

# EY Experiences

The EY experienced hire playbook

Attracting experienced hire talent to EY  
through inspirational content and stories

VERSION 1.0



Building a better  
working world

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EY experienced hire recruitment playbook

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# 1 Introduction

# Introduction

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This playbook is designed to support you in using EY's campaign materials for engaging and recruiting experienced hire talent. By 'experienced hire', we mean professionals with experience in the industry. And by 'campaign', we mean the marketing used to attract applications from these candidates - consisting of a campaign concept, tone of voice, visual style and media types.

EY Experiences is a concept that you can use to inspire ideas for your own campaign, bring consistent stories to life and influence your employer brand marketing.

EY UKI EVP messaging

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Why EY?

## Why EY?

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Every employer has a reputation and therefore a brand. 'Why EY?' is our employer brand - which expresses what it means to work for EY in the UK and Ireland. It's what separates us from any other employer in the recruitment market and gives candidates compelling reasons to join us. 'Why EY?' is the foundation of our messaging and underpins the materials you'll find in this playbook.

# Why EY? - message house

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PURPOSE:	Building a better working world		
STRATEGY:	NextWave: client, people, social and financial value.		
EVP:	The Exceptional EY Experience. It's Yours to Build.		
UKI SPECIFIC:	Lead yourself. Inspire transformations. Learn for a lifetime.		
PILLARS:	<b>Lead</b> Discover what you could be and what sort of leader you are	<b>Transform</b> Create long-term value to build a better working world	<b>Learn</b> Invest in learning that lasts a lifetime
PROOF POINTS:	Global investment in innovation, partnerships, Tech MBA and transformative leadership	Inclusive employer, work with purpose, long-term value, flexibility and virtual assessment centres	EY Badges, networks, LEAD and counsellors



External messaging concept

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EY Experiences

## EY Experiences

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By pursuing individual experiences, you achieve The Exceptional EY Experience. What does this mean for your career and the future? It's Yours to Build.

EY Experiences encompasses everything we want to say to potential candidates. Our employer brand is built on three pillars which everyone at EY lives up to: Leading Yourself, Inspiring Transformation and Learning for a Lifetime.

This all leads to our messaging, the story and tone we use to keep a consistent voice. To give you a clear idea, we've included a positioning statement, which is a longer piece of writing that brings the voice of EY Experiences to life, as well as a video script and some example headlines that will appear in our campaign ads.

## External messaging concept

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- ▶ It's a bold, honest and versatile statement as to why EY leads the industry.
- ▶ As a concept, it tells people to be unapologetically proud of who they are.
- ▶ It encourages people to embrace a lifetime of learning and a restlessness to innovate.
- ▶ It positions inclusivity as a rallying cry to become part of the bigger picture and a leader capable of building a better working world.
- ▶ Diversity isn't treated as an obligation, but as a direct link to your potential. Embracing our differences keeps us one step ahead of change, which gives us a platform to inspire transformation.

## Positioning statement

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Every EY experience begins with **you**. Being who you are is a rallying cry to EY regionally and globally to harness the power of **inclusivity**. Your self-belief is inspiring, your ability to **lead yourself** is advantageous and your diversity is essential. All that you are strengthens a much bigger picture, filled with challenges that guarantee a **lifetime of learning**. So, together, we can build a better working world, **inspire lasting transformation** and achieve what was once thought impossible. This is your future. It's not just for living. **It's yours to build.**

## Cultural storyline

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Much of EY's experienced hire communications will come in the form of immersive content. Video plays an important part in this because it connects so easily with the audience and tells employer stories so emotively. Whether it has high production values or is authentic user-generated content, we can use video to connect with a larger talent pool and bring to life the EY Experiences story in a way that reflects the employer brand values completely.

# Cultural storyline script

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We won't promise to change our ways just to tick a box.  
We can't offer experiences on a silver plate.  
We don't do single-minded power-hungry suited and booted.  
We don't do pop your feet up twiddling your thumbs kind of days either.  
So, what do we do?  
We work hard.  
We put in the hours.  
And we do great work as a team.  
We're not here to look after number one.  
We're here to look after number one to one hundred to one thousand.  
We put our blood, sweat and tears into doing community work that counts.  
We partner with local people.  
We get to know who we work and live with, whether that's in Bristol, Belfast or the other side of the world.  
The truth is, this isn't an easy ride.  
But, it's a worthwhile journey.  
With outcomes that sit right on your doorstep.  
Projects that impact people in real time.  
Yes, you can partner globally.  
Yes, you can have autonomy.  
All the things other consultancies will tell you are unique.  
Here, they're a given.  
Here, we're about navigating through this complex industry, together.  
Because the future is unexpected.  
And it's yours for the taking.  
It's yours to build.

