

Brand Finance[®]



Employer Brand Index 2024

June 2024



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Brand Finance®



About Brand Finance

The world's leading brand valuation consultancy

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Bridging the gap between Marketing and Finance

Brand Finance was set up in 1996 with the aim of 'bridging the gap between marketing and finance'. For more than 25 years, we have helped companies and organisations of all types to connect their brands to the bottom line.

Quantifying the financial value of brands

We put thousands of the world's biggest brands to the test every year. Ranking brands across all sectors and countries, we publish over 100 reports annually.

Unique combination of expertise

Our teams have experience across a wide range of disciplines from marketing and market research, to brand strategy and visual identity, to tax and accounting.

Priding ourselves on technical credibility

Brand Finance, a chartered accountancy firm regulated by the Institute of Chartered Accountants in England and Wales, is the first brand valuation consultancy to join the International Valuation Standards Council. Our experts crafted standards (ISO 10668 and ISO 20671) and our methodology, certified by Austrian Standards, is officially approved by the Marketing Accountability Standards Board.

Foreword



David Haigh
Chairman & CEO,
Brand Finance

Companies use their brands to compete for more than just customers. Prospective and current employees are also influenced by brands, so a successful employee branding proposition can substantially raise the level of talent a company is able to employ and retain. This, in turn, can have a quantifiable financial impact on the bottom line.

Companies recognise the stakes and are fiercely competing to ensure they have teams in place with the necessary skills and experience to add value. In that context, it is no surprise that Brand Finance is increasingly asked to benchmark companies against their peers competing for the same talent. The inaugural Employer Brand Index answers that call by indicating what prospective employees think about when considering where and whether to apply for jobs.

The data assesses perceptions such as brand reputation and sustainability to demonstrate the effect those measures have on the overall outcomes of a company's approach to hiring and retaining top talent. The results can be used to calculate the financial implications of employer branding.

When researching the Employer Brand Index, our team asked about respondents' perceptions of their current employer, but we did not include those responses in the overall index. In bespoke projects we have measured how employees feel about their work environments and modelled the financial effects of easier and higher quality recruitment, more effective and engaged staff, and higher retention, which of course translates into lower costs for recruitment and retraining.

The questions in this study were the same when asking about external views on other employers, or internal views of the respondent's current employer. We ran two sets of analyses with these results. Using the external viewpoints, we calculated the drivers of importance for consideration to apply for an employer, and using the internal viewpoints, we calculated the drivers of retention – what talent mulls over when considering whether to remain or resign.

A LinkedIn report on global talent trends finds that hiring continues to decline, but the rate of decline is slowing, indicating a stabilisation. According to LinkedIn chief economist Karin Kimbrough, employers are hiring but at a more cautious pace, and employees are staying put for longer.

As companies gradually ramp up their talent acquisition, competition for the best workers will intensify, and it will be increasingly important that talent strategies are data-driven and incorporate the perception of employer brands. Hiring decisions are high stakes in a rapidly evolving market where outstanding employees are necessary not only to stay ahead of innovation, but to boost resilience against labour market shifts and macroeconomic volatility. Data such as the Employer Brand Index equips companies with the information and intelligence they need to make the right decisions in their quest to attract top talent and build optimal teams.





Ranking Analysis



Ranking Analysis



Richard Haigh,
Managing Director,
Brand Finance

In 2024, companies are battling in a war for talent, and they're using their brands to secure a victory.

Last year, the job market was more resilient than anticipated considering geopolitical volatility and rising inflation, but the economic slowdown is expected to catch up with job creation in 2024. The International Labour Organization (ILO) forecasts a slight rise in unemployment, as rapidly advancing technological development continues to test labour market resilience.

To effectively navigate these conditions, employers must ensure their retention strategies effectively reduce turnover to boost their own workforce resilience, while attracting the best candidates from the pool of 2 million workers expected to join the labour market as ILO predicts the global employment rate to rise 1%. Employer branding is the cornerstone of any talent strategy as candidates increasingly consider the values and reputation of a company when deciding whether to join or stay.

The Brand Finance Employer Brand Index (EBI) contains indispensable insights to inform talent recruitment strategies, based on surveys of respondents in dozens of sectors, located in 16 countries. Brand Finance researchers gathered respondents' opinions of various brands to determine how strongly they're perceived as a desirable place to work based on factors ranging from vision to business strategy to training to salaries to culture. These responses were then incorporated into a drivers' analysis to identify which were the most important to decision making.

The responses were benchmarked against other brands in the respective countries to compile the final index. Benchmarking in this way accounts for differences in response patterns in each market.

Attitudes vary widely depending on location

The results of this study highlight how different attitudes are by country. This variation emerges both in broad attitudes towards sectors, as well as in what drives prospective employees to want to join and stay at an organisation.

For example, in the U.S., Korea and Türkiye, having a prestigious brand is the most important driving factor on why people join companies, while it is one of the least important reasons in Japan, China, India, and Malaysia. In UAE, Saudi Arabia and France, a sense that the work will be enjoyable and rewarding is the most important factor people think about when considering a new role. Interesting insights also emerge when comparing why people consider accepting roles with employer brands versus why they stay. In all three countries where the allure of a prestigious brand is a top factor in attracting employees, it is the least important reason why they wish to stay. In these cases, factors like enjoyable and rewarding work or salary and remuneration become the most influential factors.

In Italy, there is a similar shift in what's important to employees as they move from accepting a role to thinking about whether to stay at an employer. When attracting Italian talent, an inspiring vision is the most important driver, but for retention, this drops to the seventh position - a great work-life balance rises from the twelfth to the top spot.



Understanding these nuances presents a powerful advantage for companies developing and refining their employer brand strategies. This perception data enables employers to tailor their approach to top talent with a focus on what matters most to candidates within specific markets while addressing the needs of both prospective and current employees.

Understanding market-specific employer brand perceptions and wider industry trends

The 2024 Employer Brand Index research is focused solely on the perceptions of respondents within each brand's home market, therefore, comparing raw scores across markets can be misleading. However, the data does shed light on broader trends regarding how different sectors are perceived in different markets, again revealing significant differences in these perceptions based on location.

Apparel

Apparel is big draw for talent, particularly athletic wear. Puma, Adidas, and Nike are each perceived as winning employer brands in their respective markets – Puma, with an Employer Brand Index score of 98.5 out of 100, and Adidas (96.6) were the top two employer brands in Germany, Nike (93.1) scored highest in the U.S., and Zara (87.1) was the second highest in Spain.

Puma's high Employer Brands Index score stems from its scale. Customer perception is heavily influenced by mental availability and the same holds true for potential employees - Puma scores exceptionally well in familiarity among those in the apparel industry in

Germany. The company is also perceived strongly on image drivers, for instance, 87% of respondents in Germany agree that Puma has 'A great business strategy'. In each of the 15 drivers, Puma is considered top or close to the top in the market, most notably in having an inclusive workplace culture capable of attracting top talent, ensuring work is enjoyable and fun, and being an employer who is considered well managed and governed. Adidas and Nike's high Employer Brand scores can be attributed similarly to Puma's, driven by their strong consideration and familiarity.

Airlines

With a reputation for offering travel opportunities and perks, air travel is viewed as an aspirational industry and airlines have successfully cultivated high Employer Brand perceptions within their home markets. This is particularly evident in the cases of flag carrier airlines Emirates (97.0) and Turkish Airlines (93.8), both of which rank first in their respective markets. These airlines score well in areas such as training and development, competitive salaries, and overall employer reputation.

Within the UAE, 93% of respondents agree that Emirates has 'An inspiring vision', while 94% agree that it has 'A great reputation an employer' and 96% agree that the brand has 'A great internal culture' and 'Employs top talent in the industry'.

Telecoms

Perceptions of telecoms brands as employers in the west has changed. 20 years ago the brands were seen



as exciting and dynamic. Those feelings have since subsided and the mantle has passed to Middle Eastern brands. In the research, prospective employees rated brands such as e& (etisalat and) (87.4), stc (85.0), and Turkcel (84.6) particularly highly within their home markets.

In the Middle East, it's an industry on the rise, where leading brands are perceived as at the forefront of innovation and as advancing their countries' economic progression. In comparison, telecoms brands in Western Europe and North America, such as the UK's Vodafone and BT, face threats of commoditisation and only a handful make the top 10 in their respective markets.

95% of respondents in the UAE agreed that e& (etisalat and) is 'A prestigious brand' and 88% agreed it has 'An inspiring vision'. Similarly, 85% and 89% agreed the same about stc in Saudi Arabia. In comparison in the UK, only 65% and 59% agreed with the same statements for BT (67.4) and 75% and 61% for Vodafone (61.7).

Banks

Brand Finance data reveals that banking brands are similar to telecoms in that there is a key region where the perception is different from the global view. Banking brands in Europe and North America are now less respected as employer brands than counterparts in markets such as South Africa. Four of the top six rated employer brands in South Africa were from the banking industry: Standard Bank (90.0), First National Bank (80.0), ABSA (79.5) and Nedbank (74.3).

Standard Bank scores a perfect 10 in 5 separate metrics, including the top two most important drivers of consideration: 'Employs top talent in the Industry' and 'The work is enjoyable and rewarding'.

In North America and Europe, banking brands perform poorly in comparison to other parts of the world. One explanation could be that in Europe and North America, the trust and respect associated with banks has been eroded by financial crises and scandals, while in other markets, the banks are not encumbered with those legacies and maintain a perception as respectable employer brands.

Chase (59.6), the highest ranked U.S bank in the study, saw only 66% of US respondents agree that it had

'An inspiring vision', 64% agree it had 'A great business strategy', and 56% agree it had 'A great internal culture'. In comparison, Maybank (92.2), Malaysia's top ranked employer brand, saw a considerably higher 88%, 88% and 79% of respondents agree with the same claims.

FMCG

Within the Fast Moving Consumer Goods (FMCG) industry the research found that generally, more sophisticated European and North American markets saw higher perceptions of employer brands in this sector. This was particularly the case in Italy where Lete (79.3), Loacker (78.7) and San Benedetto (76.5) all featured within the top five employer brands in the country.

Tech

Leading technology-producing countries, such as Japan and South Korea, unsurprisingly have tech brands as some of their leading employer brands. Five of the top ten Japanese employer brands hail from the tech or electronics sectors. Japanese candidates awarded Sony (85.3) leading scores for having 'A prestigious brand' and reported strong perceptions of Sony providing enjoyable and rewarding work, which is the top driver of employee consideration and retention in the country.

In South Korea, the various Samsung and SK brands occupy six positions out of the top ten employer brands in the country.

Oil & Gas

Oil and gas employer brands top three markets in the research: the UK (BP – 75.0), Spain (Repsol – 87.1) and Saudi Arabia (Aramco – 86.6). All three brands have made concerted efforts to attract top talent a battle for STEM workers made increasingly competitive by the rise of big tech companies.

These recruitment efforts appear to have paid off for Aramco and BP - 89% and 80% of respondents in their home markets agree that they 'Employ top talent in the industry.' However, Repsol has room to build a stronger perception for this metric with 60% of respondents in Spain agreeing that it employs top talent.



Insights

Stand by your brand: Shaping and keeping promises



Doug Hewett,
Founding Partner,
People Made

Brand perceptions: external versus internal

Naturally, people outside a business – whether consumers or prospective employees – tend to judge a brand by its overall reputation in the marketplace. Where a brand wields significant cultural capital and evokes strong affinities in consumers, this connection and passion can be a real draw for talent.

However, it's important for brands to recognise that the reasons people choose a product aren't necessarily the same as their motivations for joining and staying at – a business, which is why Brand Finance's Employer Brand Index is so useful for brands. New hires with a real passion for your brand make ideal brand ambassadors, but they will also be arriving with a preconceived idea of what the employee experience might look like. And this could cause friction if that experience doesn't align with the real thing.

What's important then, is for brands to articulate the reality of the employer brand from the outset. Every business will have commercial goals, and this can be jarring for people who are deeply invested in the brand's other priorities and core values. The sweet spot is for brands to harness the positive energy of these people by communicating with them honestly and authentically about the role they will play in the business reaching its goals – commercial and otherwise.

Stand by what you stand for

Businesses need to sell themselves to attract the best talent. But in doing so, it's important they don't sacrifice what makes their employer brand special. Sure, use the pulling power of a famous product to make your employee value proposition attractive – but have confidence in your employer identity too. In the same way a market-facing brand develops over time, an employer brand is on its own journey – and rowing back on this to get new people through the door can hinder progress.

Defining an ever-evolving employer brand can be challenging – so it's important to keep communicating with the people in your organisation about the employee experience. What do they think it's like to work for your organisation? These sort of temperature checks can offer valuable insights into what makes your culture special and what may attract fresh talent.

A culture-first EVP

Beyond pay and perks, survey after survey, including the Employer Brand Index, have shown that employees crave meaningful work. To derive that meaning they need to be inspired and energised by the organisation's culture and vision, imbued with the sense that everyone is united in a common purpose. Even if this purpose isn't shared with the wider world, it can manifest in the way a company markets itself. Equally, a strong purpose can guide the development of an employee value proposition and how it is communicated to talent.

An EVP rooted in culture has longevity, which means you can refresh it rather than having to constantly reassess and rewrite it. Instead of reacting to the latest recruitment trends, you're setting expectations for the full lifecycle of the employee



experience and then delivering on that in a way that engages and motivates your employees so they have a compelling reason to stay.

We would recommend between three and five high-level values that are meaningful to people working in every function, at every level and in every geographical location of the business.

By keeping your core message simple, you can then dial up certain values and personal attributes according to what resonates with people in varying departments and across the globe.

While the overarching masterbrand will often be doing the heavy lifting on shaping public perceptions, don't underestimate the impact that an employer brand can have on reputation.

Remember that most people can name a brand that, for better or for worse, stands out for its internal culture. Plus, it's the employer brand that is out in the world engaging with talent. Whether prospects or candidates are familiar with the brand or not, their impressions from this experience will count, and they are likely to share them with others.

Finding the best and right talent is becoming increasingly challenging, so it's vital your employer brand hits the mark. At People Made, we help businesses uncover insight and develop practical, strategic direction to help you find, attract and hold on to your people.

Want to learn more? Get in touch today:
hello@people-made.com

A decorative network graphic consisting of light blue lines and dots, forming a complex web-like structure that spans the background of the slide. The lines connect various points, creating a sense of interconnectedness and data flow.

Methodology

Research Methodology

2024 Employer Brand Index

The Index offers insight into internal and external perceptions of employer brands in up to 16 markets of research, providing a baseline for strategies to attract employees.



Target Audience

- + Target Industry Professionals
- + Full Time or Part Time Employed



Survey Time Period

- + Q4 2023 Fieldwork for Q1 2024 Results



Survey Method

- + Online Interviews



Survey Coverage

- + Top Brands from Brand Finance Rankings
- + 16 Markets of Research
- + 11,000 Respondents

Markets of Research



Industries

- + Financial Services (Banking and Insurance)
- + Telco, Media, Tech (including IT Services)
- + Oil & Gas/Energy
- + Professional Services (Commercial/Legal Services)
- + Retail
- + Automotive (selected markets)
- + FMCG (selected markets)



Key Survey Questions

A Background and Selection questions	
1	What best describes your current situation?
2	From the list below, please choose the one that best describes your seniority level at your company. [insert List]
3	What department do you work in? [insert List]
4	Please select the industry of your current employer: [insert List]
5	And now please select the industry/ industries you have worked in previously / are / would seriously consider and are knowledgeable about... : [insert List]
6	What is the name of your current employer? [autocomplete open ended]
7	How many years have you been working for your current employer?
8	Roughly, what is the total number of employees in your company?
9	Which of the below best describes the scale of your company's operations?
10	Are you...? [select Gender]
11	What is your age?
B Questions about current Employer	
1	How likely are you to recommend [current place of work] as an employer to your friends and family?
2	To what extent do you agree or disagree with these statements about your current employer?
3	How would you rate your current motivation to perform well for yourself and the business at your current employer?
4	Which of the below statements best describes your position regarding your current role?
C Questions about other brands	
1	How familiar are you with this brand organization thinking about it as an employer?
2	When thinking about the following brands, indicate how much the following statement applies?
3	Would you consider working for any of these brands? [insert List]
D List of Image Statements	
1	Salaries and remuneration are excellent
2	Offers excellent training and development opportunities
3	Employs top talent in the industry
4	The work is enjoyable and rewarding
5	An inspiring vision that matches my values
6	A great business strategy
7	A great internal culture
8	A great work life balance
9	A great reputation as an employer
10	A prestigious brand
11	The company is committed to the environmental aspects of sustainability (e.g. climate change, avoiding waste / pollution, preservation of wildlife etc.)
12	The company is committed to the social aspects of sustainability (e.g. flexibility, equality, diversity etc.)
13	The company is accommodating to staff at all stages of life and from all backgrounds
14	The company is being well managed and governed (e.g. has a competent, diverse, and experienced leadership, treats customers and suppliers fairly, not corrupt etc.)
15	The company offers good flexibility through hybrid working from home or fully remote options

2024 Employer Brand Index Structure

The Brand Finance 2024 Employer Brand Index is based on an anonymous online survey of part-time and full-time employees in the target industries in 16 markets to understand external perspectives of the worlds biggest employer brands. The index is based on direct responses from potential employees.

The assessment is based on responses of those familiar with brands in the same industry as their current employer, as well as 15 employer-related attributes in 6 key topics and finally, a question on whether they would consider applying to the brand.

In addition, the respondents were asked the same set of statements about their current employer. However, these were not included in the final Employer Brand Index and have been used to analyse what drives retention within brands.

The brand attribute questions are asked on a **5-point Likert Scale**.



Employer Brand Index	Appeal 50%	Familiarity 25%	50% of the weighting of the Employer Brand Index is split between Familiarity and Consideration. Well-known brands tend to attract a higher volume of applicants and therefore, have a larger pool from which to select the best talent.
		Consideration 25%	
Value Drivers 50%	Salary & Benefits	50% of the weighting is split between the 15 drivers in accordance to their importance weighting in each market. These weightings vary on a country by country basis.	
	Development		
	Leadership		
	Culture		
	Sustainability		
	Brand		

Country Analysis



Employer Brands in the UK

Reputation as an employer and being a prestigious brand were the top two drivers of prospective employees considering their next employer in the UK, comprising 9.7% and 8.3% of decision-making. However, once in a place of work, these dropped down the list to 5.9% and 1.8%, respectively, of the reasons people remain at their employer. These drivers were replaced by 'the work is enjoyable and rewarding' and 'salaries and remuneration', demonstrating that although brands and reputation will get people in the door, that isn't what makes them stay.

Looking at the Top 10 Employer Brands, BP, claims the top spot after a successful campaign in 2023 around its new EVP. It was closely followed by two long standing and well-loved UK institutions, Marks & Spencer, a high street retailer, and the BBC, the UK's public service broadcaster.

