Thoughts on Building Strong Brands in Global Companies

John Buehler
Director, Global Brand Management
ManpowerGroup

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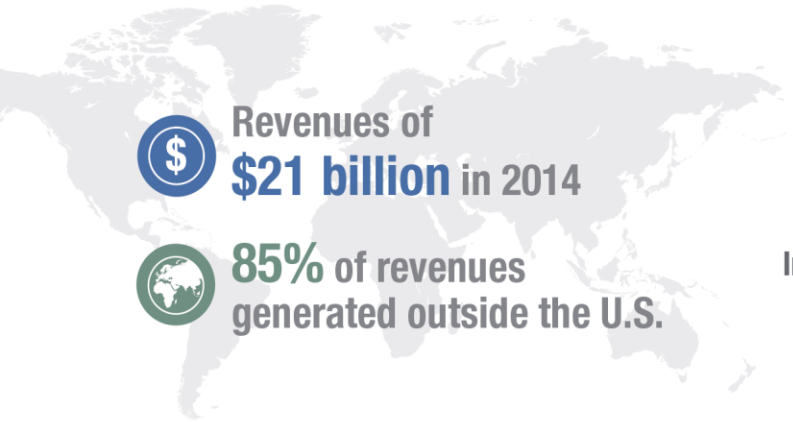
ManpowerGroup: Workforce Experts



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

World's workforce expert, creating innnovative workforce solutions for more than 65 years

LARGEST GLOBAL VENDOR-NEUTRAL MSP PROVIDER

The global leader in recruitment process outsourcing

A World-Leading Outplacement Firm

World-leading IT professional resourcing firm

- 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

ManpowerGroup Brands

Global Workforce Experts

ManpowerGroup®

Workforce Experts

- Recruiting
- Assessing
- Training & Developing
- Managing

ManpowerGroup® Solutions	Outcome-Based Outsourcing Solutions
Experis® ManpowerGroup	Professional resourcing and project-based solutions
Manpower®	Contingent and permanent recruitment workforce solutions
Right Management® ManpowerGroup	Talent and Career Management

One Marketer's Quandary

80 Countries

26,000 Employees

4 Brands

1 Voice

ManpowerGroup®

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Caveats for Today

- This is a work in progress

- We are a work in progress

- This presentation is a work in progress!

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Four Foundational Elements Have Helped Build Strong and Connected Brands

