

EVP DEVELOPMENT

At Kinetik, we specialize in providing Digital RPO and additional Talent Operations Advisory solutions for the SEA market. We pride ourselves on being a trusted partner for our clients, helping them optimize their talent acquisition strategies and maximize their recruitment outcomes.

In addition to our core RPO services, Kinetik also offers Talent Operations Advisory solutions, which includes a range of value-added professional services and execution tool-kits to help organizations build a strong employer brand and attract top talent.

EMPLOYER BRANDING CONSULTING

At Kinetik, we understand the importance of a strong employer brand in today's competitive market. That's why we offer Employer Branding Consulting services to help our clients create a compelling brand identity or brand refresh as they digitally transform. **Our services include the below:**

DESIGN

We can help you develop compelling visuals and advertising that aligns with your company branding. Our design team will work with you to create eye-catching social media posts, e-shot campaigns, and other marketing materials that attract the attention of your target audience.

COPY

We can also help you develop key go-to market copy that aligns with your company vision and Employer Value Proposition (EVP). We will work with you to conceptualise messages that resonate with your target audience and communicate your unique value proposition.

VIDEO

Our production team can help you create videos featuring interviews with company leaders to articulate your vision, values, company direction, and opportunities. We will work with you to produce high-quality videos that engage your target audience and communicate your employer brand effectively.

ELEVATING EMPLOYER BRANDING

CASE STUDY

for FrieslandCampina

FrieslandCampina, a leader in the dairy industry, approached Kinetik to enhance their employer brand and optimize the onboarding experience for new hires.

TAILORED CONTENT DEVELOPMENT

We created comprehensive content targeting interviewees and new joiners, aligning it with FrieslandCampina's culture for a seamless transition.

ENGAGING VIDEO CONTENT

Our visually appealing videos captured the company ethos, daily work life, and values, serving multiple purposes in recruitment and internal communication.



MULTI-CHANNEL DISTRIBUTION

We implemented campaigns across LinkedIn, social media, and targeted e-shots, ensuring broad reach and relevance.

CAPTIVATING DESIGN

We design eye-catching social media posts, e-shots, and marketing materials aligning with your brand to attract your target audience.



REAL-TIME FEEDBACK

Utilising analytics, we received real-time insights to make data-driven adjustments, ensuring the employer branding campaign's effectiveness and continuous improvement.

MEASURABLE IMPACT

Employing analytics tools allowed us to measure the campaign's impact, making necessary adjustments for continuous improvement.

CONSISTENT CONTENT CREATION

Maintaining a regular schedule and diverse content types kept audience engagement high and fostered a deeper connection.

INCREASED ENGAGEMENT

Our content strategies increased engagement across platforms, reflecting positively on the employer brand.

RESULTS

- ENHANCED BRAND PERCEPTION**
FrieslandCampina saw an improvement in their employer brand perception, attracting top talent.
- STREAMLINED ONBOARDING**
The optimized onboarding process led to higher retention rates and a positive experience for new joiners.
- INCREASED ENGAGEMENT**
Our content strategies increased engagement across platforms, reflecting positively on the employer brand.

- Kinetik's tailored EVP solutions significantly improved FrieslandCampina's employer branding efforts.
- Through strategic content development, engaging video creation, and data-driven adjustments, we elevated their position as an employer of choice, facilitating seamless onboarding experiences and attracting top-tier talent and was able to demonstrate this through a data led approach.

TESTIMONIAL

WHY CHOOSE KINETIK?

- We are experts in RPO and Talent Operations Advisory solutions for the SEA market.
- We offer a range of value-added professional services and execution toolkits to help you optimize your talent acquisition strategies.
- We have a team of experienced writers, designers, and video producers who can help you create compelling employer branding materials.
- We are committed to delivering exceptional service and building longterm partnerships with our clients.

CONTACT US TODAY

To learn more about our Digital RPO and Talent Operations Advisory solutions, or to discuss how we can help you build a strong employer brand, please contact us today. We look forward to hearing from you and helping you achieve your recruitment goals.

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ACTION

OUTCOME