At an individual employee driver level, it is noteworthy that the three branches of the armed forces come in first, second and third on 'Offers excellent training and development opportunities', the order of which will no doubt cause rivalry and friendly contention. Reckitt, the consumer goods manufacturer, features in the medal table on no less than 9 of the 15 drivers, and despite not being as well-known as some of the other brands in the Employer Brand Index, it outperforms those who are familiar with it, with the highest driver score of any brand in the ranking.

The study covered a total of 186 brands in the UK.

To learn more about any of the brands listed in the Employer Brand Index, please contact Brand Finance.

2024 Rank	Brand	Industry	EBI
1	BP	Oil & Gas	75.0
2	Marks & Spencer	Retail & e-Commerce	75.0
3	BBC	Media	74.5
4	Shell	Oil & Gas	73.6
5	Sky	Telecoms	73.4
6	Tesco	Supermarkets	72.7
7	O2	Telecoms	71.2
8	Unilever	Retail & e-Commerce	71.1
9	NHS	Government	67.9
10	BT	Telecoms	67.4
11	Barclays	Banks	66.2
12	EE	Telecoms	65.9
13	British American Tobacco Plc	Tobacco	65.9
14	Boots	Retail & e-Commerce	65.7
15	Grant's	Spirits	65.3
16	Warburtons	Food	64.1
17	Morrisons	Supermarkets	62.5
18	Reckitt	Retail & e-Commerce	62.4
19	British Airways	Airlines	62.2
20	The Telegraph	Media	62.0

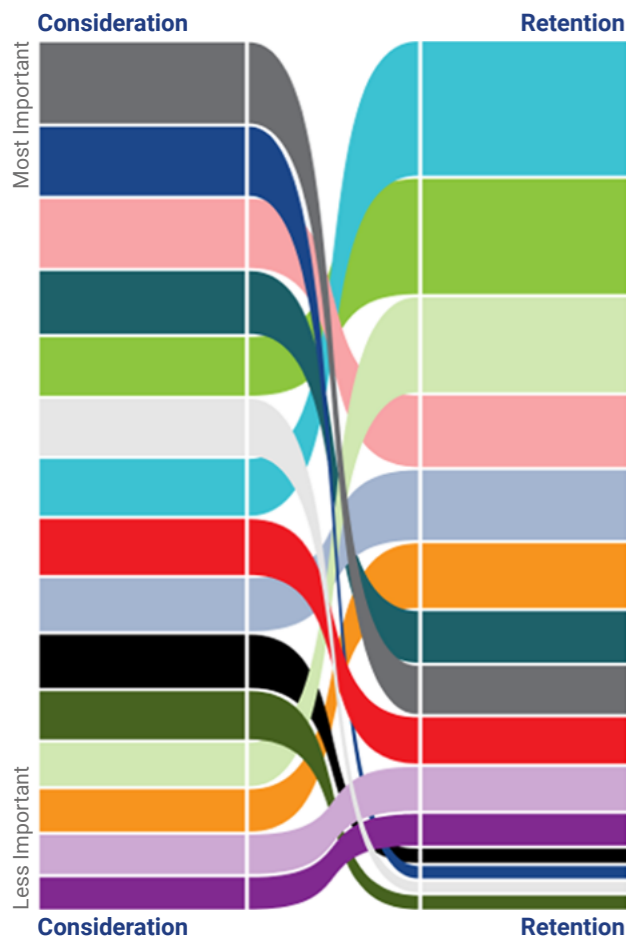
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Responses gathered from those working in the respective industry of each brand.



Drivers of Employee Consideration and Retention by Country

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- Consideration:** When thinking about the following brands, indicate how much the following statement applies?
- Retention:** To what extent do you agree or disagree with these statements about your current employer?
- Salaries and remuneration are excellent
 - Offers excellent training and development opportunities
 - Employs top talent in the industry
 - The work is enjoyable and rewarding
 - An inspiring vision
 - A great business strategy
 - A great internal culture
 - A great work life balance
 - A great reputation as an employer
 - A prestigious brand
 - Committed to the environmental aspects of sustainability
 - Committed to the social aspects of sustainability
 - Accommodating to staff at all stages of life and from all backgrounds
 - Well managed and governed
 - Offers good flexibility through hybrid working from home or fully remote

Responses of "Agree" or "Strongly Agree" analysed against responses for intent to consider applying for a brand. Similar analysis done on responses to the same attributes as drivers of intent to remain at their current employer.

The more important the driver, the larger and higher it is displayed on the charts to the left.

Top 3 Rated Brands in each Category

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Brand	🌟	★	🌟
Consideration	BBC	Shell	O2
Familiarity	NHS	BBC	Tesco
Salaries and remuneration are excellent	FTSE Russell	Clifford Chance	INEOS
Offers excellent training and development opportunities	The Army	The RAF	The Royal Navy
Employs top talent in the industry	Unilever	Reckitt	The Telegraph
The work is enjoyable and rewarding	Reckitt	INEOS	FTSE Russell
An inspiring vision	Reckitt	Unilever	Good Energy
A great business strategy	Reckitt	Associated British Foods	Good Energy
A great internal culture	Edrington	Reckitt	Good Energy
A great work life balance	Good Energy	Reckitt	Associated British Foods
A great reputation as an employer	Marks & Spencer	Diageo	Associated British Foods
A prestigious brand	Marks & Spencer	Reckitt	Unilever
The company is committed to the environmental aspects of sustainability	Good Energy	FTSE Russell	Reckitt
The company is committed to the social aspects of sustainability	Good Energy	INEOS	FTSE Russell
The company is accommodating to staff at all stages of life and from all backgrounds	LSEG	Good Energy	FTSE Russell
The company is being well managed and governed	INEOS	Reckitt	Good Energy
The company offers good flexibility through hybrid working from home or fully remote options	LSEG	Edrington	Good Energy

All Brands Surveyed

3 (Three); AIG; Aldi Süd; Allen & Overy; Allianz; Amazon; AON; Arcadis; Argos; Arriva; Arup; Asda; Associated British Foods; AstraZeneca; Aviva; B&M; B&Q; BAE Systems; Bain & Company; Baker Tilly; Bank of Scotland; Barclays; Barratt Developments; BBC; BCG; BDO; Beavertown Neck Oil; bet365; Blackrock; Boots; BP; Brand Finance; Brewdog; British Airways; British American Tobacco Plc; British Gas; Britvic; BT; Bupa; C&C Group; Camden Hells; Capgemini; CBRE; Centrica; Churchill; Clifford Chance; Compass Group; Conagra; Coutts; Crowe Horwath; Debenhams; Deloitte; Diageo; Direct Line; dpd; DS Smith; E.ON; Edrington; EE; Elsevier; EY; Financial Times; First Direct Bank; First Rail; Freshfields Bruckhaus Deringer; FTSE Russel; Gatwick Airport; giff gaff; Goldman Sachs; Good Energy; Google; Grant Thornton; Grant's; Greggs; GSK; Halifax; Heathrow Airport; Homebase; HSBC; Iceland; Imperial Brands Plc; INEOS; Infosys; Interbrand; ITV; J.P. Morgan; JD Sports; JLL; John Lewis; Johnson Matthey; Kantar; KPMG; Landor; Legal & General; Lidl; Linklaters; Lloyds Bank; LSEG; LV= (Liverpool Victoria); Marks & Spencer; Mars; McCann; McKinsey; Metro Bank; Microsoft; Mondelez; Monzo; Morrisons; Mott MacDonald; National Grid; Nationwide Building Society; NatWest; NHS; npower; O2; OC & C; Ocado; Ogilvy; Oliver Wyman; Openreach; Ovo; PA Consulting; Parcelhub; PepsiCo; Persimmon; Plusnet; Post Office; Prudential; PwC; randstad; Reckitt; Revolut; Rothschild & Co; Royal Bank of Scotland; Royal Mail; RSM; Sage; Sainsbury's Bank; Sainsbury's Bank; Schroders; Scottish Power; Scottish Widows; Screwfix; Segro; Shell; Shell Energy; Siegel + Gale; Skipton Building Society; Sky; Slaughter and May; Sports Direct; Standard Chartered; Starling Bank; SYKES; TalkTalk; Tata Global Beverages; Tate & Lyle; TCS; Tesco; Tesco Bank; The Army; The Coca-Cola Company; The Co-operative; The Cooperative Bank; The Guardian; The RAF; The Royal Navy; The Telegraph; The Times; Thomson Reuters; Transport for London; TSB Bank; TUI; Unilever; Utility Warehouse; Virgin Media; Virgin Money; Vodafone; Waitrose; Walkers; Warburtons; Waterstones; Wolff Olins; Wolters Kluwer; WTW; Yorkshire Tea

Employer Brands in South Africa

In South Africa, perceptions of employing top talent and “enjoyable and rewarding” work were the two most important drivers of consideration. At the same time, “a great internal culture” was the most critical driver of employee retention.

Standard Bank’s high Employer Brand Index (EBI) score, the highest score by almost 10 points, is driven by many outstanding scores, where the bank scores a perfect 10. Standard Bank scores a perfect 10 in 5 separate metrics, including the top two most important drivers of consideration, “Employs Top talent in the Industry” and “The work is enjoyable and rewarding”.

First National Bank, the second strongest South African brand in the ranking, also scores a perfect 10 in “The work is enjoyable and rewarding” and high scores in “A prestigious brand.”

Banks and Insurance companies dominate the medal table. Still, Woolworths, a retail brand, is notable for its outstanding scores in several metrics, such as “A great internal culture” and “The Company is being well managed and governed.”

The study covered 100 brands in South Africa, providing a comprehensive overview of the market and employee engagement.

To learn more about any of the brands listed in the Employer Brand Index, please contact Brand Finance.

2024 Rank	Brand	Industry	EBI
1	Standard Bank	Banks	90.0
2	First National Bank	Banks	80.8
3	Woolworths	Retail & e-Commerce	80.1
4	Absa	Banks	79.5
5	Vodacom	Telecoms	76.9
6	Nedbank	Banks	74.3
7	Old Mutual	Insurance	73.8
8	Sanlam	Insurance	66.4
9	Metropolitan Health	Insurance	65.9
10	Sasol	Oil & Gas	65.8
11	OUTsurance	Insurance	65.8
12	Clicks	Retail & e-Commerce	65.6
13	Momentum	Insurance	64.2
14	Dis-Chem Pharmacies	Retail & e-Commerce	63.9
15	Capitec Bank	Banks	63.4
16	Food Lover’s Market	Supermarkets	62.6
17	Engen	Oil & Gas	61.8
18	Bidvest	Exchanges	61.5
19	Checkers	Supermarkets	61.2
20	Liberty	Insurance	61.0

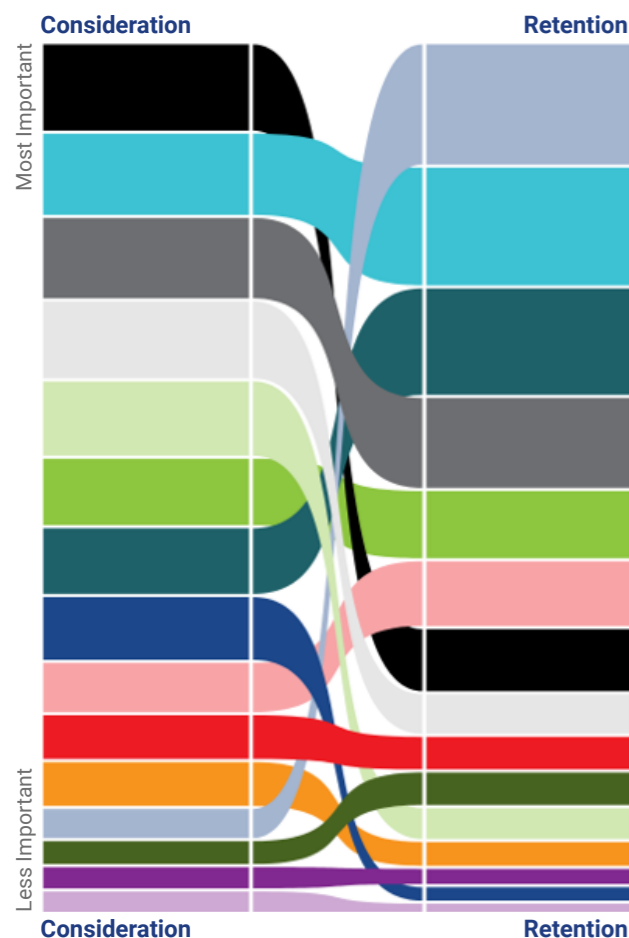
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Responses gathered from those working in the respective industry of each brand.



Drivers of Employee Consideration and Retention by Country

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- Consideration:** When thinking about the following brands, indicate how much the following statement applies?
- Retention:** To what extent do you agree or disagree with these statements about your current employer?
- Salaries and remuneration are excellent
 - Offers excellent training and development opportunities
 - Employs top talent in the industry
 - The work is enjoyable and rewarding
 - An inspiring vision
 - A great business strategy
 - A great internal culture
 - A great work life balance
 - A great reputation as an employer
 - A prestigious brand
 - Committed to the environmental aspects of sustainability
 - Committed to the social aspects of sustainability
 - Accommodating to staff at all stages of life and from all backgrounds
 - Well managed and governed
 - Offers good flexibility through hybrid working from home or fully remote

Responses of “Agree” or “Strongly Agree” analysed against responses for intent to consider applying for a brand. Similar analysis done on responses to the same attributes as drivers of intent to remain at their current employer.

The more important the driver, the larger and higher it is displayed on the charts to the left.

Top 3 Rated Brands in each Category

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Brand	🌟	⭐	★
Consideration	Standard Bank	First National Bank	Vodacom
Familiarity	Vodacom	Telkom	MTN
Salaries and remuneration are excellent	PSG	Investec	JSE
Offers excellent training and development opportunities	Absa	Woolworths	PSG
Employs top talent in the industry	Standard Bank	First National Bank	Bidvest
The work is enjoyable and rewarding	Standard Bank	Rand Merchant Bank	Metropolitan Health
An inspiring vision	Old Mutual	Metropolitan Health	Momentum
A great business strategy	Standard Bank	Woolworths	TymeBank
A great internal culture	Woolworths	Absa	Momentum
A great work life balance	Absa	Sanlam	Momentum
A great reputation as an employer	Nedbank	Sanlam	PSG
A prestigious brand	Woolworths	Standard Bank	Old Mutual
The company is committed to the environmental aspects of sustainability	Woolworths	Food Lover’s Market	PSG
The company is committed to the social aspects of sustainability	Old Mutual	Sanlam	Rand Merchant Bank
The company is accommodating to staff at all stages of life and from all backgrounds	JSE	Investec	PSG
The company is being well managed and governed	Woolworths	Standard Bank	Rand Merchant Bank
The company offers good flexibility through hybrid working from home or fully remote options	PSG	Liberty	Old Mutual

All Brands Surveyed

Standard Bank; First National Bank; Woolworths; Absa; Vodacom; Nedbank; Old Mutual; Sanlam; Metropolitan Health; Sasol; OUTsurance; Clicks; Momentum; DIS-CHEM PHARMACIES; Capitec Bank; Food Lover’s Market; Engen; Bidvest; Checkers; Liberty; Pick n Pay; Investec; MultiChoice; JSE; MTN; game; African Bank; Discovery; Wesbank; Telkom; Santam; TymeBank; Rand Merchant Bank; Builders Warehouse; Hollard; PSG; Clientele; Auto & General; Mweb; Sappi; Afrihost; Mondi; Naspers; Liquid Telecoms; iConnect; Google; Microsoft; Pep; Shell; Cell C; Eskom; Jet; accenture; Spar; OK Furniture; Incredible Connection; U-Save; Coronation; Lewis; Chevron; Shoprite; SaveRight; Choppies; Tiger Brands Ltd; Truworths; Clover Industries; The Coca-Cola Company; Unilever; Nederberg Wine; Mediclinic; Netcare; Sedgwicks Old Brown; Mr Price; Heineken; Rcl Foods; Robertson Wine; Deloitte; Bain & Company; Distell; Oceana Group; Transnet; Dimension Data; Life Healthcare; KPMG; TCS; PwC; Nestlé; Growthpoint Properties; McKinsey; EY; Certivatic; OC & C; Sinopec; BCG; Grant Thornton; BDO; RSM; Oliver Wyman; Ab Inbev; Italtile

Employer Brands in China

Chinese individuals prioritise factors such as achieving a healthy work-life balance, engaging work, and competitive salaries when considering joining a company. However, the significance of these factors shifts over time, with well managed and governed organisations becoming the top priority for long-term commitment. Ultimately, the decision to remain with a company is influenced by broader organisational dynamics, including management practices, workplace culture, and social responsibility efforts.

WeChat's robust EBI is driven by its influence in the media sector and the reputation of its parent company, Tencent, in the technology industry. The high EBI underscores WeChat's commitment to providing competitive salaries, comprehensive benefits packages, and fostering a positive work environment, all of which serve to attract and retain top-tier talent.

The medal table prominently features six liquor companies (Luzhou Laojiao, Tsingtao, Changyu, Zhujiang, Yanjing, Wuliangye) and six retail brands (Easy Joy, FRESHIPPO, Suning, Intime Department Store, Tmall, Alibaba). While these names might not be globally popular, their presence highlights China's thriving domestic employer market. These companies excel at attracting talent despite lacking international fame, suggesting a strong employer branding focus within the Chinese market.

The study covered a total of 159 brands in China.

To learn more about any of the brands listed in the Employer Brand Index, please contact Brand Finance.