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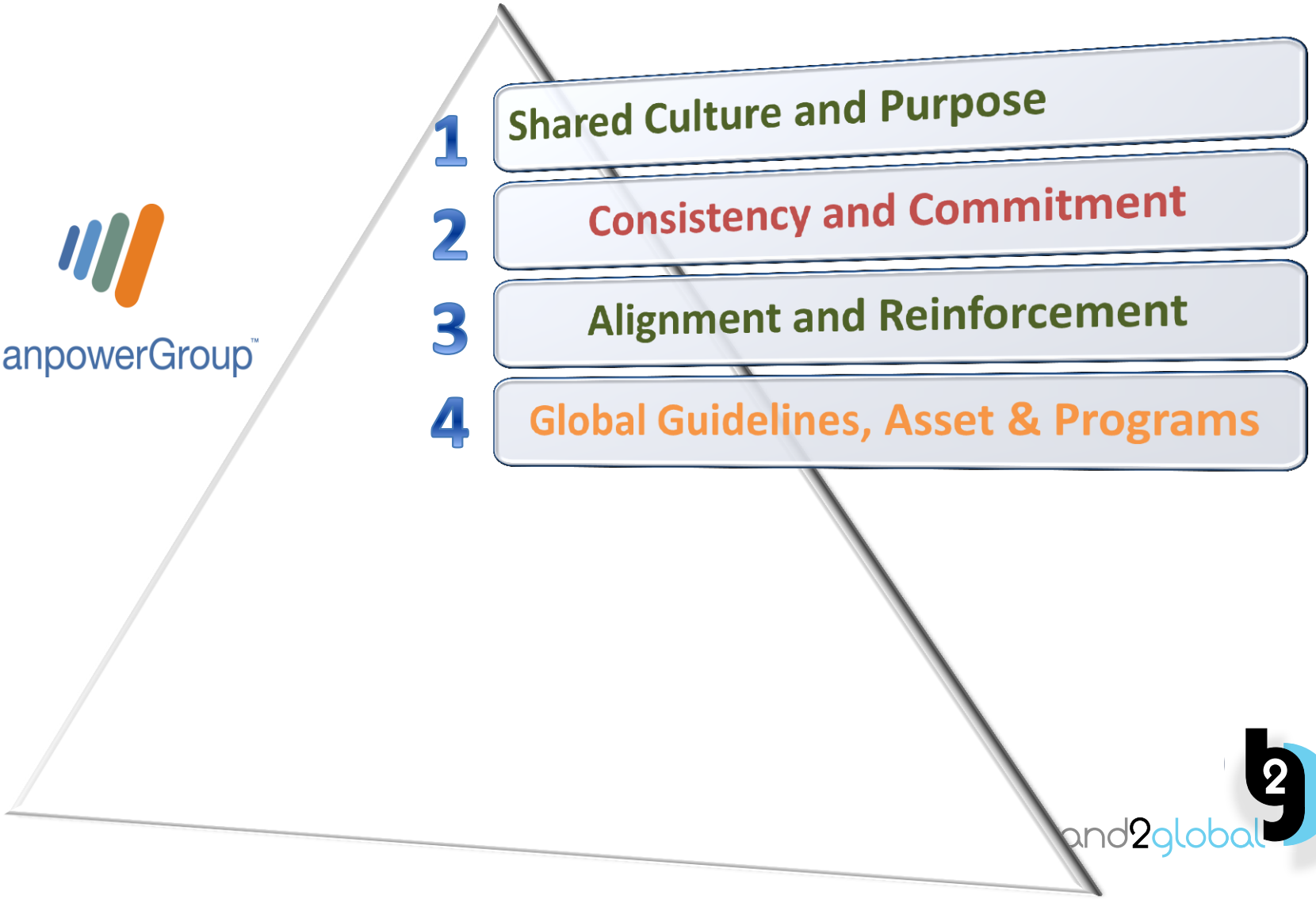

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Shared Culture and Purpose

"The Dignity of Work"

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“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.”

Harvard Business Review

July-August 2011

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Continuity and Commitment to Communication

1948-Present

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Ready Set Google™ ManpowerGroup

Introduced cloud-based collaboration technology in 2014, including:

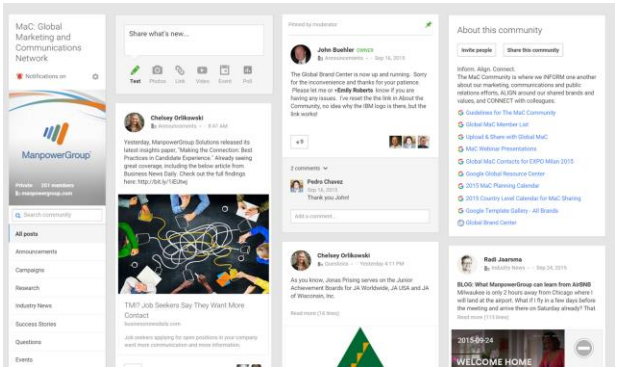
- Platform for instant messaging, video, voice and web collaboration
- Enterprise search across documents, people profiles and sites
- Access to files and social tools via smartphones and tablets
- Microsites for knowledge sharing, training, reporting and project management

