

THE ASK

When the leading Spanish-language media and content company in the world set out to create a standout employee brand, it took a deep dive into the people, positioning, and platform at its very foundation. Centered on talent attraction, retention, and engagement, the result captured the insights and, ultimately, the hearts and minds of internal audiences with a bold, empowered, and ownable brand narrative amplified by a fun, modern, and approachable look-and-feel.

THE TASK

To tell the company's unique and evolving story across channels, the company laid out a plan across the employee lifecycle, clearly outlining how recognizing and rewarding strong performance, encouraging entrepreneurship and ownership, and celebrating curiosity and diversity are at the center of the company's DNA. At the onset of the process, the team identified unique attributes to answer the questions, including "how our employees fit in the big picture and why is this the right place for them?" The result was a single cohesive message of transformation, reflective of progress, stakeholder sentiments, and an evolving culture. Visuals evoked a tech-enabled, employee-driven future, and entrepreneurial innovation at every level of the business.

THE WIN

Work completed around the EVP developed and reinforced key cultural pillars as a compass for core organizational messaging and positioning. Content strategy and digital campaigns, augmenting social elevation and listening efforts, were also developed and implemented across social channels.

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