2024 Rank	Brand	Industry	EBI
1	WeChat	Media	86.3
2	SF Express	Logistics	85.1
3	Huawei	Technology	83.6
4	Tencent	Media	81.6
5	TikTok/Douyin	Media	80.3
6	ICBC	Banks	79.3
7	JD Logistics	Logistics	77.7
8	Taobao	Retail & e-Commerce	74.9
9	JD.com	Retail & e-Commerce	74.4
10	Haitian	Food	72.5
11	Alibaba.com	Retail & e-Commerce	71.6
12	Baidu	Media	71.4
13	Tmall	Retail & e-Commerce	69.4
14	iQiyi	Media	68.5
15	China Mobile	Telecoms	68.5
16	FRESHIPPO	Supermarkets	68.1
17	Master Kong	Food	68.1
18	Weibo	Media	67.6
19	Agricultural Bank Of China	Banks	67.5
20	China Telecom	Telecoms	67.1

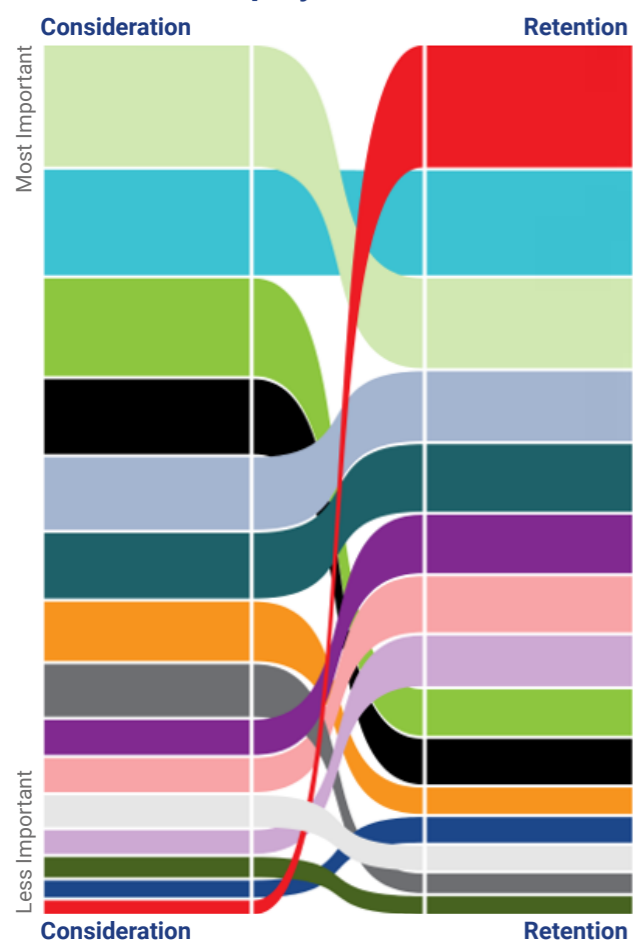
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Responses gathered from those working in the respective industry of each brand.



Drivers of Employee Consideration and Retention by Country

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 - A great work life balance
 - A great reputation as an employer
 - A prestigious brand
 - Committed to the environmental aspects of sustainability
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Top 3 Rated Brands in each Category

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Brand	🌟	★	🌟
Consideration	WeChat	SF Express	TikTok/Douyin
Familiarity	SF Express	WeChat	TikTok/Douyin
Salaries and remuneration are excellent	Huawei	Tencent	iQiyi
Offers excellent training and development opportunities	Huawei	Tencent	WeChat
Employs top talent in the industry	Tencent	Huawei	Xiaomi
The work is enjoyable and rewarding	Moutai	Intime Department Store	Yanjing
An inspiring vision	Huawei	Haitian	Agricultural Bank Of China
A great business strategy	Luzhou Laojiao	ICBC	Bank of China
A great internal culture	Luzhou Laojiao	Guangzhou Development Grp	Xiang Piao Piao
A great work life balance	Huawei	China Mobile	Tencent
A great reputation as an employer	Agricultural Bank Of China	Tsingtao	Wuliangye
A prestigious brand	Suning	Tmall	GD Power Development
The company is committed to the environmental aspects of sustainability	CHINA YANGTZE	Guangzhou Development Grp	FRESHIPPO
The company is committed to the social aspects of sustainability	Luzhou Laojiao	CHINA YANGTZE	Alibaba
The company is accommodating to staff at all stages of life and from all backgrounds	FRESHIPPO	Agricultural Bank Of China	Yantai Changyu
The company is being well managed and governed	Guangzhou Development Grp	FRESHIPPO	Easy Joy
The company offers good flexibility through hybrid working from home or fully remote options	Luzhou Laojiao	Zhujiang	Ping An Bank

All Brands Surveyed

WeChat; SF Express; Huawei; Tencent; TikTok/Douyin; ICBC; JD Logistics; Taobao; JD.com; Haitian; Alibaba; Baidu; Tmall; iQiyi; China Mobile; FRESHIPPO; Master Kong; Weibo; Agricultural Bank Of China; China Telecom; China Unicom; Yili; Bank of China; Xiaomi; China Construction Bank; China Merchants Bank; Wuliangye Yibin; Biilibili; Tsingtao; Mengniu; Kweichow Moutai; Nongfu Spring; China Life; Postal Savings Bank; Xiang Piao Piao; Luzhou Laojiao; Meituan; OPPO; Yanjing; GD Power Development; China Post; Vivo; Lenovo; Toutiao; GOME; Bank of Communications; Watsons; State Grid; BYD; Suning; Want Want; Bright Dairy; ZTE; China Resources Enterprise; Industrial Bank; Sinopec; CHINA YANGTZE; NetEase; PetroChina; Vitasoy; Yantai Changyu; EMS; Ping An Bank; Guangzhou Development Grp; Liuge Hetao; Datang Power; Ping An; China CITIC Bank; China Everbright Bank; PICC; Shanghai Pudong Development Bank; Zhujiang; Easy Joy; Hebei Hengshui Laobaigan; Vanguard; Intime Department Store; Jiangsu Yanghe; Huadian Power International; Trip.com Group; Geely; Wanhua; ENN; GAC; Shede Spirits; SPIG; Pinduoduo; China Minsheng Bank; YY Live; Taikang; CNPC; Youku; VIP.com; Shanxi Xinghuacun Fen Wine; CGN; Shuanghui Group; Huaneng Power International; Xinjiang Zhongtai Chemical; CNOOC; Red Star Macalline; Anhui Gujing Distillery; Wilmar; Easyhome; China Guangfa Bank; Cainiao; Cosl (China Oilfield Services Limited); Yunda Express; Nio; New World Department Stores; Zto Express; Orient Securities; Huya; Shiji Hualian; Bank of Nanjing; Changan; Rongsheng Petrochemical; FAW; Lianhua Supermarket; Hua Lian Supermarket; STO Express; Yonghui; CHINA CINDA; Xpeng; Shenzhen Kaifa Technology; China Cosco Shipping; Zhong An; Saic Motor; China Pacific Insurance; YTO Express; Guotai Junan Securities; Sinotruck; Li Auto; Great Wall; JAC Motors; BAIC Group; Chery; Dongfeng; Foton; Yutong; Fulongma; Seres; Joy City; Loncin Motor; Best Express; Google; Microsoft; PwC; BCG; Grant Thornton; McKinsey; OC & C; Bain & Company; Deloitte; KPMG; RSM; BDO; EY; Baker Tilly; Oliver Wyman; Crowe Horwath

Employer Brands in France

When evaluating potential employers, French individuals prioritise factors like enjoying and finding their work rewarding, having flexible hybrid/remote work options, and experiencing a positive internal culture. The most influential factor in employee consideration, 'enjoyable and rewarding work', is crucial for retention among French individuals. Furthermore, while competitive salaries and remuneration are not as highly weighted for consideration, they rank among the top priorities for retaining employees.

EDF holds the highest EBI score in France, driven by its leading position in the French utility sector, widespread recognition, and domestic influence.

This score reflects EDF's reputation as a top employer and a prestigious brand, known for its commitment to sustainability and ensuring that employee roles are fulfilling and impactful.

The medal table features Danone 6 times, with three gold medals in Excellent Salaries/Remuneration, Employing Top Industry Talents, and having a Great Business Strategy. Bonduelle also features prominently, with over seven medals, 6 of which are gold. Bonduelle is seen as best in class for a Great Vision, Internal Culture, Governance/Well Managed, and Commitment to Environmental and Social aspects of Sustainability. Overall, in France, food brands top the medal table 10 times, suggesting a strong employer branding focus across the industry, particularly for salaries/remuneration, sustainability, strategy and vision.

The study covered 134 brands in France.

To learn more about any of the brands listed in the Employer Brand Index, please contact Brand Finance.

2024 Rank	Brand	Industry	EBI
1	EDF	Utilities	95.0
2	Bonduelle	Food	81.4
3	Enedis	Utilities	79.1
4	Danone	Food	75.1
5	L'Oréal	Cosmetics & Personal Care	75.0
6	Nestlé	Soft Drinks	74.7
7	Lactalis	Food	74.3
8	Engie	Utilities	71.9
9	Andros	Food	68.1
10	Yves Rocher	Cosmetics & Personal Care	67.8
11	M6	Media	67.1
12	Ebro Foods	Food	64.9
13	Canal+	Media	64.9
14	Orange	Telecoms	63.2
15	TF1	Media	63.1
16	Total Energies	Oil & Gas	61.4
17	SNCF	Logistics	59.7
18	Bjorg	Food	59.5
19	Free Mobile	Telecoms	59.1
20	Veolia	Utilities	57.9

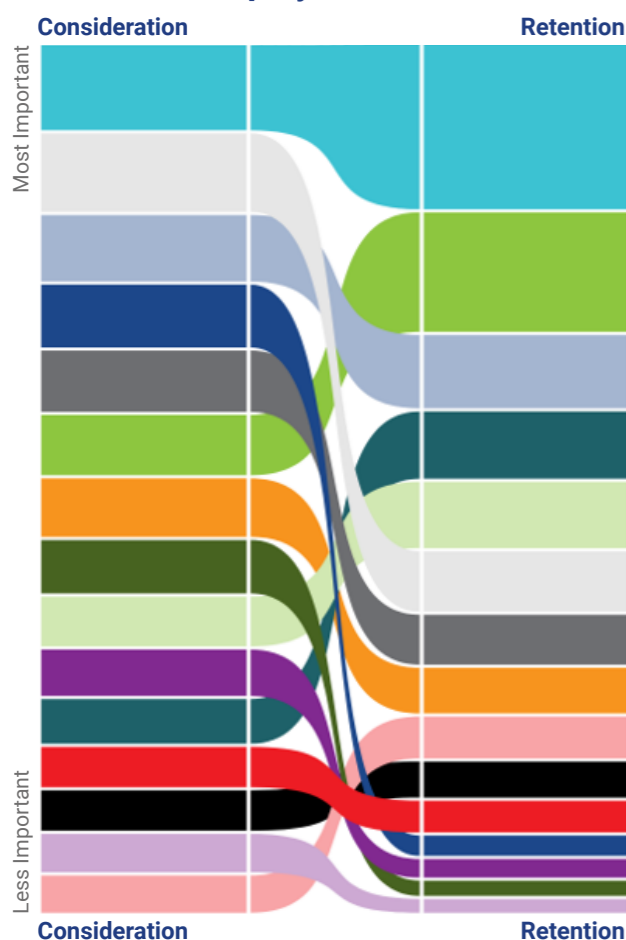
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Responses gathered from those working in the respective industry of each brand.



Drivers of Employee Consideration and Retention by Country

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- Retention:** To what extent do you agree or disagree with these statements about your current employer?
- Salaries and remuneration are excellent
 - Offers excellent training and development opportunities
 - Employs top talent in the industry
 - The work is enjoyable and rewarding
 - An inspiring vision
 - A great business strategy
 - A great internal culture
 - A great work life balance
 - A great reputation as an employer
 - A prestigious brand
 - Committed to the environmental aspects of sustainability
 - Committed to the social aspects of sustainability
 - Accommodating to staff at all stages of life and from all backgrounds
 - Well managed and governed
 - Offers good flexibility through hybrid working from home or fully remote

Responses of "Agree" or "Strongly Agree" analysed against responses for intent to consider applying for a brand. Similar analysis done on responses to the same attributes as drivers of intent to remain at their current employer.

The more important the driver, the larger and higher it is displayed on the charts to the left.

Top 3 Rated Brands in each Category

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Brand	🌟	★	🌟
Consideration	EDF	Enedis	Engie
Familiarity	EDF	M6	La Poste
Salaries and remuneration are excellent	Danone	L'Oréal	Lactalis
Offers excellent training and development opportunities	L'Oréal	Atos	Enedis
Employs top talent in the industry	Danone	L'Oréal	Ubisoft
The work is enjoyable and rewarding	EDF	Ubisoft	Yves Rocher
An inspiring vision	Bonduelle	Yves Rocher	Danone
A great business strategy	Danone	EDF	Yves Rocher
A great internal culture	Bonduelle	Nestlé	Gerblé
A great work life balance	Lactalis	Andros	Capgemini
A great reputation as an employer	Bonduelle	Airbus	L'Oréal
A prestigious brand	EDF	Galeries Lafayette	Enedis
The company is committed to the environmental aspects of sustainability	Bonduelle	Bjorg	EDF
The company is committed to the social aspects of sustainability	Bonduelle	Bjorg	EDF
The company is accommodating to staff at all stages of life and from all backgrounds	L'Oréal	Lactalis	Bonduelle
The company is being well managed and governed	Bonduelle	Danone	L'Oréal
The company offers good flexibility through hybrid working from home or fully remote options	Ubisoft	Danone	Dassault Systemes

All Brands Surveyed

EDF; Bonduelle; Enedis; Danone; L'Oréal; Nestlé; Lactalis; Engie; Andros; Yves Rocher; M6; Ebro Foods; Canal+; Orange; TF1; Total Energies; SNCF; Bjorg; Free Mobile; Veolia; Gerblé; Bouygues Telecom; Sodebo; La Poste; Decathlon; Ubisoft; Leroy Merlin; Airbus; La poste mobile; SFR; Crédit Agricole; Dassault Systemes; AXA; Legrand; Schneider Electric; Société Générale; Capgemini; BNP Paribas; E.Leclerc; Somfy; Atos; COLISSIMO; Crédit Mutuel; Paris Aeroport; Carrefour; Ipsos; Maisons Du Monde; Caisse D'Epargne; Spie; Fnac; RATP; CHRONOPOST; Boursorama Banque; Darty; Cdiscount; Mondial Relay; Macif; BIOCOOP; La Banque Postale; Auchan; Crédit Industriel et Commercial; LCL; Galeries Lafayette; SEPHORA; Orange Bank; Castorama; Picard Surgelés; Sodexo; Gan; COFIDIS; Lafarge; VEEPEE; Butagaz; Groupama; Intermarche; Banque Populaire; dpd; Brico Depot; Monoprix; NORAUTO; Casino; Conforama; Leader Price; Bricorama; Géant Casino; Franprix; Google; Microsoft; Remy Cointreau; LVMH; Grant Thornton; RSM; Pernod Ricard Sa; OC & C; PwC; Baker Tilly; BCG; Deloitte; Crowe Horwath; Bain & Company; EY; Enercoop; Happe; BDO; Oliver Wyman; AG2R La Mondiale; Sopra Steria; KPMG; Energem; Air Liquide; BPCE; Perenco; Renault; Varilux; ekWater; Elior; Motul; Planète Oui; Arkema; McKinsey; Crédit du Nord; Unibail-Rodamco-Westfield; Asendia; Direct Assurance; DS; Bolloré; Rexel; Sowe; CNP Assurances; Cetelem; CMA CGM; NATIXIS; Carrefour Banque; SOFINCO

Employer Brands in Germany

German individuals prioritise several vital factors when considering joining a company: enjoying and finding work rewarding, the employer's reputation, a positive internal culture, and the company's prestigious brand. However, these factors are less influential in driving employee retention in Germany. The two most critical factors for retaining employees are excellent salaries and remuneration and an outstanding work-life balance. Overall, the survey results in Germany indicate that while the decision to consider companies is influenced by their reputation, prestige, and culture, retention is primarily driven by work-life balance and salaries.

Puma's EBI score is driven by a perception of the brand, which cultivates an inclusive workplace culture capable of attracting top talent in the industry and ensuring work is enjoyable and fun. The ranking also sees Adidas in second place due to its perceptions of its great internal culture and ability to attract top talent.

Additionally, Automotive brands feature greatly in the EBI ranking, with brands like Mercedes, Audi, Porsche, and BMW all performing well.

Alongside topping the Germany EBI ranking, Puma also features prominently within the medal table, earning gold 9 times. Puma excels in both consideration and retention factors, seeing gold for work being perceived as enjoyable/rewarding, as well as salaries and remuneration being excellent. This success can be attributed to Puma's commitment to providing a positive work environment, competitive compensation packages, and opportunities for career growth.

The study covered a total of 137 brands in Germany.

To learn more about any of the brands listed in the Employer Brand Index, please contact Brand Finance.

2024 Rank	Brand	Industry	EBI
1	Puma	Apparel	98.5
2	Adidas	Apparel	96.6
3	Mercedes	Automotive	86.6
4	Audi	Automotive	83.1
5	Porsche	Automotive	80.0
6	BMW	Automotive	79.5
7	Siemens Group	Engineering	75.4
8	Bosch	Engineering	72.8
9	Volkswagen	Automotive	70.4
10	SAP	IT Services	67.7
11	T (Deutsche Telekom)	Telecoms	65.3
12	Sparkasse	Banks	63.6
13	DM	Retail & e-Commerce	62.8
14	Lufthansa	Airlines	59.9
15	Kaufland	Supermarkets	59.0
16	Prosieben	Media	54.3
17	Lidl	Supermarkets	54.0
18	Aldi Süd	Supermarkets	53.3
19	DB	Logistics	53.0
20	Daimler	Automotive	52.9

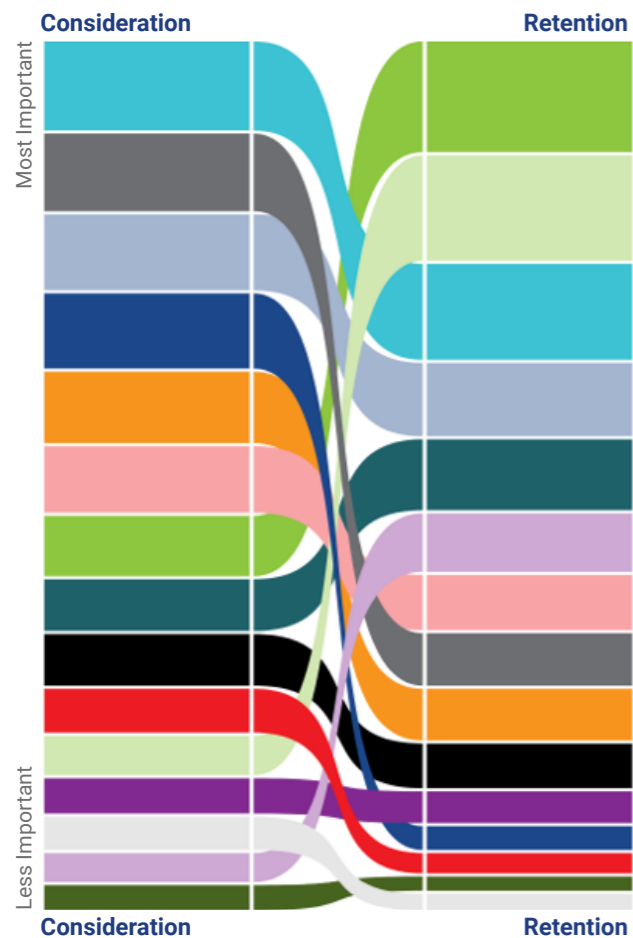
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Responses gathered from those working in the respective industry of each brand.



Drivers of Employee Consideration and Retention by Country

© Brand Finance Plc. 2024



Consideration: When thinking about the following brands, indicate how much the following statement applies?

Retention: To what extent do you agree or disagree with these statements about your current employer?

