

# Maersk Global Employer Brand Case Study



**ALL THE WAY**



# Maersk Employer Brand

---

## The context

A leader in global shipping, AP Moller Maersk (Maersk) had undertaken a huge transformation to realise their vision of becoming a '[Global Integrator](#)' of container logistics. To achieve this, they needed a strong new global EVP to help increase business capability.

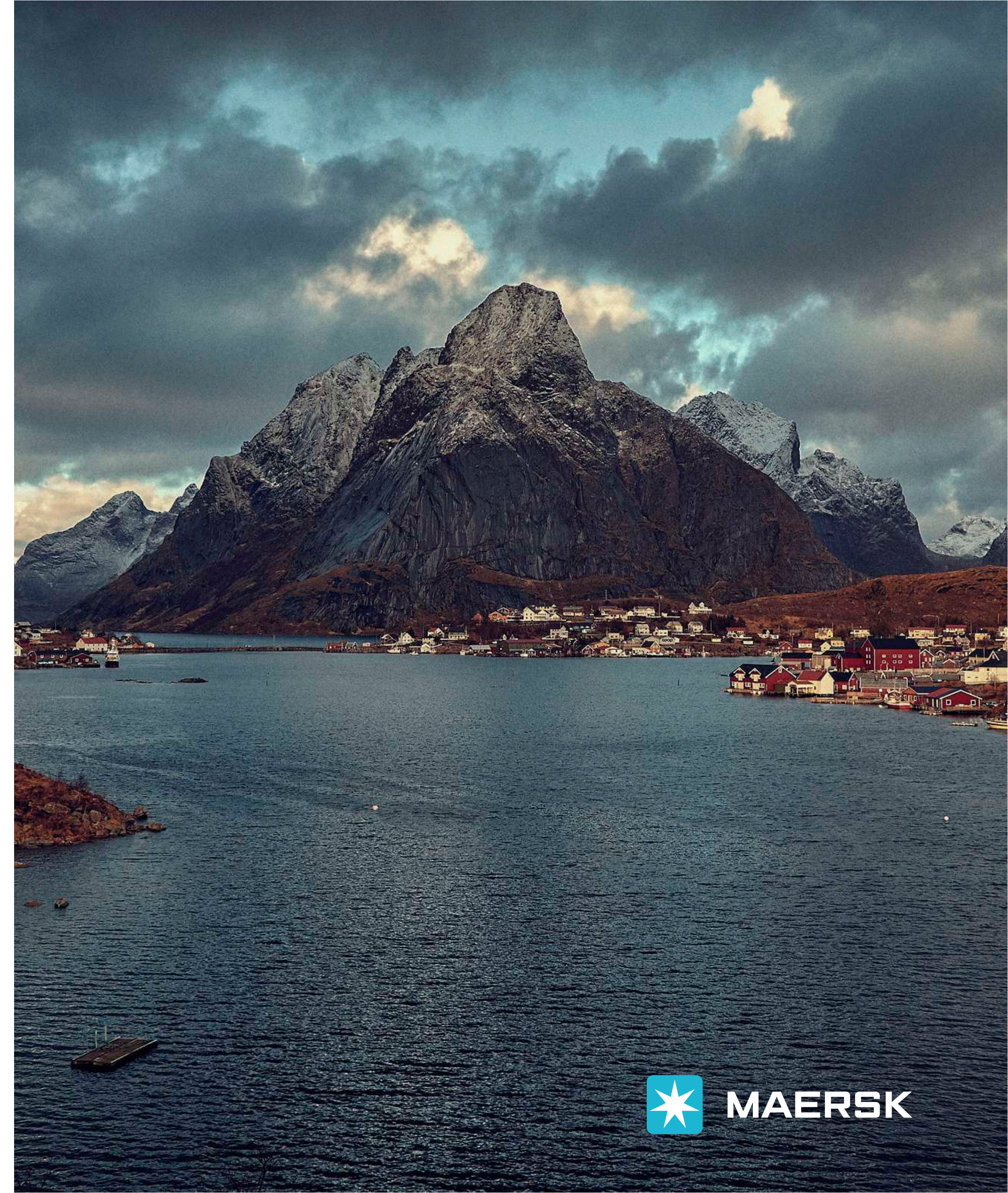
## Objectives

Drivers behind the EVP's creation included an [increased focus on Maersk's culture, the digitalisation of their business and the need to attract world class talent – particularly in technology.](#)

A strong people brand was seen as paramount to future business success. It needed to help increase engagement with their existing workforce as well as support talent attraction and retention.