33K
USERS

10K
VIDEO HANGOUTS PER MONTH

1.6M
SHARED FILES IN GOOGLE DRIVE

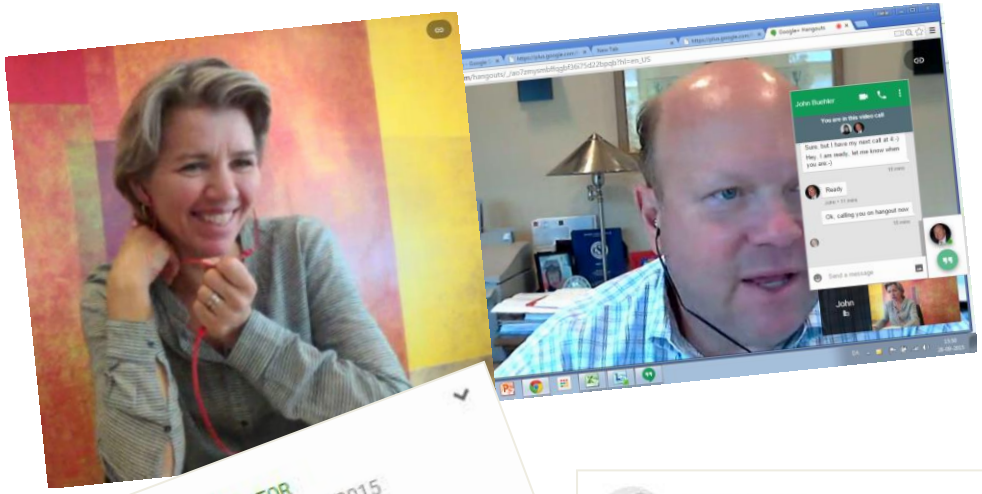
250+
GOOGLE + COMMUNITIES



Global MaC G+ Community

- 250+ members from all brands, regions, countries
- Greater visibility to campaigns, successes and research
- Stronger network connections

brc

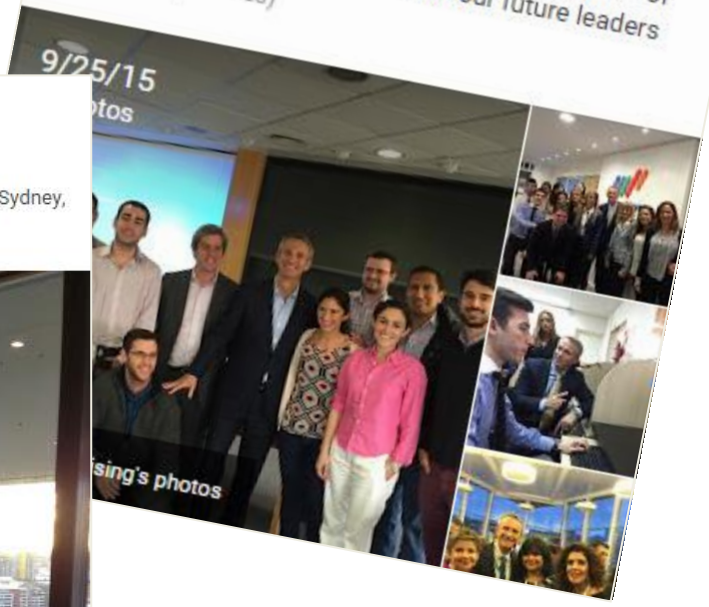


ManpowerGroup on the Move

Jonas Prising OWNER
Travels - Sep 25, 2015

This has been a great week, celebrating our 50th anniversary in Argentina with Alfredo Fagalde (43 years in our company !) and his team - visiting one of our many branches, speaking with our future leaders

Read more (10 lines)



Mark Jelfs MODERATOR
Announcements - Sep 22, 2015

+Mara Swan in esteemed company during her recent Swedish visit, including Prince Daniel of Sweden.

Moderator Josefine Uppling , Economic Development
Innovation Minister Mikael Damberg , Amanda Jackso
Sustainability Manager , Swedbank , Michael Wolf ,
Swedbank , Mara Swan, Executive Vice President,
Strategy and Talent ManpowerGroup , and Prince

Emily Bailey
Discussion - May 4, 2015

We're jumping for joy about **#GoEXPO** over in Sydney, Australia!

