




 Inspired by patients.
Driven by science.

UCB Braine-l'Alleud Biomanufacturing Roles

Case Study



To help us raise awareness of UCB Braine-l'Alleud and the Belgium Biomanufacturing Operations Center as a preferred biomanufacturing employer we have created a new, dedicated campaign.

The campaign has its own distinctive visual style and specific messaging. But, while it has its own identity, it uses key elements from our corporate and employer brands - ensuring that our campaign communications are clearly identifiable as UCB. It also aligns with UCB's values and EVP Make Your Mark for Patients.

Our campaign proposition – how we developed it



Working with our talent solutions agency, and in consultation with UCB colleagues, we set out to establish our proposition – what sets us apart from our competition, what motivates current and future colleagues, and why people should want to join us.

Desk-based research included competitor and talent pool analysis.

Focus groups were conducted with people in roles we're recruiting to, as well as with senior UCB stakeholders. Key focus group messages can be found [here](#).

Several themes emerged. Two of which resonated most strongly – Meaningful work, and Healthy challenge.

Our campaign proposition – key themes

Our research told us that the combination of meaningful work and healthy challenge best expressed the working experience at our new facility in Braine-l'Alleud.

What we learned, that formed the basis of each theme:

Meaningful work

- Opportunity to impact people's lives in a meaningful way
- Proud of the contributions that they make
- Rewarding and motivating work
- Colleagues can see their impact – daily satisfaction
- Appreciate the big picture impact and the long-term view of the organisation

Healthy challenge

- Interesting, stimulating and challenging work
- Variety of work
- Dynamic working environment
- Fast-paced even though a large company
- Pressure – eg working to deadlines



Our campaign proposition – aligning the themes with our existing EVP pillars

MAKE YOUR MARK FOR PATIENTS

Collaborative curiosity

At UCB you have the freedom to forge your own career path. We are led by our collaborative curiosity - exploring new ideas seizing opportunities to learn, and driving growth for ourselves, for our company and society at large. We build on our individual strengths and interests to contribute to our collective goals, creating a meaningful impact for patients.

Healthy challenge

Meaningful work

Going beyond

We don't just complete tasks; we create value. We are deliberate in our work, never losing sight of patients and their needs - while caring for our colleagues, our communities and the planet. We aren't afraid of pushing forward, trying new ways of working and continuously innovating.

Healthy challenge

Human-focused

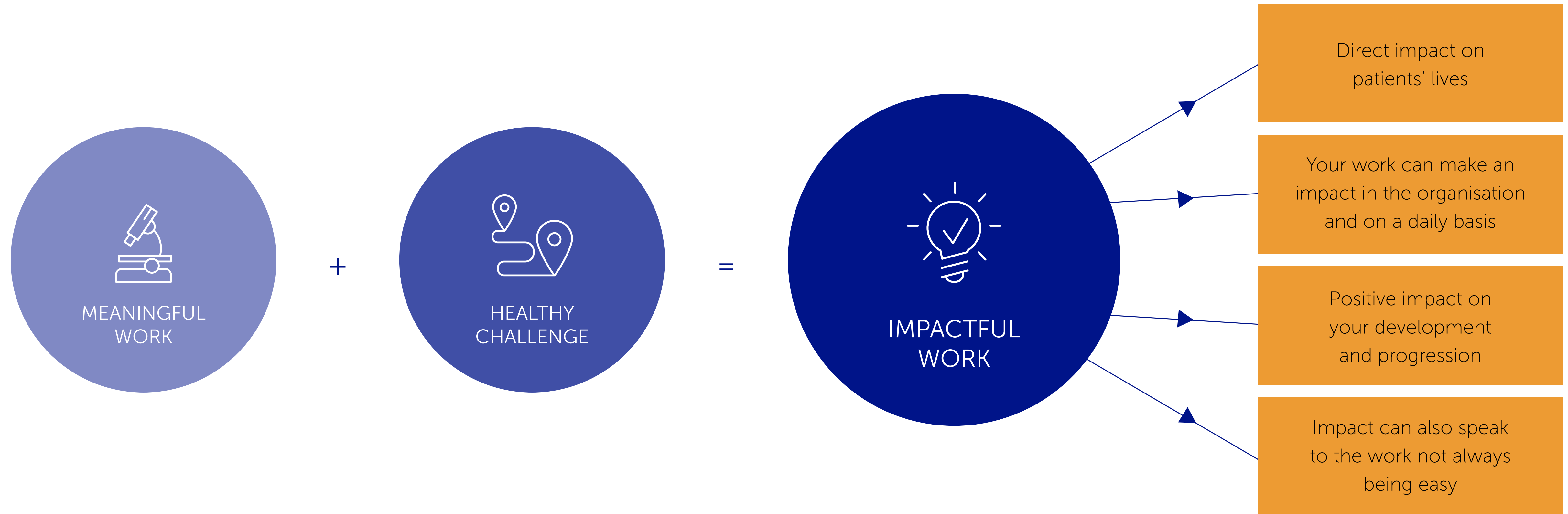
We are united by our desire to help patients live the lives they aspire to - now and into the future. This commitment extends to the well-being of our global, diverse employee community. We cultivate a culture of care: building a workplace where everyone feels included and respected, has equitable opportunities and is recognised for work well done, thereby fostering careers that offer a sense of meaning and balance.

