Thoughts on Building Strong Brands in Global Companies

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ManpowerGroup
ManpowerGroup: Workforce Experts

World’s workforce expert, creating innovative workforce solutions for more than 65 years

- Revenues of $21 billion in 2014
- 85% of revenues generated outside the U.S.
- 12 million interviewed
- 11 million trained
- 80 countries & territories
- 26,000 employees
- 3,000 offices

Providing meaningful work for over 600,000 people everyday
Finding talent for 400,000 clients from small/medium to Fortune 100 companies
Connecting 3.4 million jobseekers with work every year, globally

LARGEST GLOBAL VENDOR-NEUTRAL MSP PROVIDER
The global leader in recruitment process outsourcing
A World-Leading Outplacement Firm
World-leading IT professional resourcing firm
ManpowerGroup Brands

Global Workforce Experts

- Recruiting
- Assessing
- Training & Developing
- Managing

ManpowerGroup Solutions
Outcomes-Based Outsourcing Solutions

Experis
Professional resourcing and project-based solutions

Manpower
Contingent and permanent recruitment workforce solutions

Right Management
Talent and Career Management
One Marketer’s Quandary

80 Countries

26,000 Employees

4 Brands

1 Voice
Caveats for Today

- This is a work in progress

- We are a work in progress

- This presentation is a work in progress!
Four Foundational Elements Have Helped Build Strong and Connected Brands

1. Shared Culture and Purpose
2. Consistency and Commitment
3. Alignment and Reinforcement
4. Global Guidelines, Asset & Programs
Shared Culture and Purpose

We lead in the creation and delivery of INNOVATIVE WORKFORCE SOLUTIONS and services that enable our clients to win in the changing world of work.

“The Dignity of Work”
“A Shared purpose is not the verbiage on a poster or in a document, and it doesn’t come only from charismatic leaders’ pronouncement...

“It is multidimensional...and they talked instead about how the project would advance the shared purpose.”
Continuity and Commitment to Communication

1948-Present
Introduced cloud-based collaboration technology in 2014, including:

- Platform for instant messaging, video, voice and web collaboration
- Enterprise search across documents, people profiles and sites
- Access to files and social tools via smartphones and tablets
- Microsites for knowledge sharing, training, reporting and project management

33K

33K

10K

10K

Global MaC G+ Community

- 250+ members from all brands, regions, countries
- Greater visibility to campaigns, successes and research
- Stronger network connections
We're jumping for joy about #GoEXPO over in Sydney, Australia!
Alignment and Reinforcement

- Global Planning Framework
  - Set by CEO and Executive Team
  - Communicated throughout

- Perspective on Industry founded in Future Forces
Shared Guidelines, Assets and Programs
Shared Guidelines, Assets and Programs

- Global Brand Center
  - 3,500+ Brand assets
  - Guidelines
  - 800+ social assets
  - Social Banners
  - Fed Globally
Shared Guidelines, Assets and Programs
Two Examples
• Selected Official HR Premium Partner for Expo Milano 2015
  – Staffing for approx. 6,000 administration, grounds and concessions...

• Responsible for generating awareness and visibility globally
  – Global Marketing to lead effort

• Success was critical
Primary Support Elements

• External
  ○ Window clings in Manpower offices globally
  ○ Client Presentations
  ○ Rollups and posters
  ○ Website banners
  ○ Social media posts and visuals

• Internal
  ○ Email signature block
  ○ Tutorial
  ○ G+ support
Highlights
Keys to Success

- Dedicated Lead Team
- Executive Support

- Engaged Colleagues around the globe

- Google
  - EXPO Community
  - Drive for all materials
  - Hangouts
  - Forms for Tutorial
  - Google+
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What’s next???
But the truth is…

Success

How we tell
the story

Success

How it really
happened
Thanks for your time!

Questions?

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