With a strong history (especially within Denmark) and set of values stemming from their family roots, there are multiple brands under the 'one Maersk' banner, too. So, they needed an EVP with the depth and breadth to encompass all this as well as support their transformational journey.

'Let's go into the amazing'



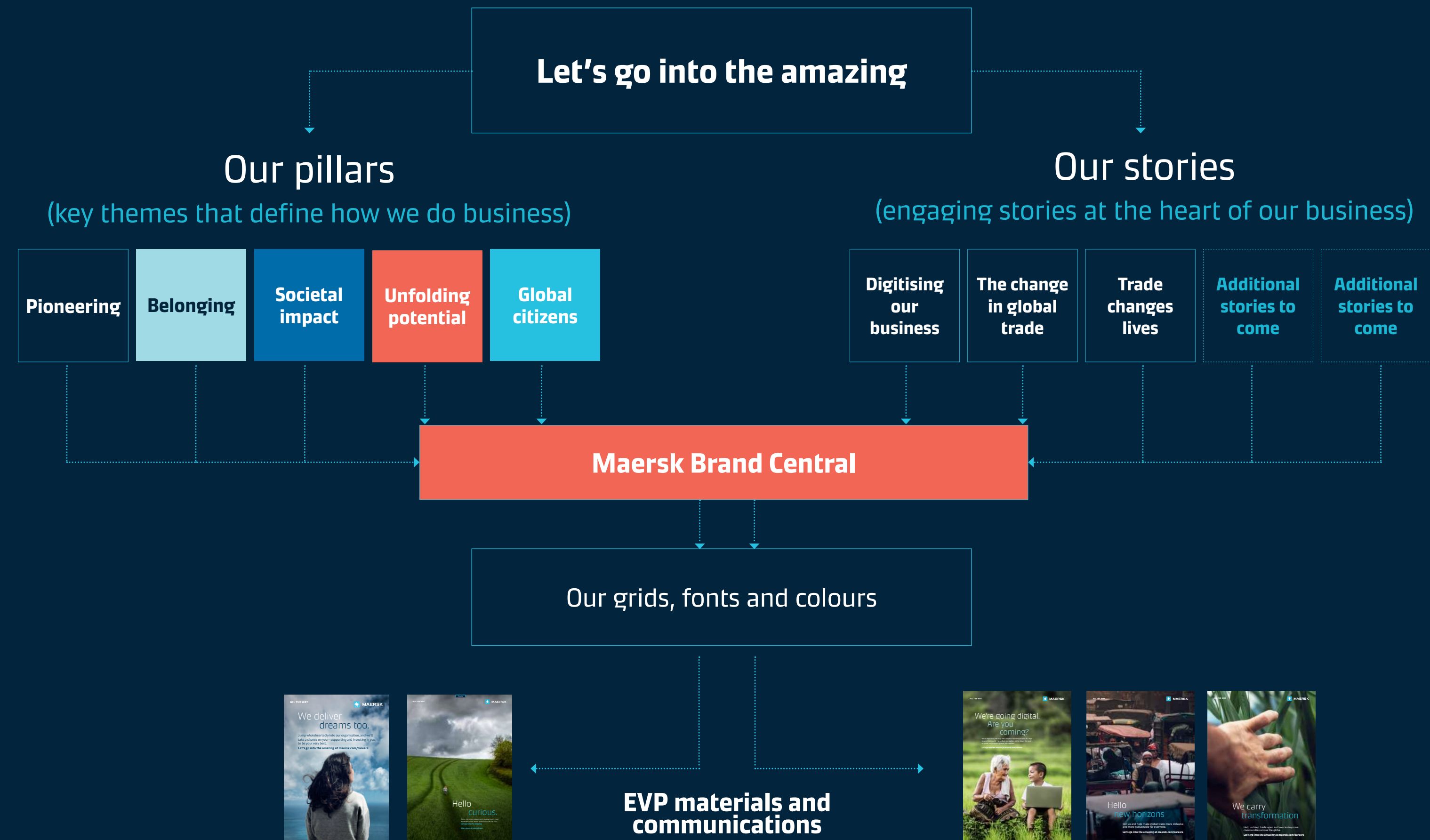


# Insight

An intensive insight phase gave us a deep understanding of the organisation, the core business areas, its people and nuances across the globe. As well as listening to the views and vision of senior leaders within the business, we mapped the competitor talent market to identify specific messaging territories that Maersk could own.

We developed a set of core pillars/themes which we validated with senior stakeholders across the globe before defining the core proposition:

**‘Let’s go into the amazing’**



## Our Employee Value Proposition

(what defines us as an employer)

- Transformational journey
- Forward looking
- Our future - collective and individual


# Let's go into the amazing

- Collaborative
- Sharing
- Encouraging
- Belonging

- Aspirational
- Visionary
- Intriguing
- Optimistic
- What can be achieved for our customers and the world, when we work together




ALL THE WAY




# We're going digital. Are you coming?

We're digitising the way we transport millions of tons of cargo around the world – to make trade simpler, more open and transparent.