- Salaries and remuneration are excellent
- Offers excellent training and development opportunities
- Employs top talent in the industry
- The work is enjoyable and rewarding
- An inspiring vision
- A great business strategy
- A great internal culture
- A great work life balance
- A great reputation as an employer
- A prestigious brand
- Committed to the environmental aspects of sustainability
- Committed to the social aspects of sustainability
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Top 3 Rated Brands in each Category

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Brand	🏆	🌟	🌟
Consideration	Puma	Adidas	Audi
Familiarity	Puma	Adidas	Mercedes
Salaries and remuneration are excellent	Puma	Adidas	Mercedes
Offers excellent training and development opportunities	Siemens Group	Daimler	Puma
Employs top talent in the industry	Puma	Adidas	Mercedes
The work is enjoyable and rewarding	Puma	Adidas	SAP
An inspiring vision	SAP	Adidas	Puma
A great business strategy	Puma	Adidas	Siemens Group
A great internal culture	Adidas	SAP	Puma
A great work life balance	Puma	Adidas	SAP
A great reputation as an employer	Porsche	Daimler	Mercedes
A prestigious brand	SAP	Porsche	Audi
The company is committed to the environmental aspects of sustainability	Puma	Adidas	RWE
The company is committed to the social aspects of sustainability	Puma	Adidas	Siemens Group
The company is accommodating to staff at all stages of life and from all backgrounds	Adidas	Mercedes	Hapag-Lloyd
The company is being well managed and governed	Puma	DM	T (Deutsche Telekom)
The company offers good flexibility through hybrid working from home or fully remote options	Puma	Adidas	SAP

All Brands Surveyed

Puma; Adidas; Mercedes; Audi; Porsche; BMW; Siemens Group; Bosch; Volkswagen; SAP; T (Deutsche Telekom); Sparkasse; DM; Lufthansa; Kaufland; T-Mobile; Prosieben; Lidl; Aldi Süd; DB; Daimler; Bayer; Siemens Energy; Deutsche Bank; RTL; 1&1 Drillisch; Rewe; RWE; Edeka; E.ON; DHL; TUI; Man; BASF; Deutsche Kreditbank AG; Deutsche Post; Trivago; Zalando; Aral; Ergo; Allianz; Continental; Linde; Frankfurt Airport; Commerzbank; Landesbank Baden Württemberg (LBBW); OBI; Sparda Bank; Linde Material Handling; ARAG; Deutsche Postbank; MediaMarktSaturn; Aldi Nord; Rossmann; Evonik; Hapag-Lloyd; DZ Bank; Otto; Infineon Technologies; Muller; Deutsche Boerse; Freenet; ThyssenKrupp; IONOS; Team Viewer; DekaBank; 1&1 Versatel; Hornbach; Metro; Bechtle (IT Services); Cancom; Debeke; Alnatura; Netto; Norisbank; Nuernberger Beteiligungs; Number26; Avia; Union Investment; Penny; Tchibo; Tchibo; Talkline; HypoVereinsbank; NORD/LB; Marktkauf; Vonovia; Karstadt; Real; Google; Microsoft; Hochtief; McKinsey; Danone; Dr Oetker; Deloitte; Jagermeister; Schwarzkopf; Abk Hell; Paulaner; PwC; Beiersdorf; Jacobs Douwe Egberts; Rotkaeppchen; Munich Re; EY; BayWa; Dr August Oetker; KPMG; BCG; IKB Deutsche Industriebank; Merck KGaA; Hamburg Sud; Grant Thornton; BDO; Dennis (Dennree); Landesbank Berlin; Baker Tilly; Innogy; Bayerische Landesbank; Delivery Hero; Crowe Horwath; Höffner; Munich Airport; Covestro; Bain & Company; Uniper; Oliver Wyman; BayWa r.e.; 50hertz; Versicherungskammer Bayern; RSM; Fuchs; Eurogate; Brenntag; OC & C; Deutsche Wohnen

Employer Brands in India

When deciding to join a company, Indian professionals prioritise factors such as the employment of top industry talent, flexible work options like hybrid or remote setups, and competitive salaries and benefits. However, when it comes to employee retention, the key drivers are enjoyable and fulfilling roles and an organisation with an inspiring vision that employees can relate to. Survey results indicate a distinction between the factors influencing job consideration and those impacting retention in India. While developmental and inspiring roles are crucial for retention, they are less significant in driving initial consideration.

State Bank of India ranks as the top employer in India. Its high EBI score is driven by excellent recognition and consideration in India, being known for its wide network of branches and offering diverse financial products/services. The high EBI score highlights the State Bank of India's effectiveness in attracting top industry talent,

accommodating a diverse workforce, and providing a better work-life balance. Additionally, the presence of several Tata brands in the EBI ranking demonstrates the group's significant influence across various industries in India.

The medal table sees food and supermarket brands dominating perceptions of commitment to environmental and social aspects of sustainability (Amul, Star Bazaar, Marico). Additionally, Tata brands see 8 medals, including gold for Tata Communications and Tata Consumer Products, demonstrating the group's excellent salaries, flexibility, and diverse range of opportunities.

The study covered a total of 120 brands in India.

To learn more about any of the brands listed in the Employer Brand Index, please contact Brand Finance.

2024 Rank	Brand	Industry	EBI
1	State Bank of India	Banks	88.9
2	Amul	Food	85.3
3	Tata Group	Engineering	80.3
4	Tata Digital	Media	80.1
5	Tata Consumer Products	Soft Drinks	79.6
6	Tata Motors	Automotive	77.7
7	ICICI Bank	Banks	76.6
8	Tanishq	Retail & e-Commerce	75.4
9	Britannia	Food	75.3
10	Tata Power	Utilities	74.7
11	Flipkart	Retail & e-Commerce	74.0
12	Tata Communications	Telecoms	74.0
13	Jio	Telecoms	73.6
14	Reliance Retail	Supermarkets	72.7
15	Maruti Suzuki	Automotive	72.1
16	HDFC Bank	Banks	71.3
17	LIC	Insurance	70.9
18	Bharat Petroleum	Oil & Gas	70.0
19	Wipro	IT Services	69.9
20	Big Bazaar	Supermarkets	69.6

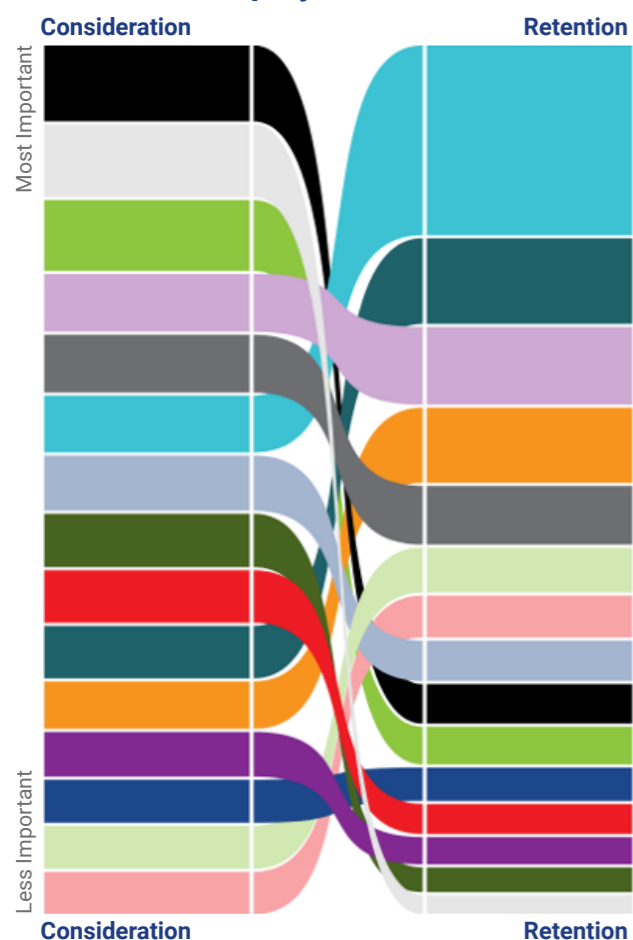
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Responses gathered from those working in the respective industry of each brand.



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 - A great reputation as an employer
 - A prestigious brand
 - Committed to the environmental aspects of sustainability
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Top 3 Rated Brands in each Category

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Brand	🏆	🌟	🌟
Consideration	State Bank of India	Tata Digital	Tata Motors
Familiarity	Jio	Airtel	Flipkart
Salaries and remuneration are excellent	Tata Communications	Infosys	Tata Consumer Products
Offers excellent training and development opportunities	Infosys	Jio	LTIMindtree
Employs top talent in the industry	Indian Oil	Amul	Aditya Birla
The work is enjoyable and rewarding	Allied Blenders & Distillers	Tata Digital	Marico
An inspiring vision	Infosys	Marico	Tanishq
A great business strategy	Tata Consumer Products	Jio	Infosys
A great internal culture	Amul	ICICI Bank	Tanishq
A great work life balance	Nature's Basket	Marico	State Bank of India
A great reputation as an employer	Infosys	Amul	Aditya Birla
A prestigious brand	Britannia	Maruti Suzuki	Amul
The company is committed to the environmental aspects of sustainability	Amul	Star Bazaar	Infosys
The company is committed to the social aspects of sustainability	Amul	Marico	Tata Group
The company is accommodating to staff at all stages of life and from all backgrounds	State Bank of India	Tata Consumer Products	Tata Digital
The company is being well managed and governed	Tanishq	Amul	Infosys
The company offers good flexibility through hybrid working from home or fully remote options	Tata Consumer Products	LTIMindtree	Airtel

All Brands Surveyed

State Bank of India; Amul; Tata Group; Tata Digital; Tata Consumer Products; Tata Motors; ICICI Bank; Tanishq; Britannia; Tata Power; Flipkart; Tata Communications; Jio; Reliance Retail; Maruti Suzuki; HDFC Bank; LIC; Bharat Petroleum; Wipro; Big Bazaar; Indian Oil; Reliance; National Dairy Development Board; Hero; Aditya Birla; Indian Bank; VI; Marico; Mahindra & Mahindra; Canara Bank; Godrej Properties; Havells; Indusind Bank; Union Bank of India; Hindustan Petroleum; SBI Life; Infosys; Tech Mahindra; Airtel; Ashok Leyland; Kingfisher; Axis Bank; Tata Play; Kotak Mahindra Bank; Goibibo; Reliance Life; Punjab National Bank; Bajaj Aut; Yes Bank; LIC Housing Finance; Swiggy; Tata cliq; Adani Group; TVS; Bank Of Baroda; Imperial Blue; Bank of India; ICICI Prudential Life; Bajaj Allianz; Max Life Insurance; ONGC; DMart; Pidilite; Tata AIG; RedBus; HCL; Easyday; Eicher Motors; Allied Blenders & Distillers; Central Bank of India; LuLu; NTPC; Tata AIA; New India Assurance; Essar; Nature's Basket; IFFCO; GAIL; Star Bazaar; United Spirits; TCS; Star Insurance; National Stock Exchange India; MRPL; HMEL; Power Grid; LTIMindtree; hathw02y; Oberoi Realty; Mindtree; HyperCity; Mphasis; MTNL; Cairn India; Sunteck India; DEN; Spencer's Retail; UpI; Google; Microsoft; Deloitte; BSNL; MakeMyTrip.com; EY; PwC; Zee; McKinsey; KPMG; Sun TV; Baker Tilly; Grant Thornton; DishTV; Bain & Company; BCG; RSM; Oliver Wyman; Factocert; OC & C; BDO; Crowe Horwath

Employer Brands in Italy

Italian professionals emphasise factors such as an inspiring vision, employment of top talent in the industry, and the brand's recognition as prestigious when considering joining a company. The most significant factors driving employee retention are an outstanding work-life balance and a well managed and governed/governed organisation.

Ferrari, the Automotive brand, secures its position as the top employer brand in Italy. Ferrari's EBI score is driven by a highly desirable and recognizable brand, which employs top talents and creates a working environment which is both enjoyable and rewarding. Ferraris influence in both the automotive and Italian market play a significant role in its iconic prestigious image and excellent reputation.

The high EBI underscores the exemplary vision, strategy and training/development Ferrari has to offer.

In the medal table, Ferrari and CoGeDi International prominently secure gold across various categories, with Grupo Calvo also leading in reputation, salaries and remuneration, internal culture, and flexibility.

The study covered 121 brands in Italy.

To learn more about any of the brands listed in the Employer Brand Index, please contact Brand Finance.

2024 Rank	Brand	Industry	EBI
1	Ferrari	Automotive	93.9
2	Lete	Soft Drinks	79.3
3	Loacker	Food	78.7
4	Eni	Oil & Gas	77.6
5	San Benedetto	Soft Drinks	76.5
6	Campari Group	Spirits	75.3
7	Enel	Utilities	73.7
8	Pirelli	Tyres	72.7
9	Piaggio	Automotive	72.7
10	RAI	Media	65.5
11	Sky Wifi	Telecoms	64.9
12	TIM	Telecoms	63.3
13	Intesa Sanpaolo	Banks	62.8
14	Generali	Insurance	60.9
15	Mediaset	Media	60.6
16	Plenitude	Utilities	58.6
17	Arnoldo Mondadori Editore	Media	58.5
18	Iliad	Telecoms	56.7
19	Banca Nazionale del Lavoro (BNL)	Banks	55.9
20	Unicredit	Banks	53.8

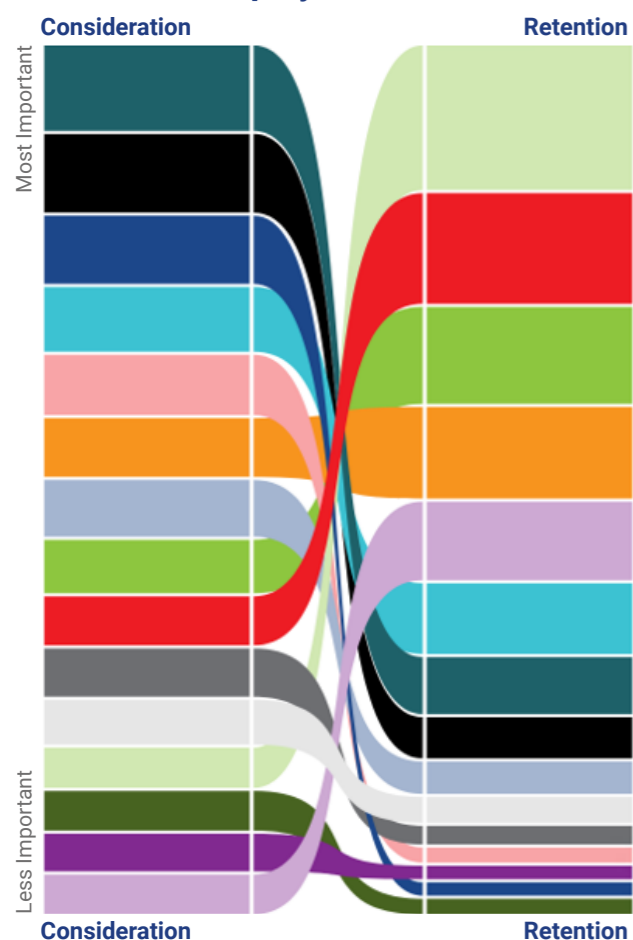
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Responses gathered from those working in the respective industry of each brand.



Drivers of Employee Consideration and Retention by Country

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- Consideration:** When thinking about the following brands, indicate how much the following statement applies?
- Retention:** To what extent do you agree or disagree with these statements about your current employer?
- Salaries and remuneration are excellent
 - Offers excellent training and development opportunities
 - Employs top talent in the industry
 - The work is enjoyable and rewarding
 - An inspiring vision
 - A great business strategy
 - A great internal culture
 - A great work life balance
 - A great reputation as an employer
 - A prestigious brand
 - Committed to the environmental aspects of sustainability
 - Committed to the social aspects of sustainability
 - Accommodating to staff at all stages of life and from all backgrounds
 - Well managed and governed
 - Offers good flexibility through hybrid working from home or fully remote

Responses of "Agree" or "Strongly Agree" analysed against responses for intent to consider applying for a brand. Similar analysis done on responses to the same attributes as drivers of intent to remain at their current employer.

The more important the driver, the larger and higher it is displayed on the charts to the left.

Top 3 Rated Brands in each Category

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Brand	🏆	🌟	🌟
Consideration	Ferrari	San Benedetto	Eni
Familiarity	RAI	San Benedetto	Eni
Salaries and remuneration are excellent	Grupo Calvo	CoGeDi International	Dallara
Offers excellent training and development opportunities	Ferrari	Grupo Calvo	CoGeDi International
Employs top talent in the industry	Ferrari	Dallara	Grupo Calvo
The work is enjoyable and rewarding	Ferrari	Grupo Calvo	CoGeDi International
An inspiring vision	Ferrari	CoGeDi International	Dallara
A great business strategy	Ferrari	Grupo Calvo	CoGeDi International
A great internal culture	Grupo Calvo	Ferrari	Dallara
A great work life balance	CoGeDi International	Grupo Calvo	Dallara
A great reputation as an employer	Grupo Calvo	Ferrari	CoGeDi International
A prestigious brand	Ferrari	Banca D'Italia	Piaggio
The company is committed to the environmental aspects of sustainability	CoGeDi International	Dallara	Grupo Calvo
The company is committed to the social aspects of sustainability	CoGeDi International	Grupo Calvo	Loacker
The company is accommodating to staff at all stages of life and from all backgrounds	CoGeDi International	Dallara	MEDIOLANUM
The company is being well managed and governed	Ferrari	Grupo Calvo	Snam
The company offers good flexibility through hybrid working from home or fully remote options	Grupo Calvo	CoGeDi International	MEDIOLANUM

All Brands Surveyed

Ferrari; Lete; Loacker; Eni; San Benedetto; Campari Group; Bacardi; Enel; Pirelli; Piaggio; RAI; Sky Wifi; TIM; Intesa Sanpaolo; Generali; Mediaset; Plenitude; Arnoldo Mondadori Editore; Iliad; Banca Nazionale del Lavoro (BNL); Unicredit; a2a; UnipolSai; Wind; IP; MEDIOLANUM; Stellantis; Grupo Calvo; fastweb; Banca D'Italia; Postemobile; CoGeDi International; Marelli; Edison; Unieuro; Coop; BANCA GENERALI; Sorgania; Compass; Media World; Banca Sella; Dallara; BancoPosta; MEDIOLANUM; Conad; Snam; Esselunga; Banca Popolare dell'Emilia Romagna; CNH Industrial; FINECOBANK; POLTRONESOFA; Yoox; Eurospin; BANCA MONTE DEI PASCHI DI SIENA; Coin; Societa Cattolica Di Assicurazioni; Reale Assicurazioni; ACEA; HO; CREDITO EMILIANO; UBI BANCA; Iren; Dolomiti Energia; Genertel; UPIM; PosteAssicura; Banco BPM; Kena Mobile; Open Fiber; Selex; Poste Italiane; COMET; MD Discount; Pam; ICCREA Banca; Ferrero; Lavazza; De Cecco; Barilla Holding; Google; Divella; Bauli Spa; Nomad Foods; The Coca-Cola Company; Gruppo Amadori; Pastificio Rana; Buitoni; Granarolo; Microsoft; Bolton Group; Salumificio Flli Beretta; Nestlé; Heineken; Gruppo Veronesi; Deloitte; Lidl; Caggemini; Trenitalia; BRT Corriere Espresso; Nexive; Italo; SDA; Crowe Horwath; McKinsey; Oliver Wyman; Unoenergy; OC & C; Alperia; Banca IFIS; Grant Thornton; Bain & Company; Baker Tilly; BDO; PwC; KPMG; EY; BCG; Tiscali; TIGROS; V&G; RSM

Employer Brands in Japan

In Japan, prospective employees weigh enjoyable work, competitive salaries, and flexibility as the top three factors influencing their decision when considering their next employer, comprising 13.1%, 8.7%, and 8.4% of their decision-making respectively. While the importance of finding work enjoyable remains at the forefront for retention within a company, the significance of competitive salaries decreases to 6.5%, being replaced by 'an inspiring vision'. Furthermore, once within a workplace, drivers such as reputation, internal culture, and training and development opportunities ascend to the top.