[Link to film](#)



EY Experiences

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Headlines

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# Headlines

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There are three categories of headlines that we'll use in different types of adverts:

1. Concept - to appeal broadly to every sub-section within our audience.
2. Region-specific - to tell people when we're hiring in a certain office.
3. Service line-specific - targeting people who want to work in Tax, for example.

## Concept headlines

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You don't need to put up a front. Be yourself. Embrace your differences.

You won't stand still. Your learning is limitless. EY badges puts you first.

Fitting in isn't enough. Here, you belong. Here, we're all EY.

## Region-specific headlines

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### The Midlands

You'll thrive in a team. With no cap to your potential. Here, you're central to our success.

### Scotland

Partner with local people. Bring your innovative mindset. Here, you'll drive transformation.

### Northern Ireland

You feel at home. Connected with the world. Putting your skills on the map.

### South

It's not an easy ride. But a worthwhile journey. With outcomes that sit right on your doorstep.

## Service line-specific headlines

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### Assurance

You see what others don't. And find new solutions. Giving your clients confidence.

### Consulting

You elevate our vision. Inspire us to reinvent. And make the complex simple.

### Strategy and Transactions

Your mind is strategic. Your aim is progress. Your insights lead to action.

### Tax

You don't just tick boxes. You go beyond regulations. And drive transformation.

## People Advisory Services

You revolutionise people strategies. Solving complex issues. That challenge and develop you.

## Core Business Services

You'll join a community of specialists. Delivering innovation. At the heart of the business.

## Tech

You'll solve the unsolvable. Inspire transformation. With the flexibility to reach your potential.

EY Experiences

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# 5

## Activation examples

## Activation examples

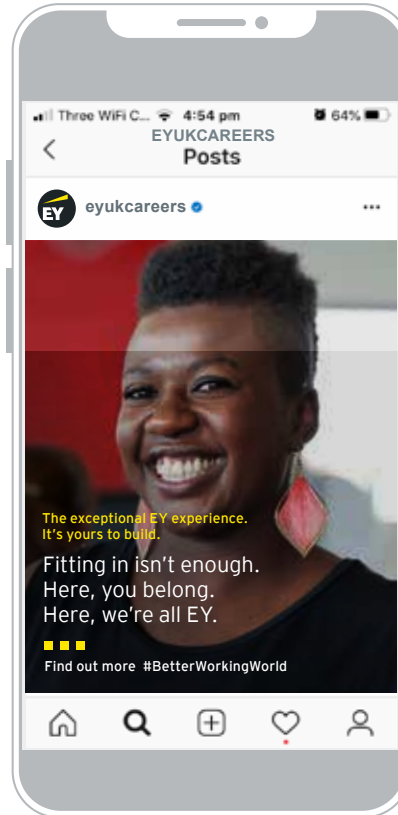
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These creative assets have been designed as examples of how we can bring the EY Experiences concept to life. They are not part of a complete, downloadable campaign but the core ideas to which we can look for inspiration and build on in bespoke ways when it comes to each individual brief. These ideas can be scaled up or down and are not limited to what you see in this playbook. This is your inspiration, apply it to your audience and your individual goals.

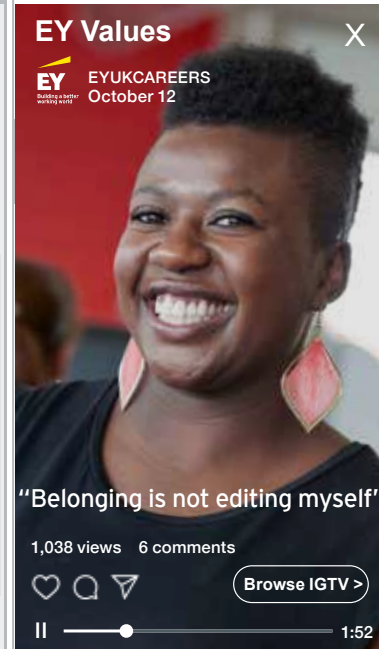
Please contact the employer brand team to develop creative content for your specific hiring needs at **[ukemployerbrand@uk.ey.com](mailto:ukemployerbrand@uk.ey.com)**.

