attractive employers.

**CONTACT**

Telephone: +49 6032 9340-0

E-Mail: solutions@milchundzucker.de

milch & zucker – Talent Acquisition & Talent Management Company AG

Bad Nauheim • Hamburg