Let's go into the amazing at [maersk.com/careers](https://maersk.com/careers)




ALL THE WAY



## We transport the imagination.

Seize every new opportunity, pursue every new experience and never be afraid to be the first.  
Let's go into the amazing.

Learn more at [maersk.com](https://maersk.com)



ALL THE WAY



## Hello curious.

Seize every new opportunity, pursue every new experience and never be afraid to be the first.  
Let's go into the amazing.

Learn more at [maersk.com](https://maersk.com)



ALL THE WAY



## We transport the imagination.

Jump wholeheartedly into our organisation, and we'll take a chance on you – supporting and investing in you, to be your very best.  
Let's go into the amazing.

Learn more at [maersk.com](https://maersk.com)



ALL THE WAY



## We hold the future.

This isn't just about the part you play in our business, it's about the change you can make in our world.  
Let's go into the amazing.

Learn more at [maersk.com](https://maersk.com)



ALL THE WAY



## What are you doing for the next 100 years?

This isn't just about the part you play in our business, it's about the change you can make in our world.  
Let's go into the amazing.

Learn more at [maersk.com](https://maersk.com)



ALL THE WAY



## Are you ready for the journey?

Jump wholeheartedly into our organisation, and we'll take a chance on you – supporting and investing in you, to be your very best.  
Let's go into the amazing.