Examining the Top 10 Employer Brands, Toyota, a global automotive manufacturer, secures the leading position. Toyota's impressive EBI highlights its widespread familiarity and consideration. Following closely behind is Sony, with a high EBI score, due to its excellent performance across the majority of the drivers.

Technology and beer brands predominantly dominate the medal categories in Japan. Brands such as Sony and Sapporo are frequently recognized across all three categories. Sony excels in providing enjoyable and rewarding work, which are the top drivers of employee consideration and retention. On the other hand, Sapporo stands out for offering excellent salaries and remuneration, another key factor in employee consideration in Japan.

The study covered a total of 129 brands in Japan.

To learn more about any of the brands listed in the Employer Brand Index, please contact Brand Finance.

2024 Rank	Brand	Industry	EBI
1	Toyota	Automotive	88.3
2	Sony	Technology	85.3
3	Panasonic	Electronics	75.6
4	NTT Docomo	Telecoms	64.9
5	Canon	Electronics	63.5
6	NTT	Telecoms	63.1
7	Nintendo	Electronics	61.2
8	Fujitsu	Electronics	60.3
9	Honda	Automotive	58.8
10	JR	Logistics	58.1
11	AEON	Supermarkets	57.9
12	au	Telecoms	55.6
13	MUFG	Banks	52.9
14	Nissan	Automotive	52.5
15	Rakuten	Retail & e-Commerce	52.0
16	SoftBank	Telecoms	50.7
17	Nitori	Retail & e-Commerce	49.2
18	SMBC	Banks	48.0
19	Japan Post Holdings	Logistics	47.7
20	7-Eleven	Retail & e-Commerce	47.5

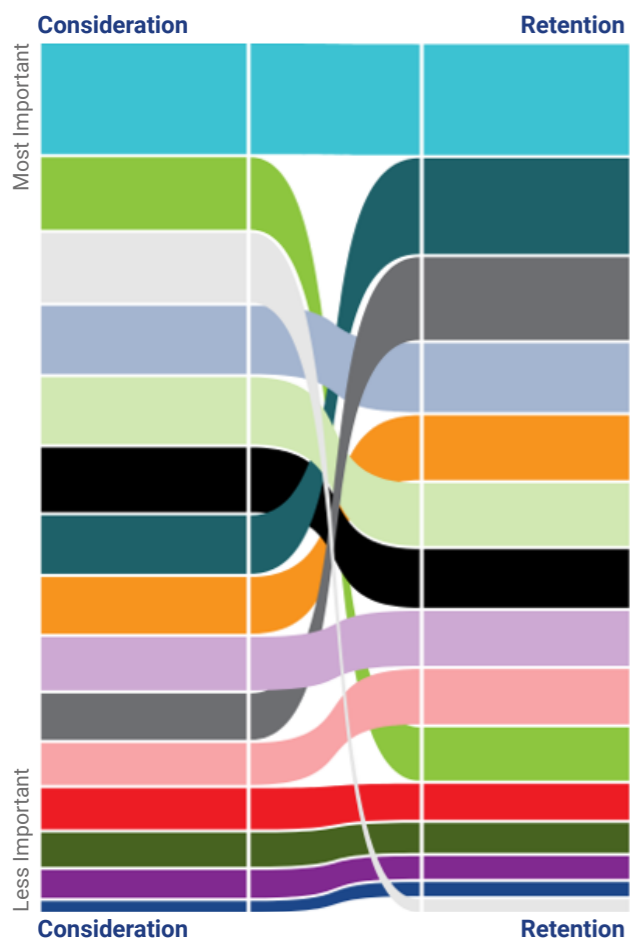
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Responses gathered from those working in the respective industry of each brand.



Drivers of Employee Consideration and Retention by Country

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- Consideration:** When thinking about the following brands, indicate how much the following statement applies?
- Retention:** To what extent do you agree or disagree with these statements about your current employer?
- Salaries and remuneration are excellent
 - Offers excellent training and development opportunities
 - Employs top talent in the industry
 - The work is enjoyable and rewarding
 - An inspiring vision
 - A great business strategy
 - A great internal culture
 - A great work life balance
 - A great reputation as an employer
 - A prestigious brand
 - Committed to the environmental aspects of sustainability
 - Committed to the social aspects of sustainability
 - Accommodating to staff at all stages of life and from all backgrounds
 - Well managed and governed
 - Offers good flexibility through hybrid working from home or fully remote

Responses of "Agree" or "Strongly Agree" analysed against responses for intent to consider applying for a brand. Similar analysis done on responses to the same attributes as drivers of intent to remain at their current employer.

The more important the driver, the larger and higher it is displayed on the charts to the left.

Top 3 Rated Brands in each Category

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Brand	🌟	★	🌟
Consideration	Sapporo	Toyota	Yakult
Familiarity	Toyota	7-Eleven	Honda
Salaries and remuneration are excellent	Sapporo	Sony	Asahi
Offers excellent training and development opportunities	Sapporo	Sony	Yakult
Employs top talent in the industry	Sony	Asahi Kasei	Asahi
The work is enjoyable and rewarding	Sony	Sapporo	Kagome
An inspiring vision	Sony	Sapporo	Kagome
A great business strategy	Sony	Sapporo	Yakult
A great internal culture	Sapporo	Sony	Yakult
A great work life balance	Yakult	Sapporo	Kagome
A great reputation as an employer	Sony	Yakult	Sapporo
A prestigious brand	Kagome	Takashimaya	Sony
The company is committed to the environmental aspects of sustainability	Kagome	Sapporo	Asahi
The company is committed to the social aspects of sustainability	Sapporo	Kagome	Yakult
The company is accommodating to staff at all stages of life and from all backgrounds	Yakult	Mitsubishi Chemical	Sony
The company is being well managed and governed	Kagome	Sony	Yakult
The company offers good flexibility through hybrid working from home or fully remote options	Sony	Yakult	Sapporo

All Brands Surveyed

Toyota; Sony; Panasonic; NTT Docomo; Canon; NTT; Nintendo; Fujitsu; Honda; JR; AEON; au; MUFG; Nissan; Rakuten; SoftBank; Nitori; SMBC; Japan Post Holdings; 7-Eleven; Recruit; PlayStation; Asahi Kasei; Toshiba; Subaru; Mazda; KDDI; Lawson; Suzuki; Idemitsu Kosan; Yamato Holdings; SECOM; Seven Bank; Yamaha; Japan Post; Dai-ichi Life; Mitsubishi UFJ Trust and Banking Corporation; Nomura; Haneda International Airport; Tokyo Gas; Ymobile; Nippon TV; Resona Bank; Nissay; Resona Holdings; Narita International Airport; MIZUHO FINANCIAL GROUP INC; Shinsei Bank; Taiyo; Mitsui Sumitomo Insurance; Sagawa Express; Sony Financial Holdings; Family Mart; Takashimaya; Tokio Marine; MaxValu; Nippon Express Co; Don Quijote; Yamada Denki; Mitsubishi; Ito-Yokado; TV Asahi; Isuzu; Seiyu; TEPCO; Sompo Japan Nipponkoa; Sogo; Mini Stop; Japan Post Insurance; Tokyo Stock Exchange; Google; Microsoft; Yahoo; Sapporo; Yakult; Ajinomoto; Ito En; Nissin; Gekkeikan Sake; Kirishima; Asahi; Iichiko; Choya; Kagome; Hibiki; Hakutsuru; Dydo; Suntory Beverage & Food; Nisshin Seifun; Kikkoman; RSM; Baker Tilly; Crowe Horwath; Oliver Wyman; Mitsubishi Chemical; Sumitomo Chemicals; Grant Thornton; Bain & Company; Showa Denko; Shin-Etsu; Inpex; OC & C; EY; eo HIKARI; Hokuriku Electric Power Company (Hokuden); BCG; BDO; Tohoku Electric Power; Kansai; Osaka Gas; KPMG; PwC; Okinawa Electric Power Company (Okiden); Chubu; Shikoku Electric Power Company (Yonden); Kyushu Electric Power; Hokkaido Electric Power Company (HEPCO); Energia Chugoku Electric Power Company; Deloitte; Nippon Paint; Chiba Bank; Kansai Paints; McKinsey; Daido; Nisshin Fire; The Bank of Fukuoka; Hanshin Electric Railway; Kasumi; Maruetsu

Employer Brands in Saudi Arabia

In Saudi Arabia, two key drivers in considering joining a company are the enjoyment and fulfillment of work, comprising 9.4% of decision-making, and the presence of an inspiring vision, representing 8.2%. Once employed, the significance of these factors increases, with job satisfaction remaining at the forefront at 22.7%, and the inspirational vision of the company at 12.3%.

Other top drivers of consideration include the provision of training and development opportunities, as well as diversity within the workplace. However, these factors diminish in importance when it comes to retaining employees within the company, falling towards the bottom of the list.

In the Top 10 Employer Brands, Aramco secures the highest EBI score, with stc following closely behind. Aramco's EBI reflects its exceptional salaries and remuneration package, while stc's high score is

primarily attributed to its widespread familiarity among respondents.

At the individual employee driver level, Aramco stands out among Saudi Arabian brands, ranking first in numerous attributes. These include "excellent salaries and remuneration," "outstanding training and development opportunities," "employment of top talent in the industry," "provision of great business opportunities," "a prestigious brand," and "commitment to the social aspects of sustainability." It's noteworthy that banking and oil & gas brands dominate the medal table.

The study covered a total of 94 brands in Kingdom of Saudi Arabia.

To learn more about any of the brands listed in the Employer Brand Index, please contact Brand Finance.

2024 Rank	Brand	Industry	EBI
1	Aramco	Oil & Gas	86.6
2	stc	Telecoms	85.0
3	Al-Rajhi Bank	Banks	78.3
4	Mobily	Telecoms	72.6
5	Zain SA	Telecoms	71.3
6	Saudi Electricity Company	Utilities	70.5
7	Neom	Engineering	69.5
8	Sabic	Chemicals	68.9
9	Banque Saudi Fransi	Banks	67.5
10	SNB	Banks	66.6
11	Alinma Bank	Banks	64.0
12	Saudia airlines	Airlines	63.7
13	SABB	Banks	59.8
14	Arab National Bank	Banks	59.5
15	Bank Albilad	Banks	58.6
16	Riyad Bank	Banks	58.5
17	Saudi Investment Bank	Banks	57.5
18	Panda Supermarkets	Supermarkets	57.4
19	Othaim Markets	Supermarkets	56.2
20	Diriyah	Engineering	56.1

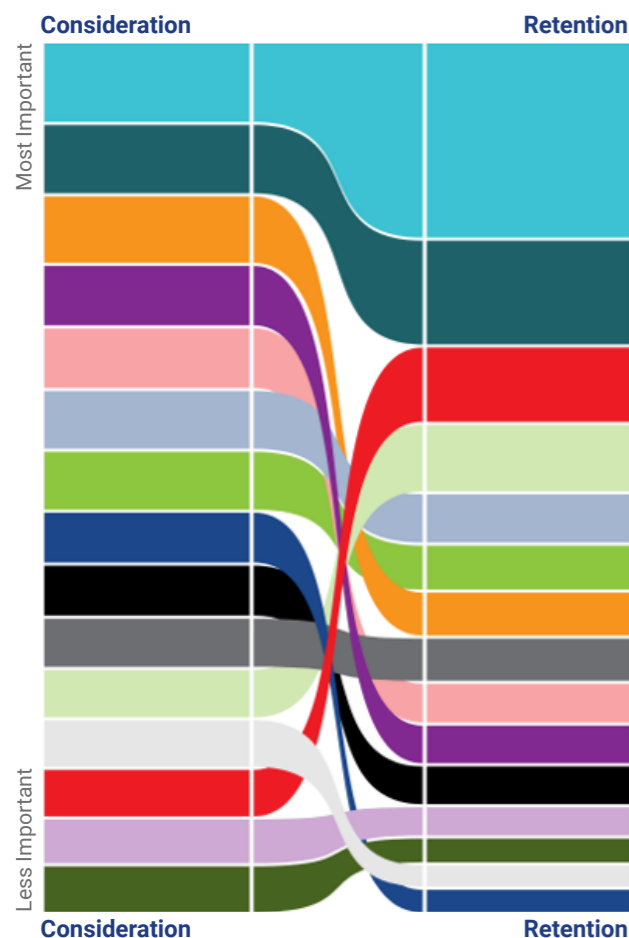
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Responses gathered from those working in the respective industry of each brand.



Drivers of Employee Consideration and Retention by Country

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- Consideration:** When thinking about the following brands, indicate how much the following statement applies?
- Retention:** To what extent do you agree or disagree with these statements about your current employer?
- Salaries and remuneration are excellent
 - Offers excellent training and development opportunities
 - Employs top talent in the industry
 - The work is enjoyable and rewarding
 - An inspiring vision
 - A great business strategy
 - A great internal culture
 - A great work life balance
 - A great reputation as an employer
 - A prestigious brand
 - Committed to the environmental aspects of sustainability
 - Committed to the social aspects of sustainability
 - Accommodating to staff at all stages of life and from all backgrounds
 - Well managed and governed
 - Offers good flexibility through hybrid working from home or fully remote

Responses of "Agree" or "Strongly Agree" analysed against responses for intent to consider applying for a brand. Similar analysis done on responses to the same attributes as drivers of intent to remain at their current employer.

The more important the driver, the larger and higher it is displayed on the charts to the left.

Top 3 Rated Brands in each Category

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Brand	★	☆	★
Consideration	stc	Aramco	Al-Rajhi Bank
Familiarity	stc	Panda Supermarkets	Zain SA
Salaries and remuneration are excellent	Aramco	Saudia airlines	Sabic
Offers excellent training and development opportunities	Aramco	Jeddah Central	Mohammed Bin Salman City
Employs top talent in the industry	Aramco	Diriyah	Neom
The work is enjoyable and rewarding	Jeddah Central	Aramco	Al'Ula
An inspiring vision	Neom	stc	King Salman Park
A great business strategy	Aramco	SNB	UCA
A great internal culture	Jeddah Central	Aramco	Banque Saudi Fransi
A great work life balance	Banque Saudi Fransi	Al-Rajhi Bank	Aramco
A great reputation as an employer	Jeddah Central	Neom	Saudia airlines
A prestigious brand	Aramco	Jeddah Central	Al-Rajhi Bank
The company is committed to the environmental aspects of sustainability	Dar Al Arkan Real Estate Dev	Aramco	Diriyah
The company is committed to the social aspects of sustainability	Aramco	Saudi Electricity Company	Walaa
The company is accommodating to staff at all stages of life and from all backgrounds	Diriyah	Saudi Downtown	Aramco
The company is being well managed and governed	Arabian Centres	King Abdullah Financial District	Banque Saudi Fransi
The company offers good flexibility through hybrid working from home or fully remote options	Walaa	Tadawul	Banque Saudi Fransi

All Brands Surveyed

Aramco; stc; Al-Rajhi Bank; Mobily; Zain SA; Saudi Electricity Company; Neom; Sabic; Banque Saudi Fransi; SNB; Alinma Bank; Saudia airlines; SABB; Arab National Bank; Bank Albilad; Riyad Bank; Panda Supermarkets; Saudi Investment Bank; Othaim Markets; Diriyah; SABB Takaful; King Abdulaziz International Airport (Jeddah Airport); Danube; King Khalid International Airport (Riyadh Airport); Mohammed bin Salman Non-profit City (MISK); Al'Ula; riyadh air; Bank Al-Jazira; BUPA Arabia; King Salman Park; SASCO; Elm; Roshn; Tadawul; The Red Sea Project; Tamimi Markets; UCA; Walaa; Samba Financial Group; Tawuniya; King Abdullah Financial District; Qiddiya Project; Jeddah Central; flynas; flyadeal; Saudi Kayan; Petromin; Farm; Arabian Centres; Dar Al Arkan Real Estate Dev; Saudi Downtown; MEDGULF; Malath; Bin Dawood; Jabal Omar; Petro Rabigh; Go; Aldrees; Murabba; Thiqa; Buruj Cooperative Insurance; Arabian Shield; Savola Group; Masar; Bahri; NAFT; Cenomi Retail; Nesto; Al Sadhan; Manual Hypermarket; Natpet; Google; Microsoft; Deloitte; Oliver Wyman; EY; OC & C; McKinsey; KPMG; Bain & Company; PwC; Crowe Horwath; Baker Tilly; Grant Thornton; BCG; ACWA Power; RSM; BDO; Balsharaf; Nadeq; Savola; SADAFCO; Almarai; Halwani Bros

Employer Brands in Malaysia

When considering joining a company, Malaysian individuals prioritize factors such as competitive salaries, enjoyable work, and an inspiring vision, comprising 10.7%, 10.0%, and 9.7% of decision-making, respectively. While competitive salaries and enjoyable work remain top factors for employee retention, attracting top talent in the industry becomes the most important driver of employee retention, comprising a significant 17.10% of decision-making.

Maybank, a leading Asian banking group, sits as the top employer brand with a score of 92.2, well ahead of the second employer, Petronas, with a score of 78.8 on the EBI. Maybank's EBI score is driven by excellent recognition and consideration in Malaysia, as well as being perceived as having a great business strategy and being committed to the social aspects of sustainability. Additionally, several telecom brands feature in the EBI Rank.

The medal table sees well-known Malaysian banking and insurance brands dominating most of the categories.

The study covered a total of 69 brands in Malaysia.

To learn more about any of the brands listed in the Employer Brand Index, please contact Brand Finance.