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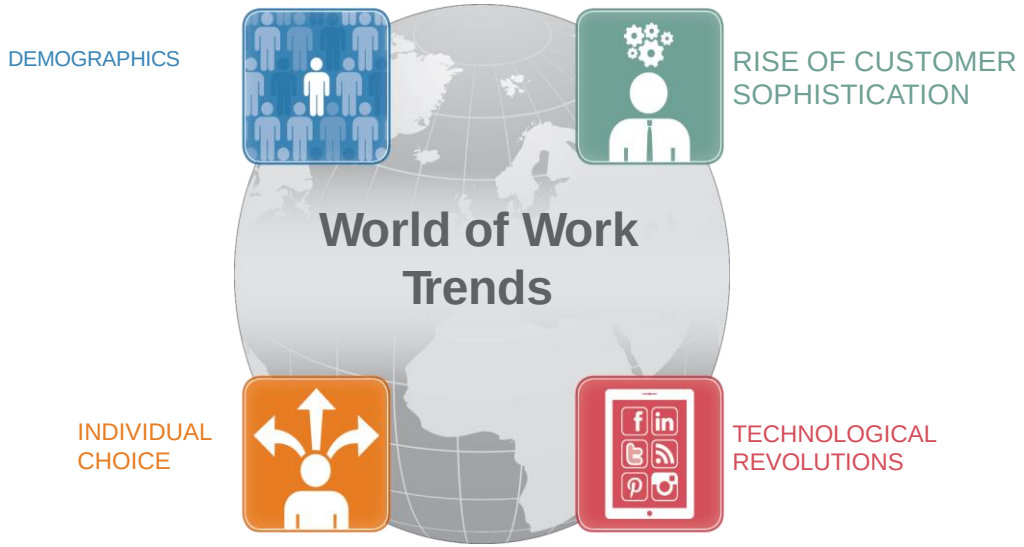
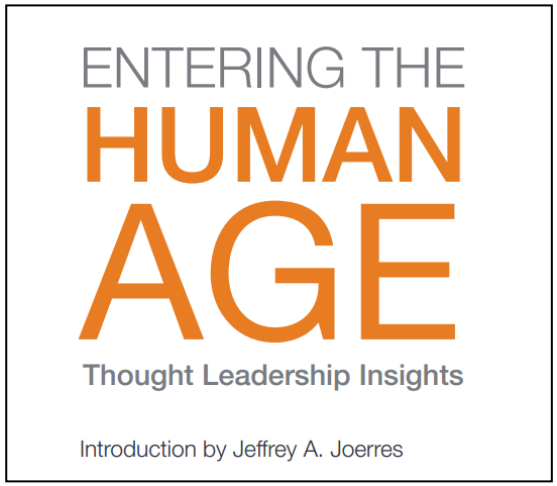
Alignment and Reinforcement

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

- Perspective on Industry founded in Future Forces





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Shared Guidelines, Assets and Programs

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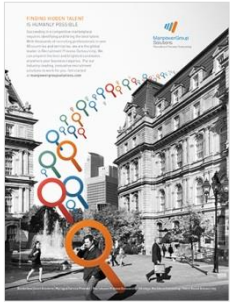
Shared Guidelines, Assets and Programs



- Global Brand Center
  - 3,500+ Brand assets
  - Guidelines
  - 800+ social assets
  - Social Banners
  - Fed Globally