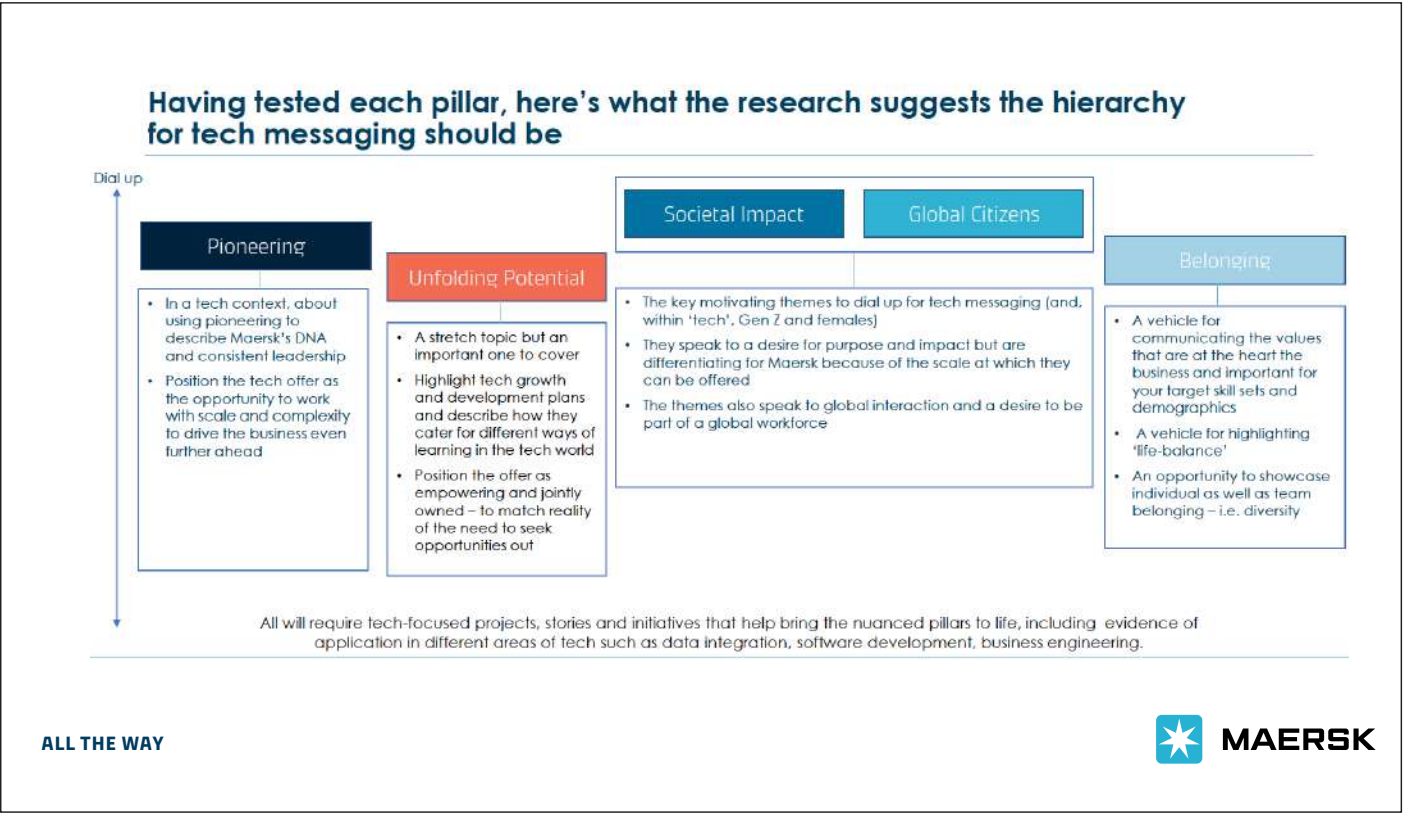


The brand strategy

We aimed to create a global EVP that, as well as addressing core objectives, could be used to attract into key talent communities and territories across the globe through the development of specific Talent Value Propositions (TVPs).

Technology was a clear priority, with digitalisation at the core of the business strategy. So, with the agreed global EVP pillars as our foundation, we created a technology TVP.

It started with a validation exercise across a wide-ranging group of colleagues within the technology organisation to establish the resonance of the global EVP pillars within this specific group. Having tested each pillar, we created a message hierarchy, enabling us to dial up those that had more resonance for technology talent.



Let's re-imagine  
how the world  
moves.



Digital opportunities

As an international business on a high-tech journey, we don't just transport millions of tons of cargo. We're leading a digital revolution in global trade, creating opportunities for millions of customers around the world through new technology, data science, and artificial intelligence.

Growing your skills with Maersk means growing global trade and reinventing our industry, creating a digital foundation that moves the world. But it also means creating life-enhancing prosperity for people and communities through exciting initiatives. Where will your technology career move next?