# Social video

This will be a combination of edited video posts and user-generated stories that animate to attract and inform our audience across Instagram, Facebook, Twitter and LinkedIn.



Example: EY careers channel on Instagram

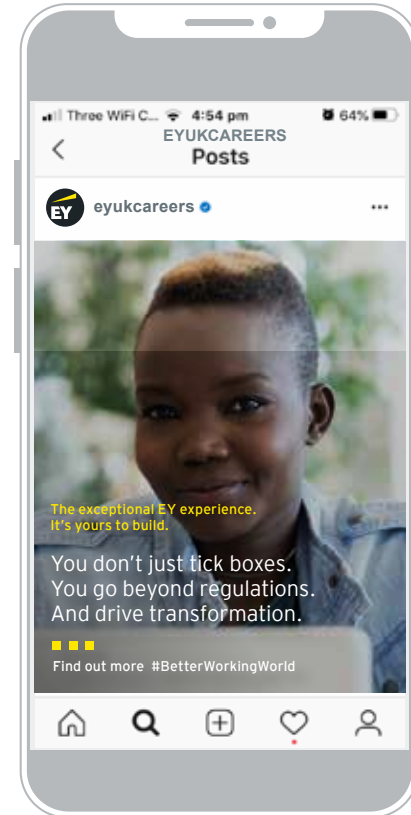
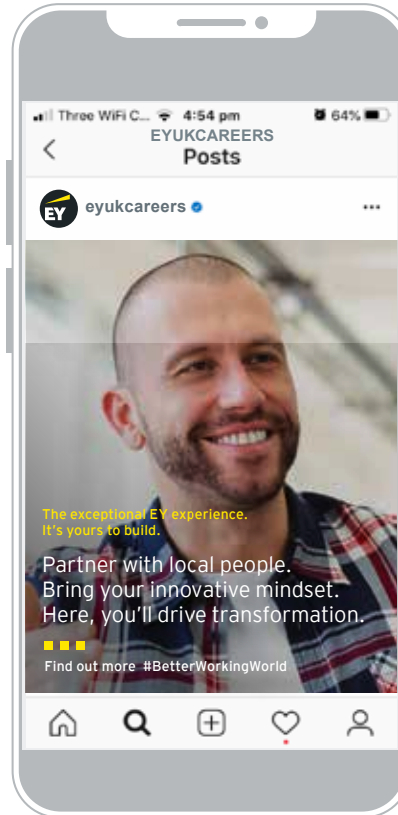


Testimonial quotes also displayed in subtitles



# Social video

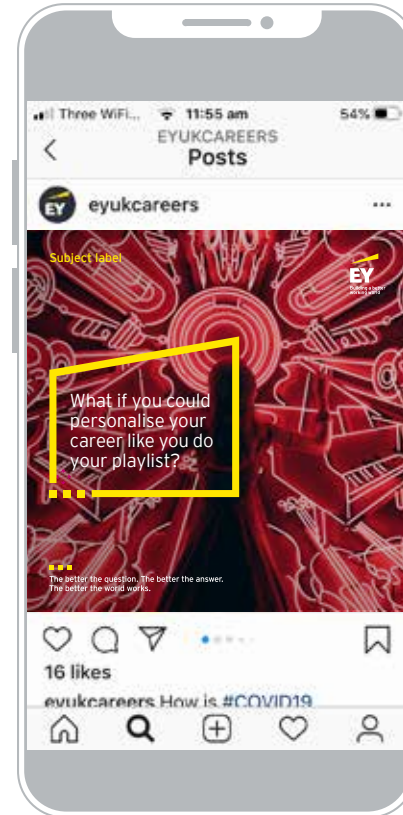
This will be a combination of edited video posts and user-generated stories that animate to attract and inform our audience across Instagram, Facebook, Twitter and LinkedIn.