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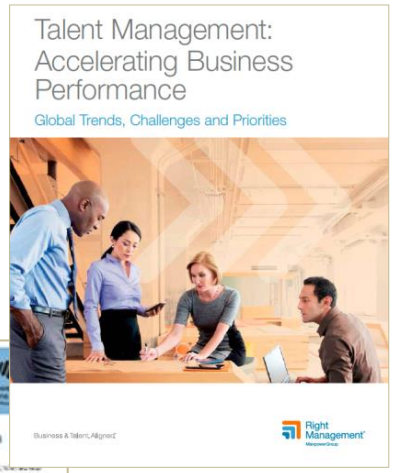
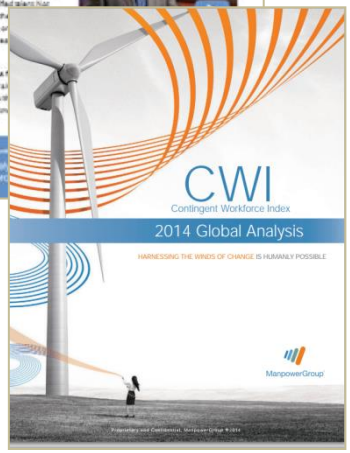
Shared Guidelines, Assets and Programs





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Two Examples

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Official HR Premium Partner

EXPO 2015

MILANO 2015

- 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

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Primary Support Elements

- External
  - Window clings in Manpower offices globally
  - Client Presentations
  - Rollups and posters
  - Website banners
  - Social media posts and visua
- Internal
  - Email signature block
  - Tutorial
  - G+ support

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EXPO
MILANO 2015

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Highlights


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MILANO 2015


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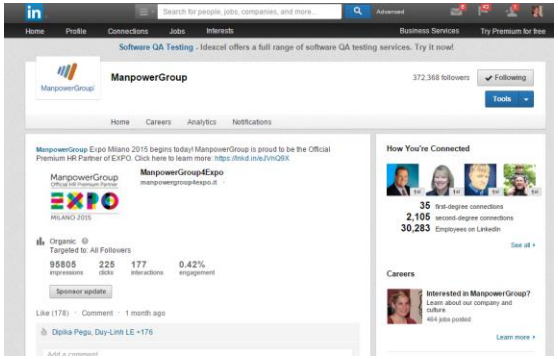
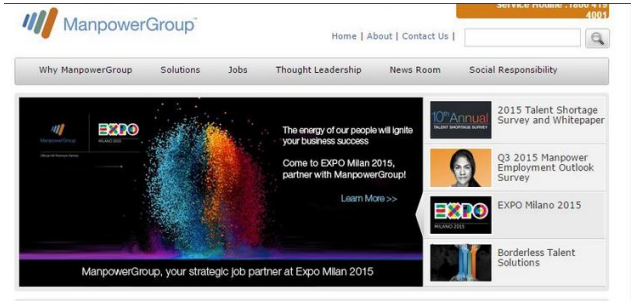
MILANO 2015


EXPO


ManpowerGroup
Emily Roberts
Brand Marketing Professional
Global Marketing
ManpowerGroup
ManpowerGroup
Official HR Premium Partner
EXPO
MILANO 2015
T: +1 414 906 7954
F: +1 414 906 6674
emily.roberts@manpowergroup.com
www.manpowergroup.com