2024 Rank	Brand	Industry	EBI
1	Maybank	Banks	92.2
2	Petronas	Oil & Gas	78.8
3	Mr DIY	Retail	75.5
4	Maxis	Telecoms	74.1
5	DIGI	Telecoms	69.1
6	Celcom	Telecoms	68.9
7	Unifi	Telecoms	68.7
8	Telekom Malaysia	Telecoms	67.3
9	RHB Bank	Banks	64.7
10	Malaysia Airlines	Airlines	63.9
11	Tenaga Nasional	Utilities	61.8
12	Sime Darby	Conglomerates	61.5
13	airasia	Airlines	61.0
14	Bursa Malaysia	Exchanges	60.9
15	CIMB	Banks	59.7
16	Alliance Banks	Banks	57.8
17	Hong Leong Bank	Banks	55.8
18	Bank Islam	Banks	55.1
19	Mydin	Supermarkets	54.5
20	Takaful Ikhlas	Insurance	53.1

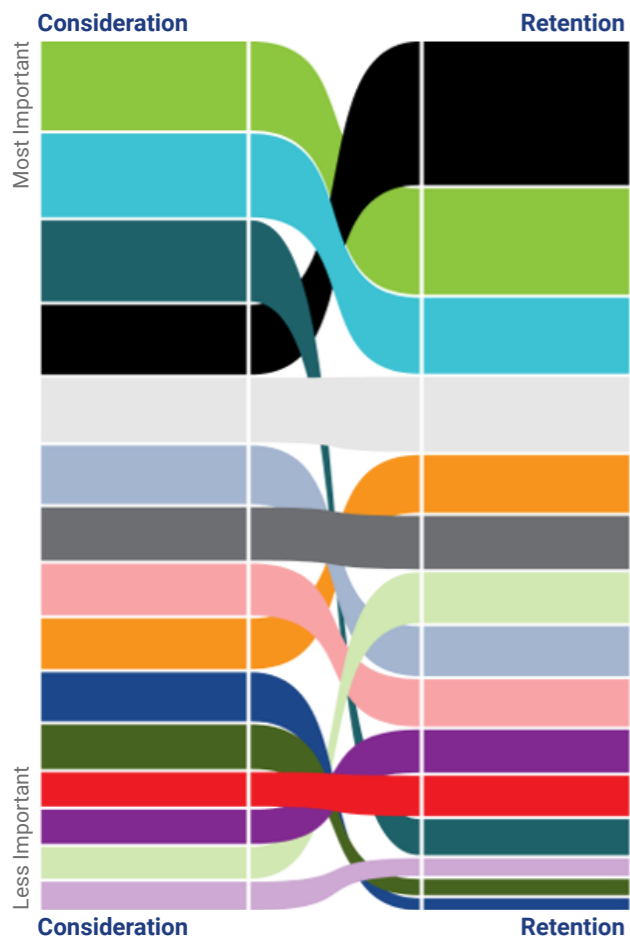
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Responses gathered from those working in the respective industry of each brand.



Drivers of Employee Consideration and Retention by Country

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- Retention:** To what extent do you agree or disagree with these statements about your current employer?
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 - Offers excellent training and development opportunities
 - Employs top talent in the industry
 - The work is enjoyable and rewarding
 - An inspiring vision
 - A great business strategy
 - A great internal culture
 - A great work life balance
 - A great reputation as an employer
 - A prestigious brand
 - Committed to the environmental aspects of sustainability
 - Committed to the social aspects of sustainability
 - Accommodating to staff at all stages of life and from all backgrounds
 - Well managed and governed
 - Offers good flexibility through hybrid working from home or fully remote

Responses of "Agree" or "Strongly Agree" analysed against responses for intent to consider applying for a brand. Similar analysis done on responses to the same attributes as drivers of intent to remain at their current employer.

The more important the driver, the larger and higher it is displayed on the charts to the left.

Top 3 Rated Brands in each Category

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Brand	🌟	★	🌟
Consideration	Maybank	Unifi	Mr DIY
Familiarity	Mr DIY	Maybank	Unifi
Salaries and remuneration are excellent	Bank Islam	Sime Darby	AmMetlife
Offers excellent training and development opportunities	AmMetlife	Maybank	Petronas
Employs top talent in the industry	Bursa Malaysia	Petronas	Maybank
The work is enjoyable and rewarding	Bank Muamalat	AmMetlife	Takaful Ikhlas
An inspiring vision	Petronas	Maybank	Sime Darby
A great business strategy	Maybank	Mr DIY	Bank Muamalat
A great internal culture	Eastern & Oriental	Petronas	Maybank
A great work life balance	AmMetlife	Takaful Ikhlas	Petronas
A great reputation as an employer	Bank Muamalat	Petronas	Maxis
A prestigious brand	Maxis	Sime Darby	Mr DIY
The company is committed to the environmental aspects of sustainability	Takaful Malaysia	Petronas	Sime Darby
The company is committed to the social aspects of sustainability	Maybank	RHB Bank	Eco World
The company is accommodating to staff at all stages of life and from all backgrounds	AmMetlife	Takaful Malaysia	Maybank
The company is being well managed and governed	Bursa Malaysia	Bank Rakyat	Bank Muamalat
The company offers good flexibility through hybrid working from home or fully remote options	Takaful Ikhlas	AmMetlife	Petronas

All Brands Surveyed

Maybank; Petronas; Mr DIY; Maxis; DIGI; Celcom; Unifi; Telekom Malaysia; RHB Bank; Malaysia Airlines; Tenaga Nasional Berhad; Sime Darby; airasia; Bursa Malaysia; CIMB; Alliance Banks; Hong Leong Bank; Bank Islam; Mydin; Takaful Ikhlas; Bank Muamalat; Takaful Malaysia; Sunway; Etiqa; Bank Rakyat; Public Bank Berhad; Affin Bank; AmMetlife; U Mobile; Sapura Energy; Axiata; Pos Malaysia; Yes; AmBank Group; G Ekspres; Tune Insurance; MBSB; Eco World; Eastern & Oriental; Jaya Grocer; Village Grocer; TIME dotCom; MMC; SP Setia; Mah Sing; Top Glove; Carsome; Cold Storage; Tropicana; Microsoft; Google; Shell; Panin Financial; Magnum; Scientex; MCIS; Malaysian Re; Dialog; Mercato; Osk Holdings Bhd; Bumi Armada; Ben's Independent Grocer; Malakoff; Matrix Concepts; Batu Kawan; Ancom; UOA Development; Kossan; Fiberail

Employer Brands in the Netherlands

Having a great internal culture, being a prestigious brand, and having a great reputation as an employer were the top three drivers for prospective employees considering their next employer in the Netherlands, comprising 10.8%, 10.0%, and 8.3% of decision-making, respectively. However, once in the workplace, the importance of being a prestigious brand and having a great reputation dropped to the bottom of the list. Instead, the factor of enjoyable and rewarding work rose to the top as drivers for employee retention in the Netherlands. This demonstrates that although brands and reputation may attract people initially, they are not what ultimately keeps them within the company.

Regarding the Top 10 Employer Brands, ING, a multinational banking and financial services corporation, achieves the highest EBI score, closely followed by Philips. Both brands receive excellent recognition and consideration; however, ING's EBI

underscores its great reputation as an employer, whereas Philips is perceived as being well managed and governed.

The medal table prominently features utilities companies (Eneco, Liander, Essent, energiedirect.nl and Oxxio). While these names may not be globally recognized, these companies excel in providing enjoyable work environments, maintaining a great work-life balance, offering flexibility, being prestigious brands, fostering inspiring visions, and demonstrating commitment to environmental, social, and governance issues.

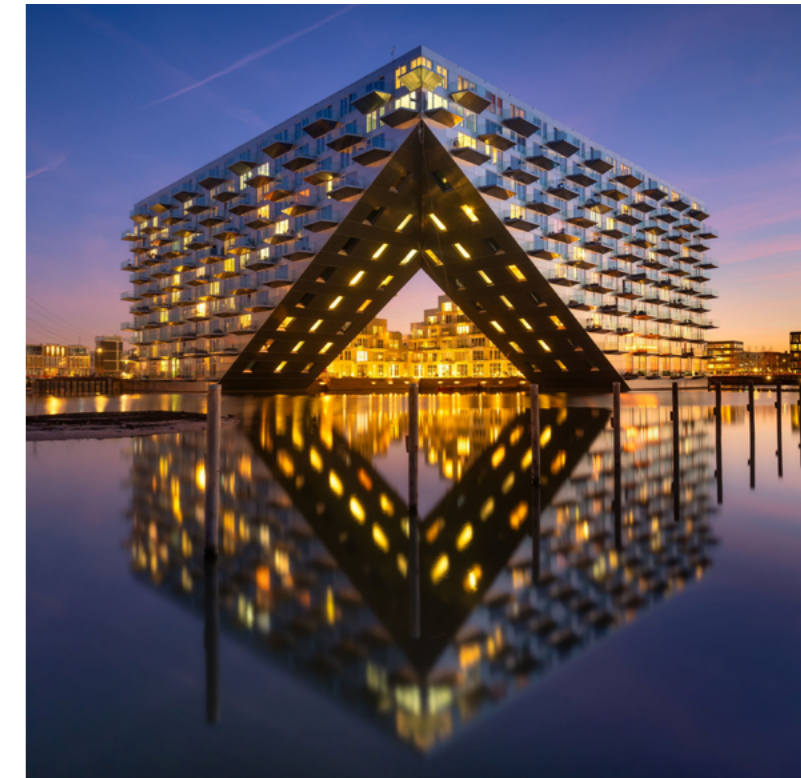
The study covered a total of 84 brands in the Netherlands.

To learn more about any of the brands listed in the Employer Brand Index, please contact Brand Finance.

2024 Rank	Brand	Industry	EBI
1	ING	Banks	84.7
2	Philips	Technology	84.0
3	KPN	Telecoms	79.9
4	Rabobank	Banks	76.6
5	ABN Amro	Banks	74.7
6	bol.com	Retail	74.4
7	Eneco	Utilities	68.7
8	Essent	Utilities	64.6
9	Albert Heijn	Supermarkets	61.0
10	Liander	Utilities	59.0
11	Ziggo	Telecoms	58.0
12	AkzoNobel	Chemicals	53.6
13	energiedirect.nl	Utilities	53.1
14	ASML	Semiconductor	52.3
15	Oxxio	Utilities	51.5
16	Jumbo	Supermarkets	46.5
17	NN Group	Insurance	44.8
18	VGZ	Insurance	43.6
19	SNS Bank	Banks	43.5
20	Etos	Retail & e-Commerce	42.1

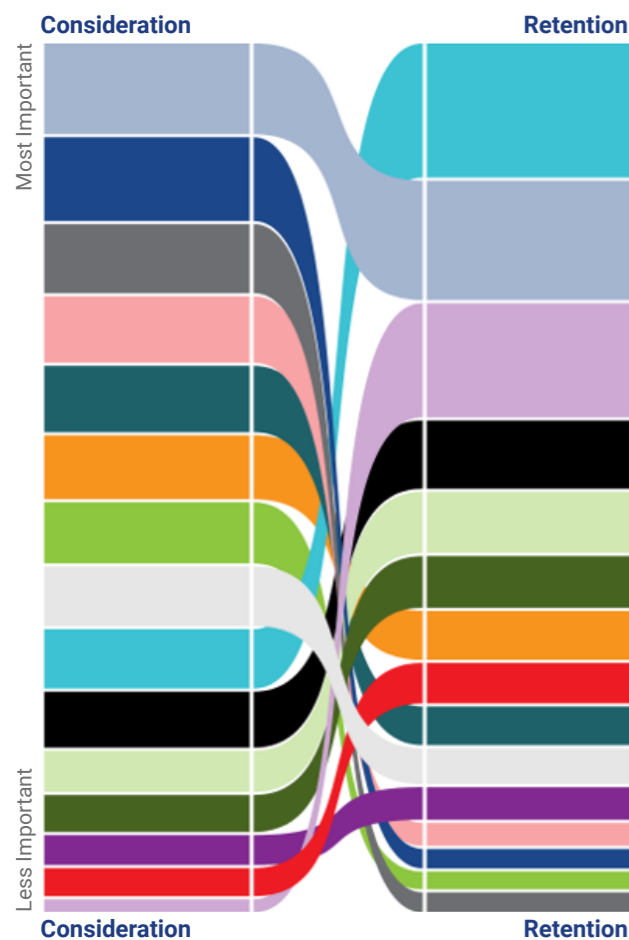
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Responses gathered from those working in the respective industry of each brand.



Drivers of Employee Consideration and Retention by Country

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Consideration: When thinking about the following brands, indicate how much the following statement applies?

Retention: To what extent do you agree or disagree with these statements about your current employer?

- Salaries and remuneration are excellent
- Offers excellent training and development opportunities
- Employs top talent in the industry
- The work is enjoyable and rewarding
- An inspiring vision
- A great business strategy
- A great internal culture
- A great work life balance
- A great reputation as an employer
- A prestigious brand
- Committed to the environmental aspects of sustainability
- Committed to the social aspects of sustainability
- Accommodating to staff at all stages of life and from all backgrounds
- Well managed and governed
- Offers good flexibility through hybrid working from home or fully remote

Responses of "Agree" or "Strongly Agree" analysed against responses for intent to consider applying for a brand. Similar analysis done on responses to the same attributes as drivers of intent to remain at their current employer.

The more important the driver, the larger and higher it is displayed on the charts to the left.

Top 3 Rated Brands in each Category

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Brand	★	☆	★
Consideration	bol.com	KPN	Philips
Familiarity	bol.com	KPN	Albert Heijn
Salaries and remuneration are excellent	AkzoNobel	Essent	ASML
Offers excellent training and development opportunities	ASML	Liander	AkzoNobel
Employs top talent in the industry	ASML	Philips	AkzoNobel
The work is enjoyable and rewarding	Nuon	Eneco	energiedirect.nl
An inspiring vision	Liander	Eneco	AkzoNobel
A great business strategy	bol.com	ASML	energiedirect.nl
A great internal culture	AkzoNobel	energiedirect.nl	ING
A great work life balance	Liander	Oxxio	Essent
A great reputation as an employer	AkzoNobel	ING	Liander
A prestigious brand	Eneco	Philips	ING
The company is committed to the environmental aspects of sustainability	Liander	energiedirect.nl	Eneco
The company is committed to the social aspects of sustainability	Liander	ABN Amro	Eneco
The company is accommodating to staff at all stages of life and from all backgrounds	VGZ	Leen Bakker	Eneco
The company is being well managed and governed	Liander	AkzoNobel	ASML
The company offers good flexibility through hybrid working from home or fully remote options	Oxxio	energiedirect.nl	ING

All Brands Surveyed

ING; Philips; KPN; Rabobank; ABN Amro; bol.com; Eneco; Essent; Albert Heijn; Liander; Ziggo; AkzoNobel; energiedirect.nl; ASML; Oxxio; Jumbo; Nuon; NN Group; VGZ; SNS Bank; Etos; BudgetEnergie; Univé; CZ; Aegon; Gall & Gall; ASR; randstad; Bunq; Blokker; Menzis; Achmea; Lebara; Leen Bakker; Ahold; Delta Lloyd; Sligro; Basic-Fit; SPAR; Just Eat; Google; Microsoft; Shell; Deloitte; Schiphol; Paccar Inc; PwC; DSM; Greenchoice; Tamoil; LyondellBasell; Arlanxeo; SBM Offshore; EY; OCI; McKinsey; BCG; Bain & Company; KPMG; RSM; Triodos; NXP; ASM; Baker Tilly; Altice; SIGNIFY; BearingPoint; Aalberts Industries; Arcadis; Grant Thornton; BDO; Euronext; Wolters Kluwer; Oliver Wyman; OC & C; Reaal; Home Credit; NIBC Bank; Crowe Horwath; De Volksbank; GrandVision; SRLEV; CASA; DekaMarkt

Employer Brands in South Korea

When deciding to join a company, South Korean individuals value prestigious brands and flexible working conditions. However, when it comes to employee retention, remuneration is by far the most important driver, followed by enjoyable and rewarding work.

Samsung, a South Korean national champion, has the strongest employer brand in South Korea, boasting an Employer Brand Index of 93.2. The Top 10 strongest Employer Brands within the table is notable for its domination by the Samsung and SK group, which combined occupy 6 positions out of the top 10.

Daegu Bank performs very strongly within the medal table, scoring highly in "The company offers good flexibility through hybrid working from home or fully remote options" and "A great work life balance", this illustrates that Daegu Bank's focus investment in

staff wellbeing and welfare is paying dividends in terms of perceptions. However, Daegu's lower EBI (42.4), illustrates that while Daegu performs excellently on certain metrics, these are not necessarily the metrics that drive strong Employer Brands.

The study covered a total of 47 brands in South Korea.

To learn more about any of the brands listed in the Employer Brand Index, please contact Brand Finance.

2024 Rank	Brand	Industry	EBI
1	Samsung	Technology	93.2
2	Naver	Media	83.8
3	LG	Technology	83.8
4	SK Hynix	Technology	76.9
5	SK	Telecoms	75.2
6	LG Chem	Chemicals	62.1
7	Samsung Life Insurance	Insurance	60.7
8	SK Innovation	Oil & Gas	59.2
9	Samsung Fire & Marine Insurance	Insurance	56.4
10	Kakao	Media	54.5
11	S-Oil	Oil & Gas	54.2
12	Shinhan Bank	Banks	51.7
13	GS Caltex	Oil & Gas	50.7
14	Industrial Bank of Korea	Banks	49.1
15	KB Kookmin Bank	Banks	49.0
16	KB Insurance	Insurance	48.8
17	LG U+	Telecoms	47.9
18	KT	Telecoms	46.8
19	KEPCO	Utilities	43.7
20	Daegu Bank	Banks	42.4

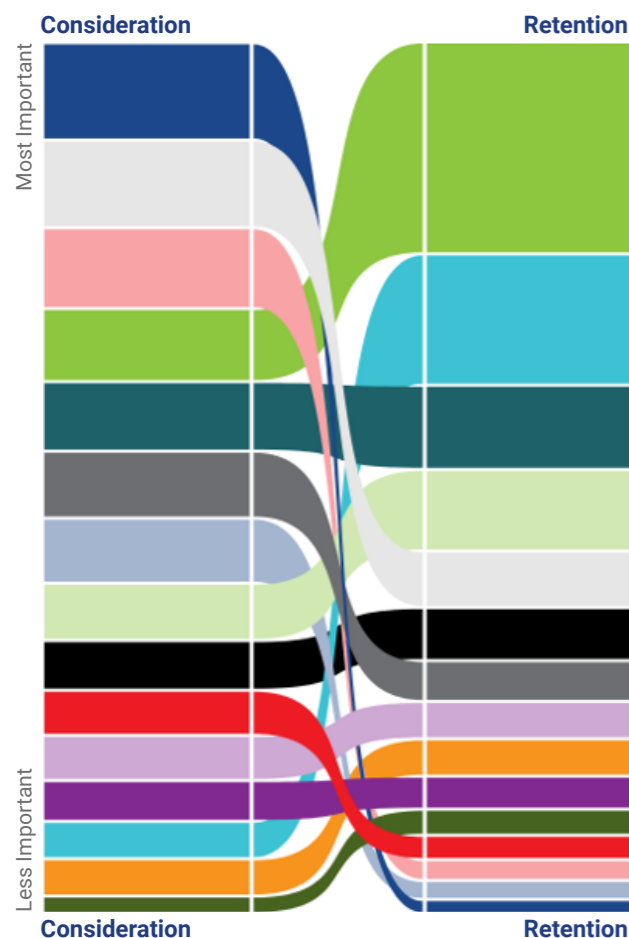
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Responses gathered from those working in the respective industry of each brand.