Examples: EY careers channel  
on Instagram

# Social statics

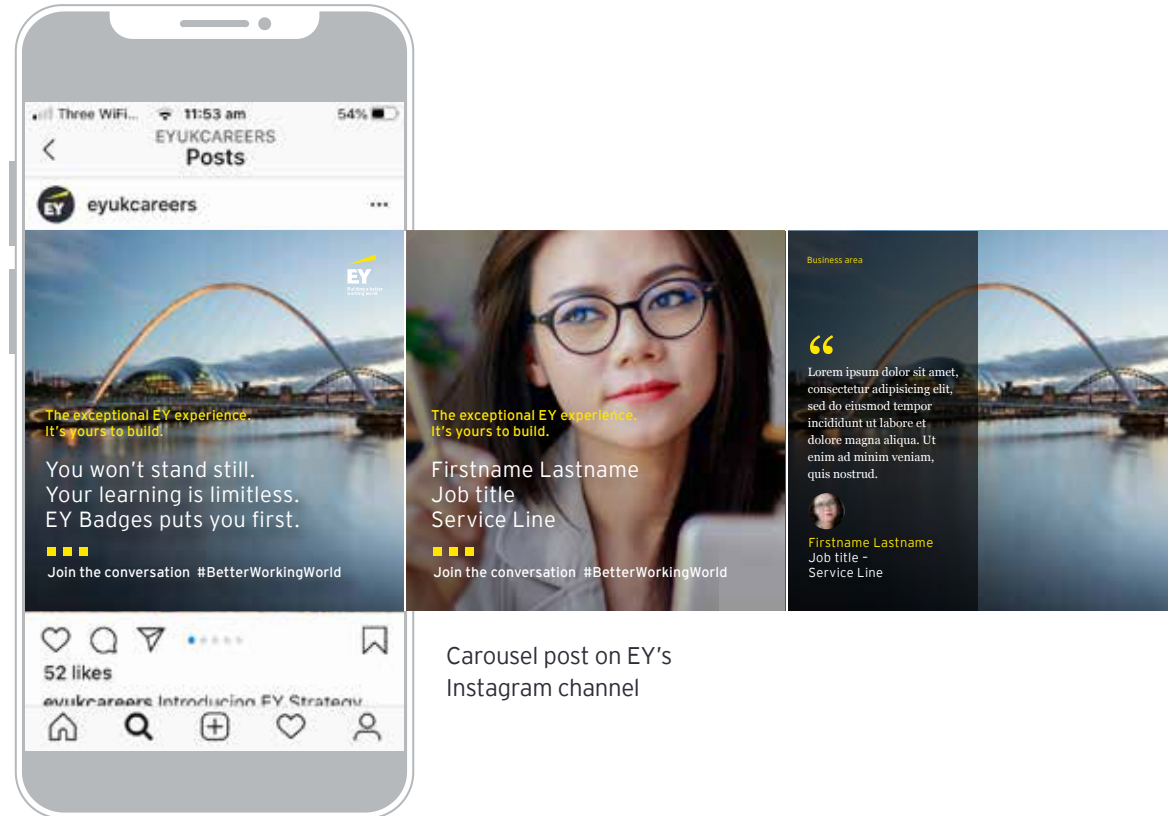
These are solid images that don't move, but have a striking image and headline to convey a strong EY Experiences message as quickly as possible where our audience's attention span is more limited.



Static Better Questions ad on EY's Instagram channel

# Social carousel

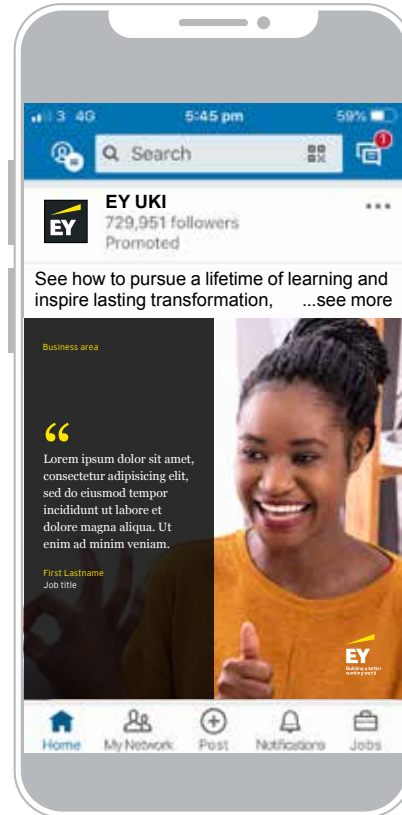
The ad format doesn't have to be video to be eye-catching. Static images can be used as a carousel ad across different social platforms. These usually work by presenting the audience an intriguing question or headline, which causes them to swipe to the next image where they receive a satisfying resolution and strong call-to-action.



