



# EMPLOYMENT BRANDING

How NAS created a powerful employment brand for Briggs & Stratton.

## CHALLENGE

Briggs & Stratton, the world's largest producer of gasoline engines for outdoor power equipment, needed help telling its story. When competing for engineering, technology, manufacturing employees and other talent, it was getting lost in the shuffle. Candidates often did not know who the company is and what it has to offer as an employer, and there was no strong brand identity visible on its communications.

## SOLUTION

After a discovery process that included onsite focus groups with multiple job families, tours of the manufacturing and innovation centers, and a survey of over 1,000 employees, we discovered that the message of empowerment was a central theme for Briggs & Stratton. Our goal was to tie in with a marketing effort about how the company's engines empower people in their lives (You. Powered.), so the synergy was in place. NAS presented three different brand concepts for consideration, offering a variety of choices that met the requirements and allowed us to focus on their EVPs (employment value propositions).



Selected concept: **Your journey**

Alternate concept:  
**Employee testimonials**



Alternate concept:  
**People/products**



## OUTCOME

Once the final concept was selected, NAS built out and provided a brand guidelines document that included appropriate headlines, design guidelines and examples of relevant work (including a career site homepage, collateral, event marketing materials and digital advertising). The guidelines allow Briggs & Stratton to build out the brand internally, as needed. We also provided a sitemap for the career site. Briggs & Stratton did a photo shoot of employees and built a career site that featured the brand.

**CONTACT NAS** for assistance in telling your story to candidates through employment branding.