Drivers of Employee Consideration and Retention by Country

© Brand Finance Plc. 2024



Consideration: When thinking about the following brands, indicate how much the following statement applies?

Retention: To what extent do you agree or disagree with these statements about your current employer?

- Salaries and remuneration are excellent
- Offers excellent training and development opportunities
- Employs top talent in the industry
- The work is enjoyable and rewarding
- An inspiring vision
- A great business strategy
- A great internal culture
- A great work life balance
- A great reputation as an employer
- A prestigious brand
- Committed to the environmental aspects of sustainability
- Committed to the social aspects of sustainability
- Accommodating to staff at all stages of life and from all backgrounds
- Well managed and governed
- Offers good flexibility through hybrid working from home or fully remote

Responses of "Agree" or "Strongly Agree" analysed against responses for intent to consider applying for a brand. Similar analysis done on responses to the same attributes as drivers of intent to remain at their current employer.

The more important the driver, the larger and higher it is displayed on the charts to the left.

Top 3 Rated Brands in each Category

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Brand	🌟	★	🌟
Consideration	Samsung	LG	Naver
Familiarity	Samsung	LG	Naver
Salaries and remuneration are excellent	SK Hynix	Samsung	Naver
Offers excellent training and development opportunities	Daegu Bank	BNK Kyongnam Bank	Samsung Fire & Marine Insurance
Employs top talent in the industry	Samsung Fire & Marine Insurance	Naver	Samsung
The work is enjoyable and rewarding	Samsung Life Insurance	SK	Samsung
An inspiring vision	Samsung Fire & Marine Insurance	Samsung	Naver
A great business strategy	Industrial Bank of Korea	SK Hynix	Mirae Asset
A great internal culture	Samsung	BNK Kyongnam Bank	BNK financial Group
A great work life balance	Daegu Bank	Samsung Fire & Marine Insurance	Industrial Bank of Korea
A great reputation as an employer	General Insurance Association of Korea	LG	Samsung
A prestigious brand	Samsung	SK Hynix	LG
The company is committed to the environmental aspects of sustainability	LG Chem	Samsung Fire & Marine Insurance	LG
The company is committed to the social aspects of sustainability	Samsung	SK Innovation	LG Chem
The company is accommodating to staff at all stages of life and from all backgrounds	Daegu Bank	SK Hynix	Industrial Bank of Korea
The company is being well managed and governed	Daegu Bank	LG Chem	SK
The company offers good flexibility through hybrid working from home or fully remote options	Daegu Bank	Naver	Ncsoft Corp

All Brands Surveyed

Samsung; Naver; LG; SK Hynix; SK; LG Chem; Samsung Life Insurance; SK Innovation; Samsung Fire & Marine Insurance; Kakao; S-Oil; Shinhan Bank; GS Caltex; Industrial Bank of Korea; KB Kookmin Bank; KB Insurance; LG U+; KT; KEPCO; Daegu Bank; Hanwha Life; Mirae Asset; Woori Bank; KOGAS; Ncsoft Corp; Jeju Bank; Kumho Life; Kyobo AXA; KEB Hana Bank; Hyundai Marine & Fire Insurance Company; BNK Kyongnam Bank; Dongbu Insurance; General Insurance Association of Korea; Busan Bank; Meritz; BNK financial Group; Coway; Heungkuk Life; KDB Bank; Tong Yang Life Insurance; Lotte Insurance; Google; Microsoft; Incheon International Airport; HomePlus; GS Supermarket; Onse Telecom

Employer Brands in Spain

For Spanish employees, having a great reputation and excellent salaries and remuneration are the top two drivers when considering joining a company. However, in terms of staff retention, the company is committed to the social aspects of sustainability and a great business strategy are the most important factors considered by Spanish workers.

Repsol is the strongest Employer Brand within Spain, and this high score is driven by a perfect 10 in consideration, as well as a 9.9 in “A great reputation as an employer”, the second most important attribute in driving consideration amongst Spanish Employer Brands.

Repsol is closely followed by Zara, an apparel brand. Zara is notably well perceived as a company with strong momentum, winning gold medals for “An inspiring vision”, “A great business strategy” and “The company

is being well managed and governed”. This illustrates how Zara’s perceived business success as a company is a key tenet of making Zara an attractive place to work. The Spanish medal table is notably diverse in terms of sectors, with no one sector particularly dominant.

The study covered a total of 101 brands in Spain.

To learn more about any of the brands listed in the Employer Brand Index, please contact Brand Finance.

2024 Rank	Brand	Industry	EBI
1	Repsol	Oil & Gas	87.1
2	Zara	Apparel	87.1
3	Mercadona	Supermarkets	85.5
4	El Corte Inglés	Retail	80.7
5	Telefonica	Telecoms	76.7
6	Movistar	Telecoms	76.3
7	Mahou	Beers	73.0
8	Santander	Banks	72.4
9	BBVA	Banks	71.5
10	Iberdrola	Utilities	69.0
11	CaixaBank	Banks	67.7
12	Inditex	Apparel	65.7
13	Solán de Cabras	Soft Drinks	65.5
14	Estrella Damm	Beers	64.2
15	Cepsa	Oil & Gas	62.5
16	MAPFRE	Insurance	59.6
17	Campofrio	Food	58.7
18	Pescanova	Food	58.5
19	Sanitas	Insurance	56.4
20	El Pozo	Food	53.0

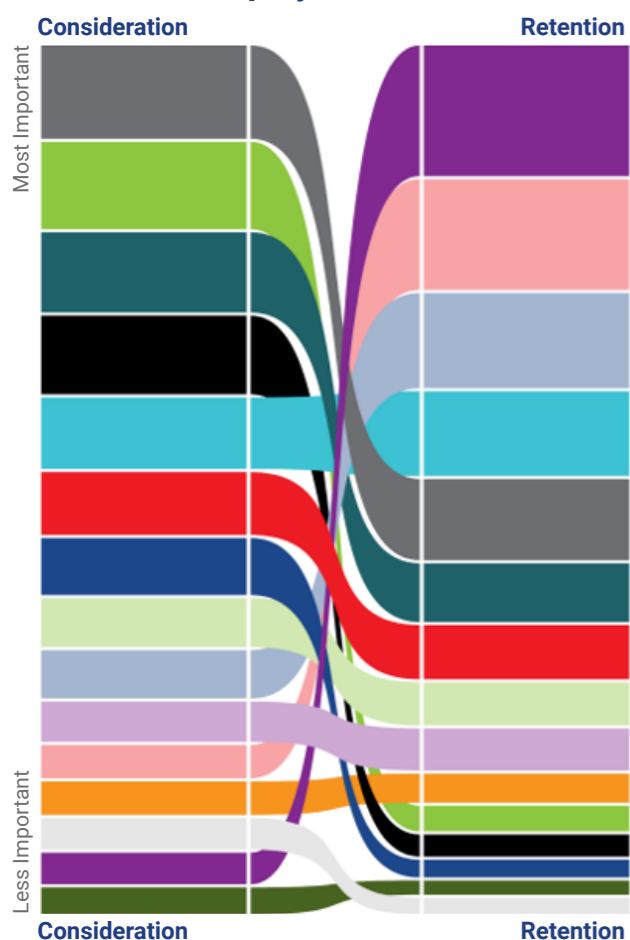
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Responses gathered from those working in the respective industry of each brand.



Drivers of Employee Consideration and Retention by Country

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- Consideration:** When thinking about the following brands, indicate how much the following statement applies?
- Retention:** To what extent do you agree or disagree with these statements about your current employer?
- Salaries and remuneration are excellent
 - Offers excellent training and development opportunities
 - Employs top talent in the industry
 - The work is enjoyable and rewarding
 - An inspiring vision
 - A great business strategy
 - A great internal culture
 - A great work life balance
 - A great reputation as an employer
 - A prestigious brand
 - Committed to the environmental aspects of sustainability
 - Committed to the social aspects of sustainability
 - Accommodating to staff at all stages of life and from all backgrounds
 - Well managed and governed
 - Offers good flexibility through hybrid working from home or fully remote

Responses of “Agree” or “Strongly Agree” analysed against responses for intent to consider applying for a brand. Similar analysis done on responses to the same attributes as drivers of intent to remain at their current employer.

The more important the driver, the larger and higher it is displayed on the charts to the left.

Top 3 Rated Brands in each Category

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Brand	★	☆	★
Consideration	Repsol	Mercadona	Zara
Familiarity	Mercadona	Zara	El Corte Inglés
Salaries and remuneration are excellent	Telefonica	Repsol	Santander
Offers excellent training and development opportunities	Mahou	CaixaBank	Estrella Damm
Employs top talent in the industry	Elecnor	Indra	MAPFRE
The work is enjoyable and rewarding	Indra	Repsol	El Corte Inglés
An inspiring vision	Zara	Solán de Cabras	Estrella Damm
A great business strategy	Zara	Inditex	MAPFRE
A great internal culture	Elecnor	Zara	Movistar
A great work life balance	Indra	Telefonica	Yoigo
A great reputation as an employer	Mahou	Repsol	Zara
A prestigious brand	MAPFRE	Mahou	El Corte Inglés
The company is committed to the environmental aspects of sustainability	Solán de Cabras	Canal Isabel II	Campofrio
The company is committed to the social aspects of sustainability	Solán de Cabras	CaixaBank	Mahou
The company is accommodating to staff at all stages of life and from all backgrounds	Mahou	CaixaBank	SuperCor
The company is being well managed and governed	Zara	Mercadona	Estrella Damm
The company offers good flexibility through hybrid working from home or fully remote options	Sanitas	MAPFRE	Indra

All Brands Surveyed

Repsol; Zara; Mercadona; El Corte Inglés; Telefonica; Movistar; Mahou; Santander; BBVA; Iberdrola; CaixaBank; Inditex; Solán de Cabras; Estrella Damm; Cepsa; MAPFRE; Campofrio; Pescanova; Sanitas; El Pozo; Freixenet; Sabadell; Endesa; Alcampo; Gas Natural Fenosa; Naturgy; SuperCor; Codorniu; Bankinter; Whisky Dyc; Indra; Santalucia; Adeslas; Openbank; Acciona Energy; Gin Larios; Unicaja; Ibercaja; Abengoa; Catalana Occidente; Eroski; Mutua Madrileña; Enagas; Elecnor; Yoigo; Jazztel; Mas Movil; Petronor; Siemens Gamesa; Ocaso; Dia; Caser Seguros; Sabadell Urquijo; Canal Isabel II; Caprabo; DKV; Kutxabank; Euskaltel; Abanca; Tuenti; Pepephone; Amena; Liberbank Sa; Bricor; Google; Microsoft; Deloitte; KPMG; PwC; Correos; Madrid-Barajas Airport; Baker Tilly; Oliver Wyman; Castellblanc; Euron Wireless; RSM; Bain & Company; Grant Thornton; Red Electrica; Fonteide; McKinsey; BDO; EY; Segura Viudas; Viesgo; Cellnex Telecom; OC & C; BME; BCG; Dominio; Crowe Horwath; Ilamaya movil; Aguas de Murcia; Aldro Energia; Amadeus; Aigues de Barcelona; Banco Valencia; Holaluz; Banco Caixa Geral; Banca March; Merlin Properties

Employer Brands in Türkiye

When considering joining a company, Turkish individuals prioritize a prestigious and inspiring brand. However, these factors become less important when it comes to deciding whether to stay. For staff retention, the most important factors are enjoyable and rewarding work, along with excellent salaries and remuneration.

Turkish Airlines' outstanding EBI score is driven by excellence across the board, with Turkish Airlines scoring a perfect 10 in consideration and 5 other brand metrics. The high EBI underscores Turkish Airlines' success as a national champion, and it's broad-based appeal to potential employees. This success is further emphasized by the Medals table, where Turkish Airlines wins 5 gold medals, 3 silver medals, and 1 bronze medal.

Türkiye's top 10 strongest EBI are notable for the wide variety of sectors, with Airlines and Banks the only two

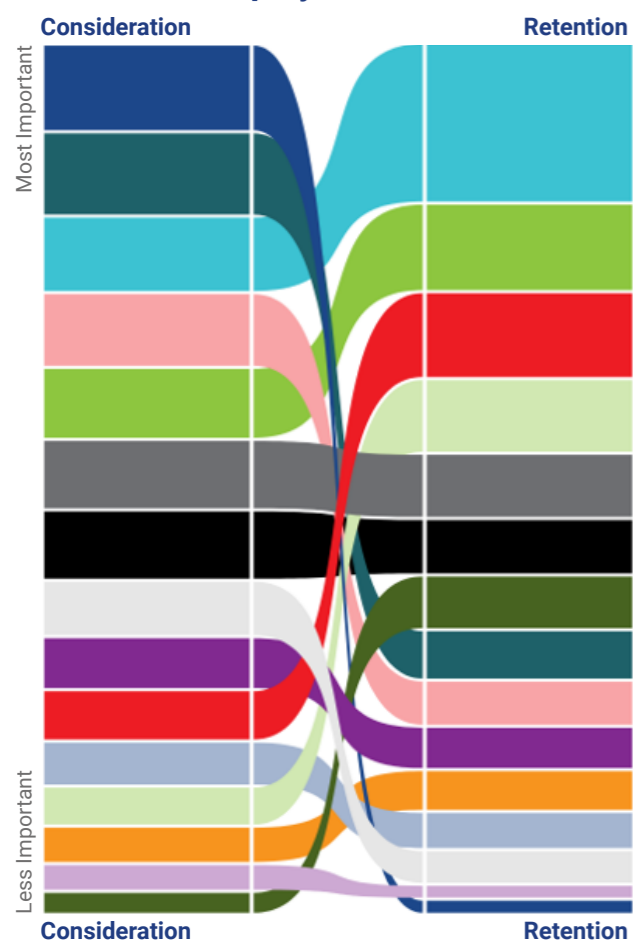
sectors with more than one entrant. This distribution of employer perceptions is repeated in the medals table, suggesting no Turkish sector is dominating in being perceived as a good place to work.

The study covered a total of 82 brands in Türkiye.

To learn more about any of the brands listed in the Employer Brand Index, please contact Brand Finance.

Drivers of Employee Consideration and Retention by Country

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- Consideration:** When thinking about the following brands, indicate how much the following statement applies?
- Retention:** To what extent do you agree or disagree with these statements about your current employer?
- Salaries and remuneration are excellent
 - Offers excellent training and development opportunities
 - Employs top talent in the industry
 - The work is enjoyable and rewarding
 - An inspiring vision
 - A great business strategy
 - A great internal culture
 - A great work life balance
 - A great reputation as an employer
 - A prestigious brand
 - Committed to the environmental aspects of sustainability
 - Committed to the social aspects of sustainability
 - Accommodating to staff at all stages of life and from all backgrounds
 - Well managed and governed
 - Offers good flexibility through hybrid working from home or fully remote

Responses of "Agree" or "Strongly Agree" analysed against responses for intent to consider applying for a brand. Similar analysis done on responses to the same attributes as drivers of intent to remain at their current employer.

The more important the driver, the larger and higher it is displayed on the charts to the left.

2024 Rank	Brand	Industry	EBI
1	Turkish Airlines	Airlines	93.8
2	Turkcell	Telecoms	84.6
3	Pegasus	Airlines	79.8
4	GarantiBBVA	Banks	79.6
5	Aselsan	Aerospace & Defence	76.8
6	Is Bankasi	Banks	76.3
7	Mavi	Apparel	75.1
8	Arçelik	Electronics	75.0
9	Migros	Supermarkets	74.3
10	Teknosa	Retail & e-Commerce	74.3
11	Akbank	Banks	73.8
12	Turk Telekom	Telecoms	71.5
13	Vestel	Electronics	71.1
14	Ziraat Bankasi	Banks	71.0
15	Vakifbank	Banks	70.7
16	Yapi Kredi	Banks	68.2
17	Anadolu Sigorta	Insurance	68.1
18	Kog Sistem	IT Services	67.9
19	LC Waikiki	Apparel	65.6
20	Tupras	Oil & Gas	61.6

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Responses gathered from those working in the respective industry of each brand.



Top 3 Rated Brands in each Category

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Brand	🌟	★	🌟
Consideration	Turkish Airlines	Turkcell	Pegasus
Familiarity	Turkcell	Turk Telekom	Turkish Airlines
Salaries and remuneration are excellent	Turkish Airlines	Kog Sistem	Aselsan
Offers excellent training and development opportunities	Turkish Airlines	Is Bankasi	Anadolu Sigorta
Employs top talent in the industry	Aselsan	Turkish Airlines	Kog Sistem
The work is enjoyable and rewarding	GarantiBBVA	Turkish Airlines	Is Bankasi
An inspiring vision	Is Bankasi	Anadolu Sigorta	Turkish Airlines
A great business strategy	Turkish Airlines	GarantiBBVA	Aselsan
A great internal culture	Is Bankasi	Arena	Mavi
A great work life balance	Anadolu Sigorta	Tusaş	GarantiBBVA
A great reputation as an employer	Turkish Airlines	Migros	Mavi
A prestigious brand	Opet	Mavi	Yapi Kredi
The company is committed to the environmental aspects of sustainability	GarantiBBVA	Anadolu Hayat	Turkcell
The company is committed to the social aspects of sustainability	Anadolu Sigorta	Turkish Airlines	GarantiBBVA
The company is accommodating to staff at all stages of life and from all backgrounds	Turkish Airlines	Tusaş	Kog Sistem
The company is being well managed and governed	Migros	Kog Sistem	Is Bankasi
The company offers good flexibility through hybrid working from home or fully remote options	Turkcell	Arena	NETA

All Brands Surveyed

Turkish Airlines; Turkcell; Pegasus; GarantiBBVA; Aselsan; Is Bankasi; Mavi; Arçelik; Migros; Teknosa; Akbank; Turk Telekom; Vestel; Ziraat Bankasi; Vakifbank; Yapı Kredi; Anadolu Sigorta; Kog Sistem; LC Waikiki; Tupras; Getir; Opet; Enerjisa; Anadolu Hayat; QNB Finansbank; Petrol Ofisi; Halkbank; TEB; Aksigorta; Koçtas; Aygaz As; Ülker; Anadolu Hayat Emeklilik; Yatas; Borsa Istanbul; Tusaş; Süttaş; Sekerbank; DYO; Halk Sigorta; Pinar; Tat Gıda; Marshall Boya; Emlak Konut; NETA; DenizBank; Kent Gıda; Arena; Karel Elektronik; Tekzen; AgeSA; Aytemiz; Gunes Sigorta; Kordsa; Tukas; Kale Seramik; Logo; Alternatifbank; EKO; Banvit; Albaraka; Indeks Bilgisayar; Enka; Odeabank; Bimeks; MacroCenter; Istanbul Grand Airport; Ankara Sigorta; Google; Microsoft; Sok; BIM; Efes; BSH; Türk Tuborg; Netlog; Ray Sigorta; Mars Logistics; Reysa; Aktif Bank; Karsan Otomotiv; Kerevitas Gıda

Employer Brands in the UAE

For UAE employees, excellent salaries and remuneration is a significant factor both when considering joining a company and when deciding to remain in it. However, while training and development opportunities remain important for both stages, their significance slightly diminishes for employees who opt to stay with the company. Conversely, the importance of employing top talent and cultivating a positive internal culture appears to increase for employees who choose to remain in the organization indicating that once individuals become part of the company, they place greater value on being surrounded by skilled colleagues and enjoying a supportive and enriching workplace environment.