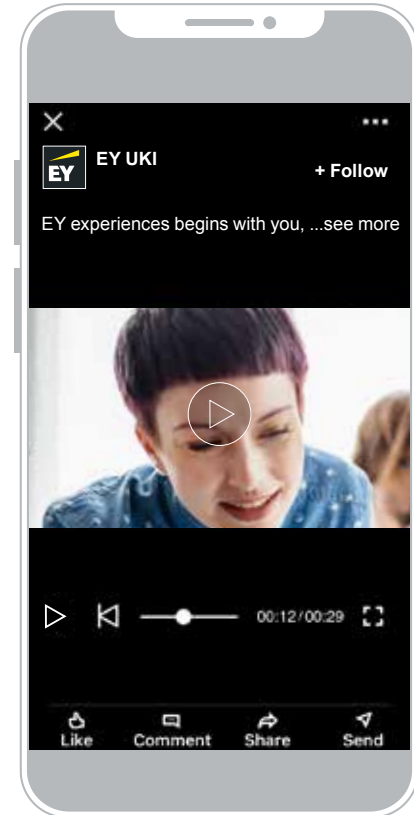
Carousel post on EY's Instagram channel

# LinkedIn

LinkedIn is a professionally driven platform. Your audience is more active from a recruitment perspective, so engaging content could come in the form of people profiles - either static images housing employee testimonials or videos of EY colleagues discussing their role to camera.



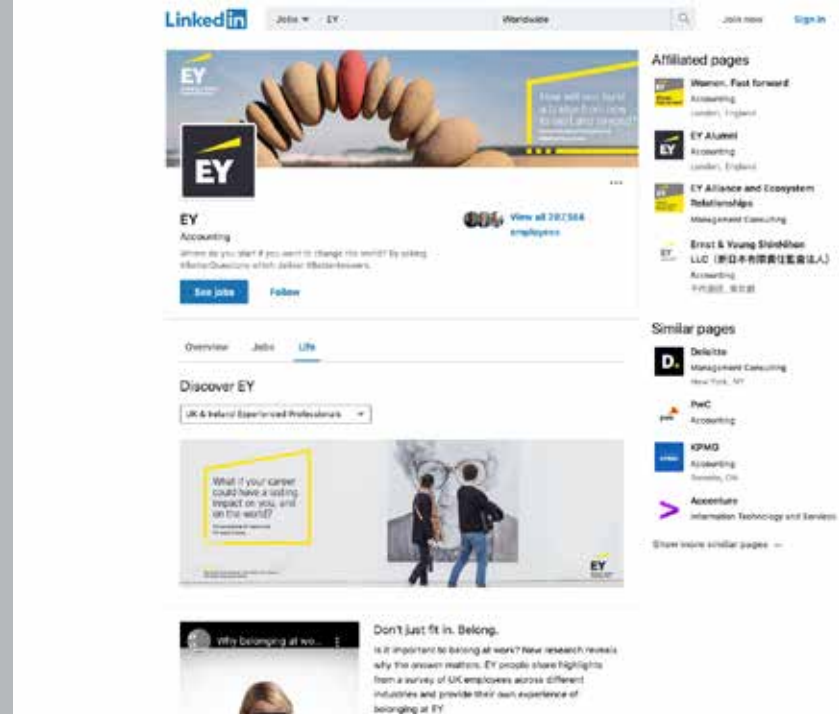
Post in LinkedIn feed



LinkedIn video ad

# LinkedIn Life

At EY, we already use LinkedIn Life pages to tell our story. We have global and regional pages that share targeted information. And, we have two UK&I Life pages – one for students and one for experienced professionals. To make the most of our experienced professionals page, you could add content about service lines, current colleagues, EY technology and more. Here, the world is your oyster.



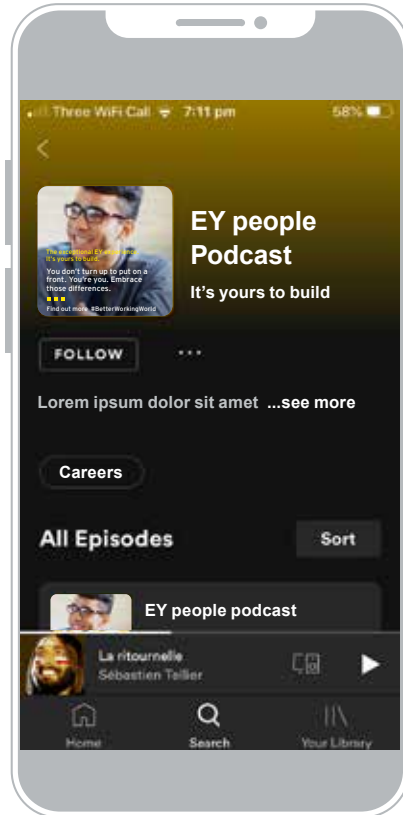
An EY LinkedIn Life page

# Podcasts

A series of online audio or video recorded sessions, featuring employees from specific locations or service lines 'myth-busting' the misconceptions related to their areas (and EY in general).