Meaningful work



Inspired by **patients.**
Driven by **science.**

Our campaign proposition



Our proposition is:

Working at UCB's Belgium Biomanufacturing Operations Center provides multiple opportunities to engage in impactful work.

Campaign messaging

Working at UCB's Braine-l'Alleud facility provides multiple opportunities to engage in impactful work.

Candidates can:

- Be part of one of the most innovative revolutions in modern medicine, working with innovative techniques, processes and technology.
- Explore new ideas with collaborative curiosity, pushing forward and going beyond.
- Try new ways of working, pushing boundaries with purpose.
- Make progress to help create human-focused value – enabling people living with severe diseases to live the best life they can.
- Progress their career, seize opportunities to learn and advance expertise.
- Make their mark for patients, on meaningful and impactful work.

Join us. Advance Life.

Our campaign strapline: Advance Life

There are many ways that Advance Life can be interpreted. From evoking a personal sense of progress to the ways humanity benefits from our innovations. Each interpretation acts as a reason as to why the right people with the right skills should want to join us.

Please note: recruiters should use this for their key messaging on any candidate touchpoints.



Social media assets – Meta (Facebook/Instagram)

Touchpoint 1 – Raising awareness, overall opportunity.



Headline: Going beyond. It's in our culture.

Description: Make progress at UCB, Braine-l'Alleud

Main copy: Grow your expertise in our new high-tech Biomanufacturing Operations Center. Working with the latest technology to produce advanced medicines, you'll help make real improvements for people living with severe diseases.

We're hiring: Production Technicians/Specialists, Quality Specialists, Compliance Specialists & Process Engineers.

CTA: Join us. Advance Life.
Learn more

Touchpoint 2 – Employer brand awareness.



Headline: Innovation. It's in our culture.

Description: Join UCB's new high-tech campus in Belgium

Main copy: We believe everyone deserves to live the best life they can. This ambition fuels our purpose – creating value in the lives of people living with severe diseases. Opening our new biomanufacturing facility in Braine-l'Alleud means we can expand our capabilities, producing advanced medicines that make real improvements for patients.

CTA: Join us. Advance Life.
Learn more

Social media assets – Linkedin

Touchpoint 1 – Raising awareness, overall opportunity.



Headline: Going beyond. It's in our culture.

Description: Make progress at UCB, Braine-l'Alleud

Main copy: Grow your expertise in our new high-tech Biomanufacturing Operations Center. Working with the latest technology to produce advanced medicines, you'll help make real improvements for people living with severe diseases.

We're hiring: Production Technicians/Specialists, Quality Specialists, Compliance Specialists & Process Engineers.

CTA: Join us. Advance Life.
Learn more



Touchpoint 2 – Employer brand awareness.



Headline: Innovation. It's in our culture.

Description: Join UCB's new high-tech facility in Braine-l'Alleud

Main copy: We believe everyone deserves to live the best life they can. This ambition fuels our purpose – creating value in the lives of people living with severe diseases. Opening our new biomanufacturing facility in Braine-l'Alleud means we can expand our capabilities, producing advanced medicines that make real improvements for patients.

CTA: Join us. Advance Life.
Learn more

Social media assets – Google - Rectangle



Headline 2: Innovation is in our culture

Description 2: Work with cutting-edge tech producing advanced medicines. Make your mark for patients.