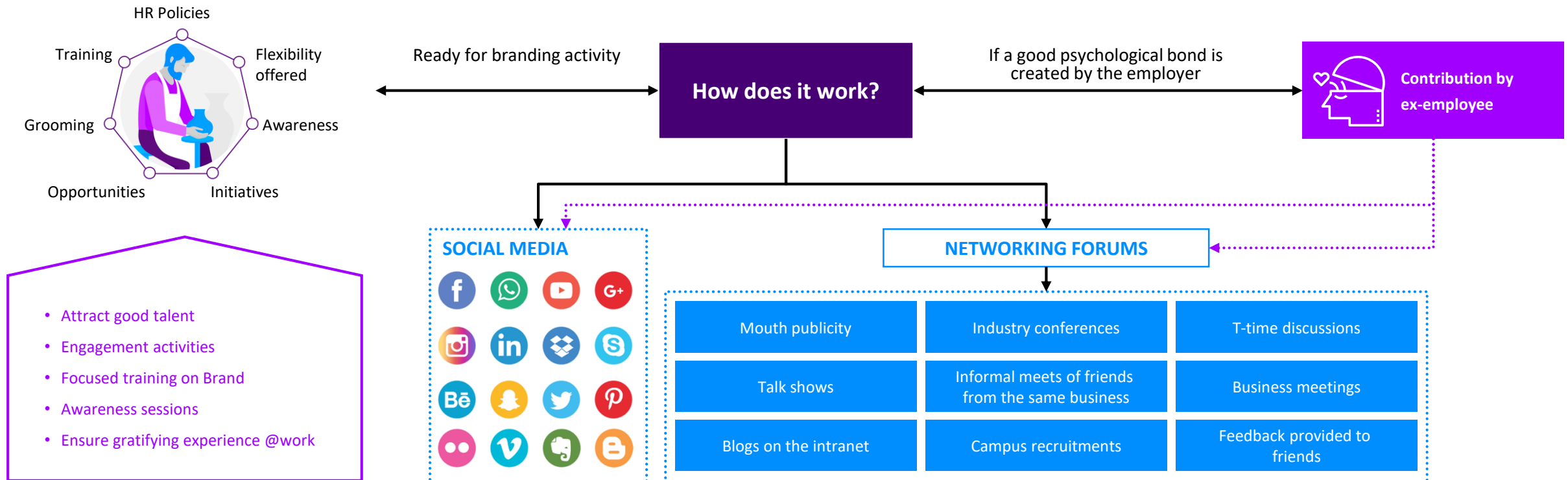


PP08: EMPLOYEE BRANDING: CHERISHED THROUGH CONNECT

Establish a connect with employee. Increase awareness of the brand he/ she is working for. Groom each employee to make a medium of promotional activities is an employee branding.



Quick facts

- Cost of branding ≈ \$5000-\$20,000 PA
- # of advertises seen by a person: 35,000
- Avg. attrition in Pharma = 15% - 25%



Why is it important?

- Helps to reduce attrition
- High chance of employee rejoining => Knowledge is back
- Advertising of the brand with no cost



Next Step...

- Initiate employee branding to experience brand through bond and enjoy bonanza ☺
- Have happier employee
- Get cherished through connect