*Example discussion point*

- Q. Do you need to be London-based to consult on the UK's biggest tech projects?
- A. Actually, I hail from the Belfast office and I've worked on the development of apps for multiple major international brands.



# Spotify / Radio ads

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Ads on Spotify and radio are effective at engaging people who are listening at home, in the office or on their commute. Both can be used to target listeners with location-based campaigns, and we can even use innovative features such as 3D audio\* to really make the ads stand out.

## Sample script:

"We don't do single-minded power-hungry suited and booted. We don't do pop your feet up twiddling your thumbs kind of days either. We work hard, put in the hours, do great work as a team. And we're not here to look after number one. But at the same time, every EY Experience begins with you. Here, your differences are our inspiration. Your self-belief drives our innovation. And your progression is on merit. Because it's your future and it's yours to build. Visit [EY.com/careers](https://www.ey.com/careers)."

\*3D audio is the bigger, better digital version of stereo.





## Virtual events

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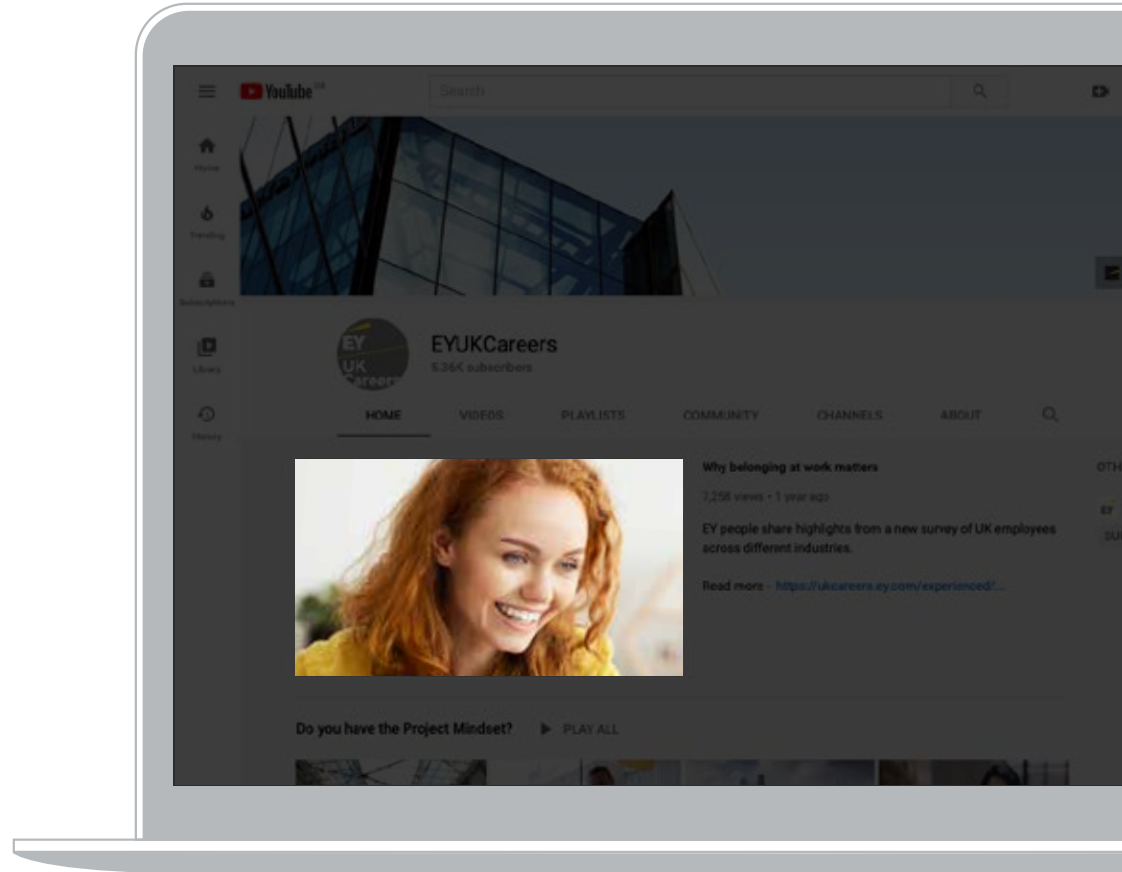
These are better than your average online call. They can be designed as networking opportunities, team-working challenges or hackathons - whatever you need to take a closer look at candidates' skills and personalities when CVs and interviewing aren't quite enough. Plus, they're more engaging for the candidates to whom we want to show our innovative side.