ManpowerGroup
372,368 followers
Following
Tools
Home
Careers
Analytics
Notifications
How You're Connected
35 first-degree connections
2,106 second-degree connections
30,283 Employees on LinkedIn
Careers
Interested in ManpowerGroup?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Why ManpowerGroup
Solutions
Jobs
Thought Leadership
News Room
Social Responsibility
The energy of our people will ignite your business success
Come to EXPO Milan 2015, partner with ManpowerGroup!
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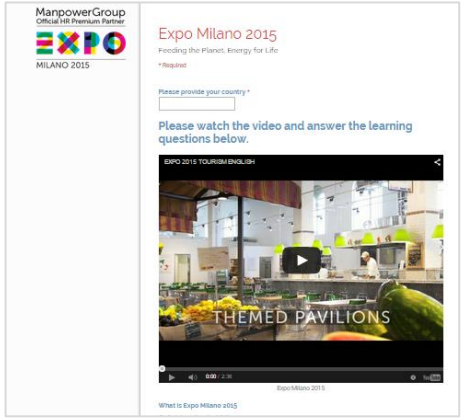
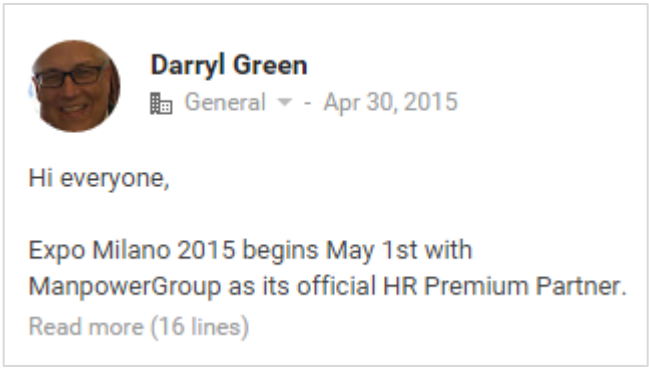
ManpowerGroup, your strategic job partner at Expo Milan 2015
2015 Talent Shortage Survey and Whitepaper
Q3 2015 Manpower Employment Outlook Survey
EXPO Milano 2015
Borderless Talent Solutions


ManpowerGroup
Official HR Premium Partner
EXPO
MILANO 2015
Expo Milano 2015
Please watch the video and answer the learning questions below.
EXPO 2015 TOURISM ENGLISH
THEMED PAVILIONS

Keys to Success

- Dedicated Lead Team

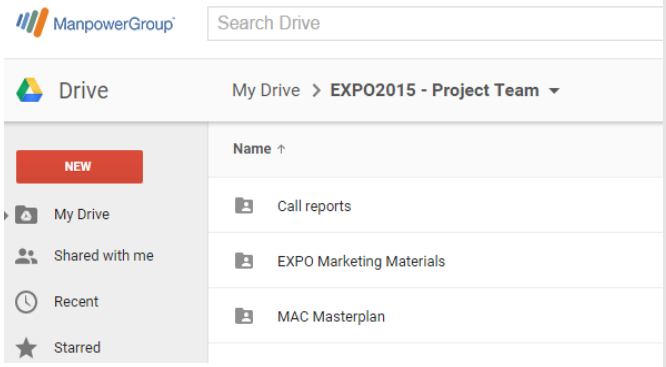
- Executive Support

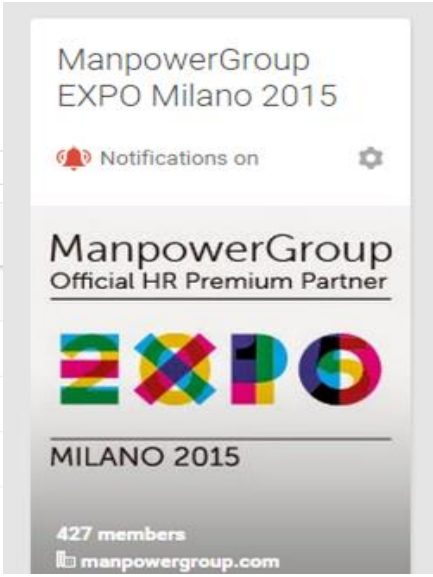


- Engaged Colleagues around the globe

No worries. We have printed the window clings after consolidating all the orders from China, Hong Kong, Taiwan, Korea, Japan, Malaysia and Singapore.