Let's go into the amazing at [Maersk.com/careers](https://www.maersk.com/careers)

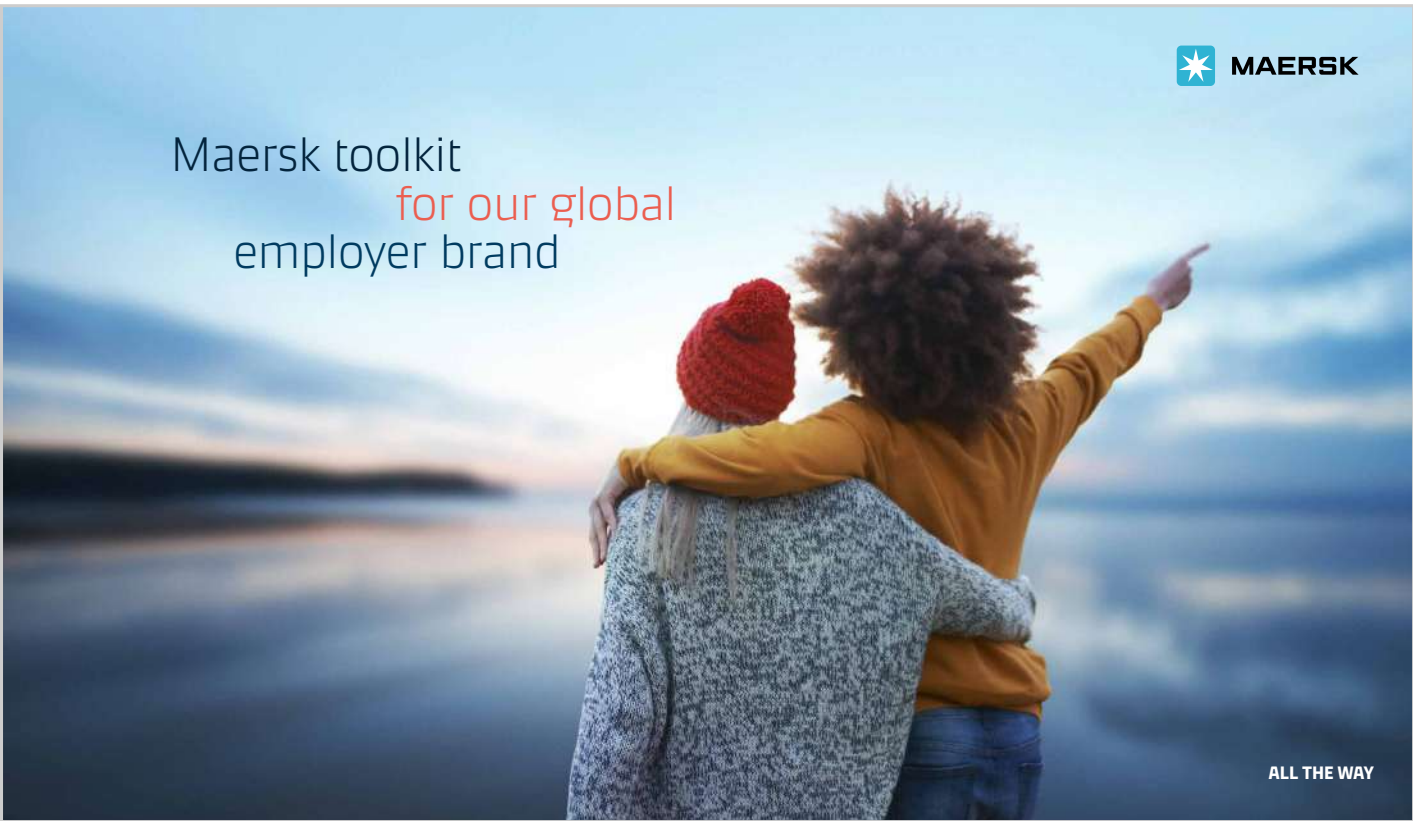
# The work

Working closely with the Maersk branding team to take the EVP to market we built an employer brand toolkit that hiring managers across all territories and business areas could use to help them recruit within their individual markets.