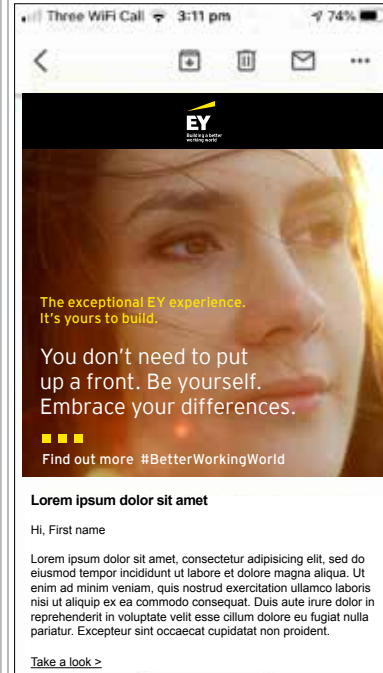
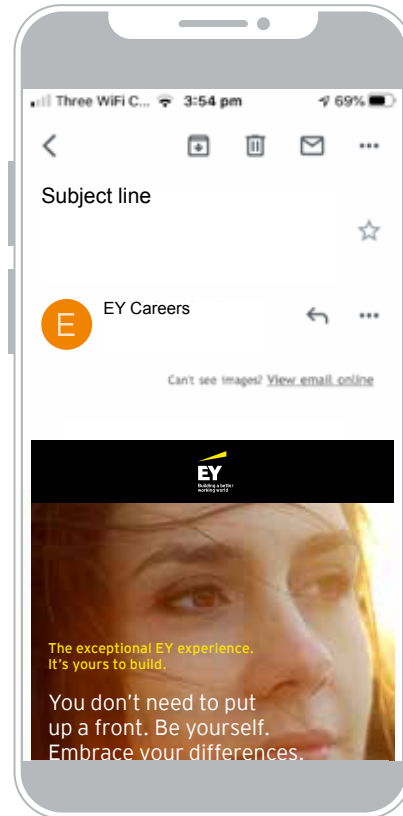
# YouTube channel

We can create our own EY Experiences playlist on the EY Careers YouTube channel, which means we have a hub for all of our experienced hire video content - as wide ranging as employee profiles to podcasts, videos to employer brand films, all complementing each other in one place.



# HTML emails

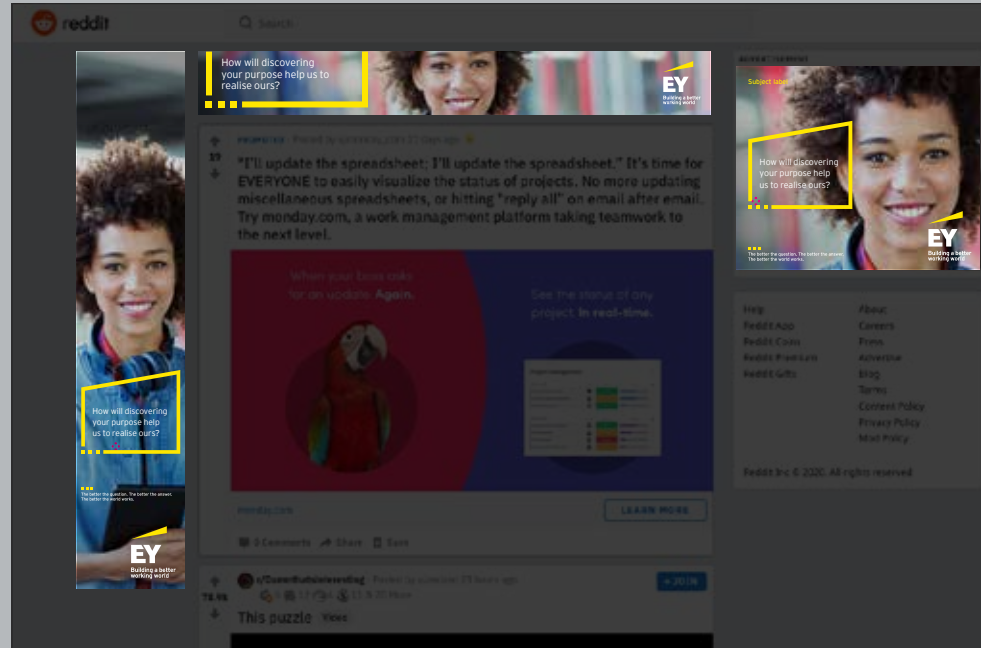
HTML emails are more engaging than your average email. They feature higher value interactive designs that can include images, video and links to the careers website and social media pages.