- Google
  - EXPO Community
  - Drive for all materials
  - Hangouts
  - Forms for Tutorial
  - Google+





Four Foundational Elements Have Helped Build Strong and Connected Brands

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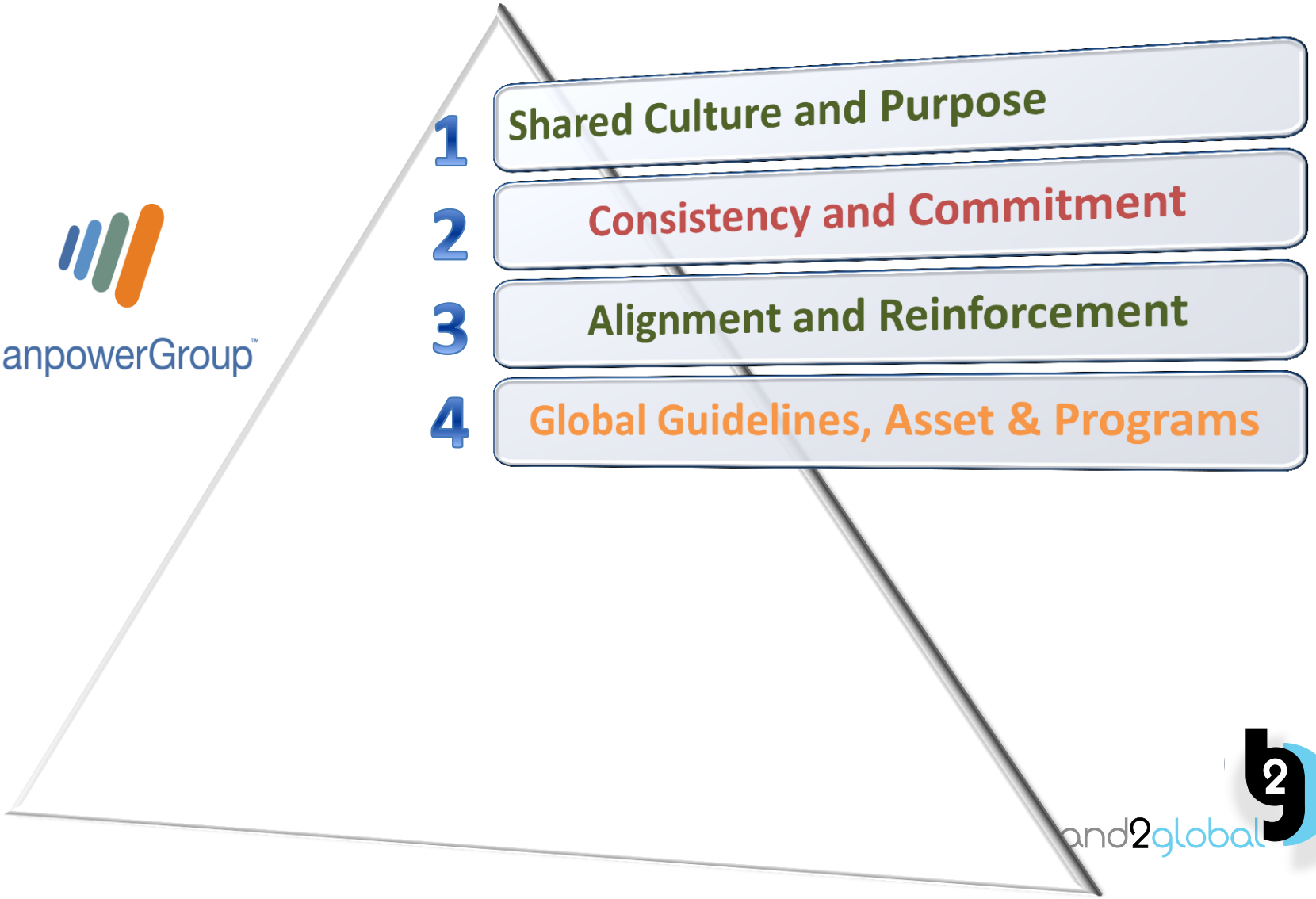

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What’s next???

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But the truth is…

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Thanks for your time!

Questions?

john.buehler@manpowergroup.com
https://www.linkedin.com/in/johnhbuehler
@Jbuehler09

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