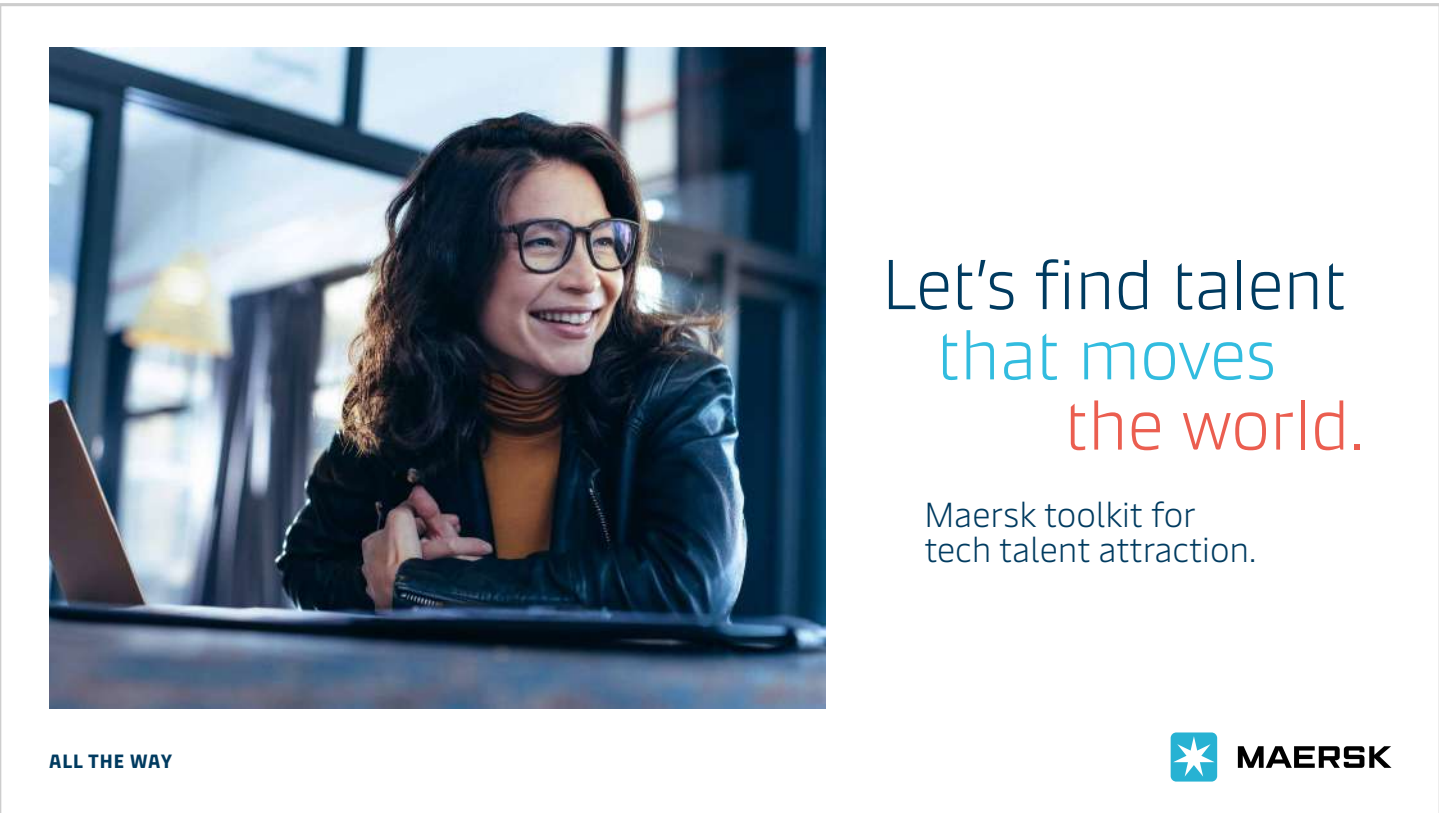
We also worked closely with the Maersk digital team to update their global careers site.

We then created a smaller TVP toolkit specifically aimed at technology audiences, to help deliver hires in key markets including the UK, India and Denmark.

## Global employer brand toolkit



## Toolkit for tech talent



## Updates to carrers site