This example plays the cultural storyline employer brand film

# Programmatic banners

This online advertising allows us to build a story with our audience by serving content to them over time as they browse websites. First, we'll reach out to them with some initial banners, then deliver a stronger call-to-action to those who showed interest by clicking on them with a fresh set of retargeting banners.



Programmatic and microtargeted online banners

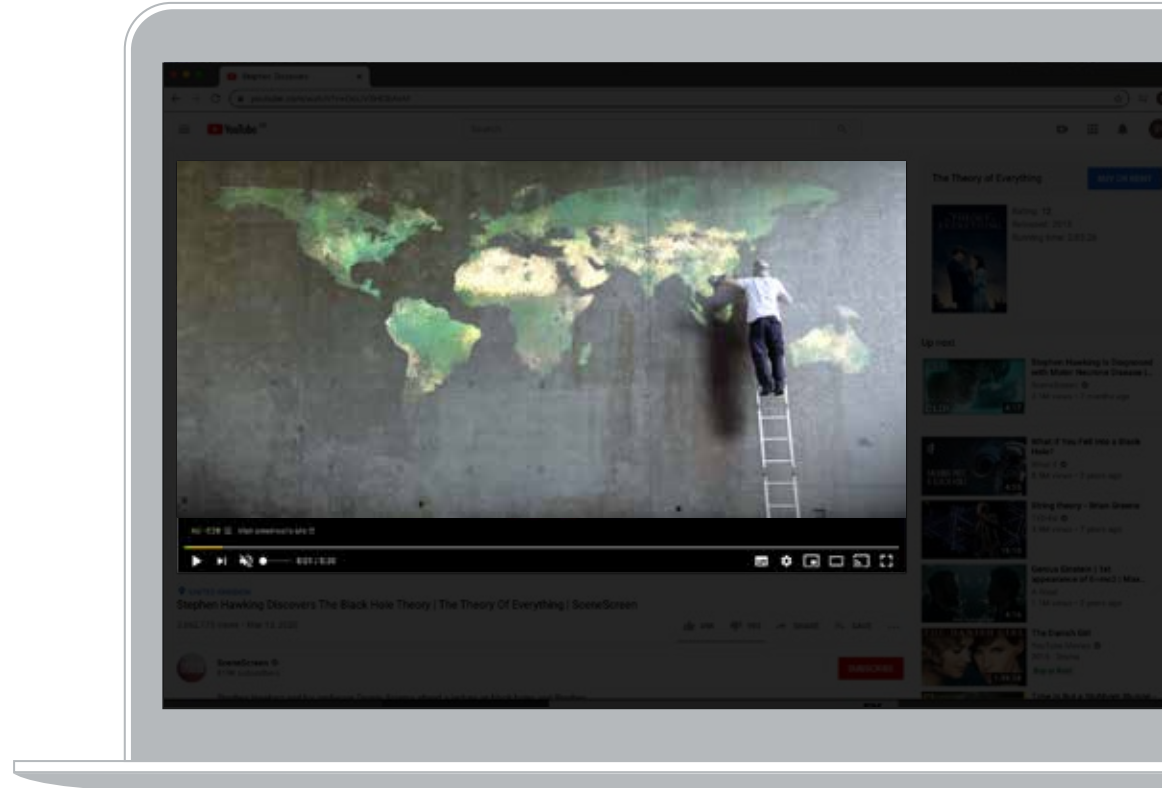
# Outdoor media

Depending on current climates, ambient ads can be adapted, scaled up or down and placed in areas where the right people will see them. Placements you may not have thought about yet are in supermarkets, outside leisure centres and even in your local café.



# YouTube pre-roll

These ads are the ones that play before your chosen YouTube video begins. The sweet spot for the length of these is between 15 and 30 seconds. Why is this a great option? It's a simple and effective way to get our message heard and seen. With video content being the most consumed on social media, this is a great chance to engage with a large and targeted audience.



Pre-roll ad showing Cultural Storyline

Who to reach out to

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Contacts



## Contacts

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For any questions on anything in this toolkit, please email **[ukemployerbrand@uk.ey.com](mailto:ukemployerbrand@uk.ey.com)**.

## About EY

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