Emirates Airlines has secured its position as the top brand within the UAE, driven by an exceptional EBI score, particularly excelling in categories such as competitive salaries, excellent training and development opportunities, employing top talent, and fostering a great internal culture. As with in many countries, airline brands score highly in the index, reflecting how the industry as a whole is considered desirable and aspirational.

e& (etisalat and), secured the second position with an EBI score of 87.3. As another of the cornerstone companies of the UAE. With almost 50 years of heritage, it stands alongside Emirates as one of the companies that have been constant during the forging of the national identity. It is the brand with the highest familiarity in the country and respondents rated it as the most prestigious brand in the UAE with 93% agreeing with the statement.

Notably, the dominance of airlines and airports within the top 10 brands reflects the importance of this industry within the UAE's economic landscape. With four brands from this sector leading the pack, it's evident that the airline and airport industry dominates the medal table for top employer brands in the UAE, further solidifying its significance within the nation's business landscape.

The study covered a total of 80 brands in the UAE.

To learn more about any of the brands listed in the Employer Brand Index, please contact Brand Finance.

2024 Rank	Brand	Industry	EBI
1	Emirates	Airlines	97.0
2	e& (etisalat and)	Telecoms	87.4
3	Dubai Airport	Airports	87.0
4	Du	Telecoms	81.4
5	Emaar	Real Estate	81.1
6	Etihad	Airlines	80.3
7	flydubai	Airlines	77.8
8	DEWA	Utilities	75.3
9	Roads & Transport Authority	Logistics	74.4
10	Enoc	Oil & Gas	73.8
11	Emarat	Oil & Gas	69.2
12	Lulu Group	Retail & e-Commerce	67.6
13	ADCB	Banks	67.1
14	Abu Dhabi Airport	Airports	66.0
15	Noon	Supermarkets	65.8
16	AirArabia	Airlines	65.7
17	Etihad Water & Electricity	Utilities	64.3
18	Al Futtaim Retail	Retail & e-Commerce	64.0
19	FAB	Banks	62.8
20	ADDC	Utilities	61.7

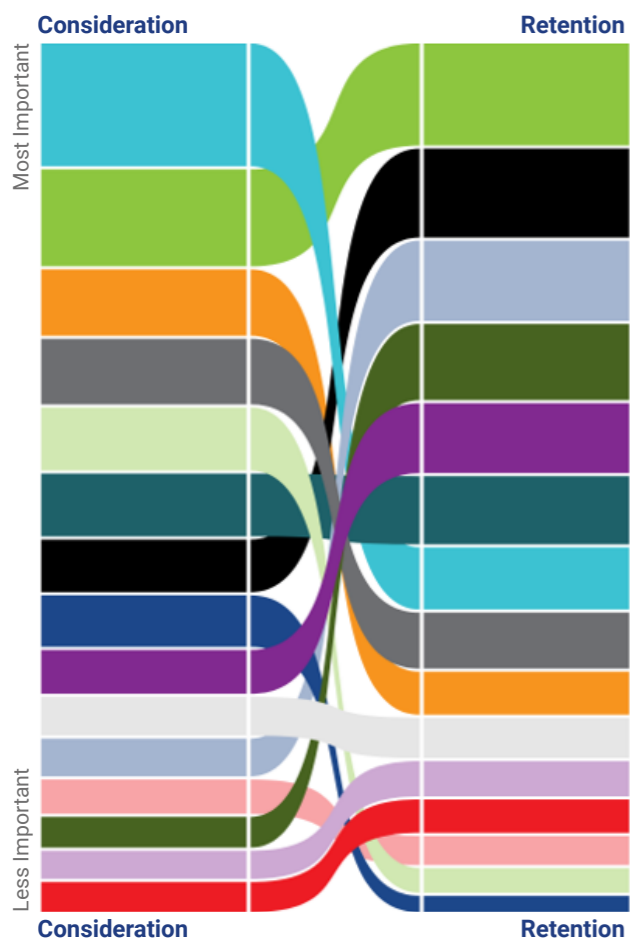
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Responses gathered from those working in the respective industry of each brand.



Drivers of Employee Consideration and Retention by Country

© Brand Finance Plc. 2024



- Consideration:** When thinking about the following brands, indicate how much the following statement applies?
- Retention:** To what extent do you agree or disagree with these statements about your current employer?
- Salaries and remuneration are excellent
 - Offers excellent training and development opportunities
 - Employs top talent in the industry
 - The work is enjoyable and rewarding
 - An inspiring vision
 - A great business strategy
 - A great internal culture
 - A great work life balance
 - A great reputation as an employer
 - A prestigious brand
 - Committed to the environmental aspects of sustainability
 - Committed to the social aspects of sustainability
 - Accommodating to staff at all stages of life and from all backgrounds
 - Well managed and governed
 - Offers good flexibility through hybrid working from home or fully remote

Responses of "Agree" or "Strongly Agree" analysed against responses for intent to consider applying for a brand. Similar analysis done on responses to the same attributes as drivers of intent to remain at their current employer.

The more important the driver, the larger and higher it is displayed on the charts to the left.

Top 3 Rated Brands in each Category

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Brand	🌟	★	🌟
Consideration	Emirates	Etihad	Dubai Airport
Familiarity	Emirates	Dubai Airport	Etihad
Salaries and remuneration are excellent	Emirates	Dubai Airport	Etihad
Offers excellent training and development opportunities	Etihad	Dubai Airport	Emirates
Employs top talent in the industry	Dubai Airport	Etihad	Emirates
The work is enjoyable and rewarding	Emirates	Emaar	Emaar
An inspiring vision	Emirates	Dubai Airport	Etihad Water & Electricity
A great business strategy	TAQA	Du	Dubai Airport
A great internal culture	Etihad	Emirates	Emaar
A great work life balance	e& (etisalat and)	Emaar	Etihad
A great reputation as an employer	Du	DEWA	Emirates
A prestigious brand	Masdar	Emirates	Dubai Airport
The company is committed to the environmental aspects of sustainability	Emarat	Emirates	AirArabia
The company is committed to the social aspects of sustainability	Dubai Airport	DEWA	Emarat
The company is accommodating to staff at all stages of life and from all backgrounds	Masdar	Dubai Airport	e& (etisalat and)
The company is being well managed and governed	Emirates	e& (etisalat and)	Enoc
The company offers good flexibility through hybrid working from home or fully remote options	e& (etisalat and)	Emirates	Du

All Brands Surveyed

Emirates; e& (etisalat and); Dubai airport; Du; Emaar; Etihad; flydubai; DEWA; Roads & Transport Authority; Enoc; Emarat; Lulu Group; ADCB; Abu Dhabi airport; Noon; AirArabia; Etihad Water & Electricity; Al Futtaim Retail; FAB; ADDC; Aramex; Damac; Emirates Post; Emirates Islamic Bank; Emirates NBD; Careem; SharafDG; Majid Al Futtaim; Abu Dhabi Ports; ENEC; Abu Dhabi Islamic Bank; ADNIC; Dubai Insurance; eppo fuel retail; Masdar; DP World; AADC (Al Ain Distribution Company); Emirates Insurance; Namshi; EMIRATES GAS; Commercial Bank Of Dubai; Dubai Islamic Bank; Aldar; Sharjah Islamic; Bank of Sharjah; Union Coop; United Arab Bank; Mashreq NEO; TAQA; RAKBANK; Borouge; Mashreq; Orient Insurance; DANA GAS; Ajman Bank; Landmark Group; Presight; Fertigllobe; Bayanat; Spinneys; Al Hilal Bank; Al Tayer group; Al Masraf; Commercial Bank International; EMPOWER; Union Insurance; Zoom; Yahsa; Chalhoub Group; Emicool; Alliance Insurance; Al Maya supermarket; Al Buhaira National; Choithram; Al Ain Ahlia; Virgin Mobile; G42; Aswaaq

Employer Brands in the USA

When individuals consider joining a company in the USA, the allure of being associated with a prestigious brand often holds significant influence. However, once they become part of the organization, the appeal of brand prestige diminishes, dropping to the bottom of the list of factors influencing their decision to remain.

Similarly, an inspiring vision and a reputation as an employer lose their prominence, indicating that initial aspirations for organizational values may evolve over time. Instead, what emerges as crucial for employee retention is the quality of the work itself—having a role that is both rewarding and enjoyable. This is closely followed by competitive salaries and access to training and development opportunities. As individuals settle into their roles, the focus shifts from external perceptions to internal factors that directly impact their day-to-day experiences and career advancement within the company.

Nike's high EBI score is driven by its strong consideration and familiarity. Employees perceived that the company offers a great internal culture, excellent work-life balance, commitment to social sustainability, support for staff at all stages of life, and flexibility. PepsiCo closely follows with a high EBI score, attributed to its strong consideration, inspiring vision, reputation, and flexibility.

The USA's top 10 strongest EBI showcase a diverse range of sectors, with tech and media brands prominently featured. The medals table reflects a mix of brands, including well-known companies like Nike, PepsiCo, and AB InBev making frequent appearances.

The study covered a total of 241 brands in the USA.

To learn more about any of the brands listed in the Employer Brand Index, please contact Brand Finance.

2024 Rank	Brand	Industry	EBI
1	Nike	Apparel	93.1
2	PepsiCo	Soft Drinks	93.0
3	Apple	Technology	88.9
4	The Coca-Cola Company	Soft Drinks	87.5
5	Dell	Technology	84.6
6	Google	Media	79.9
7	Microsoft	Technology	79.2
8	Disney	Media	77.1
9	Kellogg's	Food	74.8
10	YouTube	Media	74.0
11	John Deere	Engineering	73.6
12	HP	Technology	73.0
13	Hershey's	Food	72.5
14	General Electric	Engineering	72.5
15	Instagram	Media	72.3
16	Monster	Soft Drinks	71.4
17	Johnson & Johnson	Cosmetics & Personal Care	71.2
18	UPS	Logistics	68.9
19	IBM	IT Services	68.8
20	AT&T	Telecoms	68.6

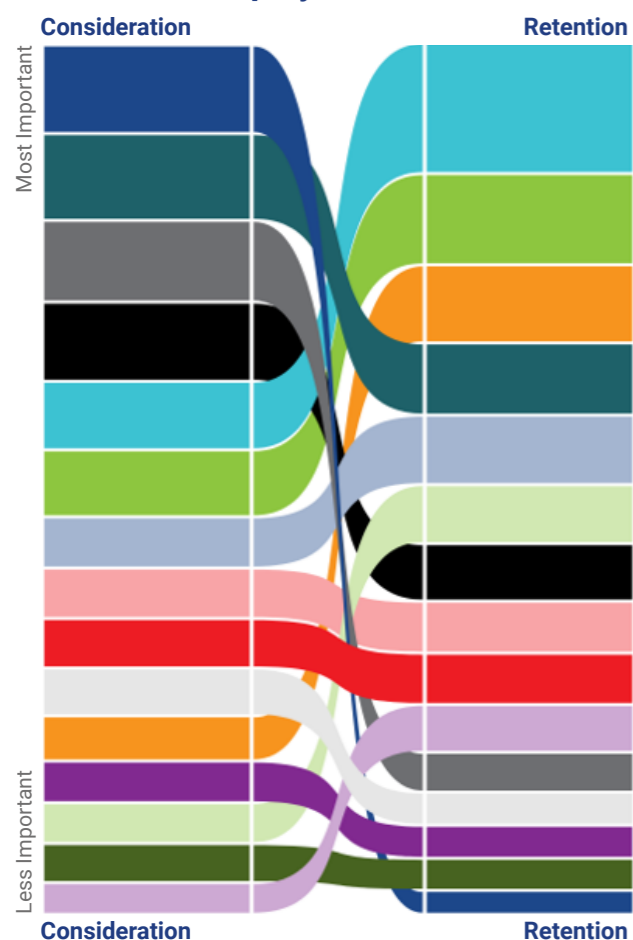
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Responses gathered from those working in the respective industry of each brand.



Drivers of Employee Consideration and Retention by Country

© Brand Finance Plc. 2024



Consideration: When thinking about the following brands, indicate how much the following statement applies?

Retention: To what extent do you agree or disagree with these statements about your current employer?

- Salaries and remuneration are excellent
- Offers excellent training and development opportunities
- Employs top talent in the industry
- The work is enjoyable and rewarding
- An inspiring vision
- A great business strategy
- A great internal culture
- A great work life balance
- A great reputation as an employer
- A prestigious brand
- Committed to the environmental aspects of sustainability
- Committed to the social aspects of sustainability
- Accommodating to staff at all stages of life and from all backgrounds
- Well managed and governed
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Responses of "Agree" or "Strongly Agree" analysed against responses for intent to consider applying for a brand. Similar analysis done on responses to the same attributes as drivers of intent to remain at their current employer.

The more important the driver, the larger and higher it is displayed on the charts to the left.

Top 3 Rated Brands in each Category

© Brand Finance Plc. 2024

Brand	🏆	🌟	🌟
Consideration	PepsiCo	Nike	The Coca-Cola Company
Familiarity	Google	YouTube	Walmart
Salaries and remuneration are excellent	S&P Global	Kantar	BCG
Offers excellent training and development opportunities	John Deere	Kearney	Bain & Company
Employs top talent in the industry	S&P Global	McKinsey	Kearney
The work is enjoyable and rewarding	Kearney	Hotels.com	Apple
An inspiring vision	Apple	AB InBev	PepsiCo
A great business strategy	HP	Salesforce	Dell
A great internal culture	Kearney	AB InBev	Nike
A great work life balance	Nike	Smucker's	Brown-Forman
A great reputation as an employer	Baker Hughes	PPG	PepsiCo
A prestigious brand	Moody's	HP	KPMG
The company is committed to the environmental aspects of sustainability	John Deere	Kearney	Electronic Arts
The company is committed to the social aspects of sustainability	AB InBev	Nike	Monster
The company is accommodating to staff at all stages of life and from all backgrounds	Nike	Brown-Forman	AB InBev
The company is being well managed and governed	Bain & Company	AB InBev	Kearney
The company offers good flexibility through hybrid working from home or fully remote options	PepsiCo	Nike	Kraft Heinz

All Brands Surveyed

Nike; PepsiCo; Apple; The Coca-Cola Company; Dell; Google; Microsoft; Disney; Kellogg's; YouTube; John Deere; HP; Hershey's; General Electric; Instagram; Monster; Johnson & Johnson; UPS; IBM; AT&T; Universal; McCormick; Caterpillar; ExxonMobil; Chevrolet; NETFLIX; Paramount; HBO; FedEx; General Mills; Ford; Ford; Hormel; MTV; Kraft Heinz; Verizon; Hotels.com; Intel; LinkedIn; ESPN; General Motors Co; Mars; Amazon; Facebook; Snapchat; Electronic Arts; Pabst Blue Ribbon; Bloomberg; Smucker's; Chase; Warner Bros; ABC; Molson Coors; Salesforce; AB InBev; Miller; Valvoline; Visa; DuPont; NBC; American Express; Harley-Davidson; Citi/Citibank; USPS; Bank of America; Goodyear; Costco; Starbucks; Whole Foods; Sam's Club; 3M; Boston Beer Company; Waste Management; Delta; Yahoo; Texaco; Nvidia; Oracle; Tyson; Qualcomm; PayPal; ConocoPhillips; PG&E; Southwest Airlines; Chevron; CBS; Walgreens; Chick-fil-A; Cisco; MetLife; Marathon Petroleum; Kantar; Mastercard; Tesla; Baker Hughes; Phillips 66; Brown-Forman; Lowe's; Prudential (US); Nationwide; Aflac; Airbnb; Progressive; S&P Global; TNT; Allstate; Fox; Kearney; Boeing; Capital One; Activision Blizzard; Halliburton; BCG; Fidelity; PPG; accenture; PwC; American Airlines; X; Micron Technology; booking.com; Verano; KPMG; DUKE ENERGY; Macy's; Hartford; AMD; Home Depot; U.S. Bancorp; United Airlines; Dick's Sporting Goods; Wells Fargo; Dow; Valero; J.P. Morgan; Lockheed Martin; Goldman Sachs; McKinsey; Liberty Mutual; Schlumberger; Walmart; Merrill; McDonald's; Bain & Company; Moody's; JetBlue Airways; General Dynamics; Gulf Oil; Blackrock; Raytheon; Ally Financial; TJ Maxx; Domino's Pizza; Northrop Grumman; Geico; Booz Allen; Discover; Dunlop; Ogilvy; experian; Foot Locker; Citizens; Procter & Gamble; Deloitte; Union Pacific; NYSE; Sysco; Trader Joe's; John Hancock; Speedway; GrubHub; McCann; Best Buy; KFC; New York Life; Travelers; United Rentals; AIG; Nasdaq; AutoZone; Pizza Hut; Kohl's; Marshalls; CSX; Burger King; Kroger; Cintas; CVS; O'Reilly Auto Parts; Subway; Monsanto; BNSF; Alaska Airlines; WESCO; McLane; JLL; Dunkin'; Uber Eats; J.B. Hunt; Norfolk Southern; Family Dollar; CBRE; Dollar General; Polaris; Wendy's; Dollar Tree; Equifax; Taco Bell; Chipotle; Manpower; Oshkosh; HCL; Shell; Barclays; EY; Gartner; Wolff Olins; Infosys; ARM; BDO; BP; Crowe Horwath; RSM; Baker Tilly; Siegel + Gale; Oliver Wyman; Aecom Technology; OC & C; Grant Thornton; Thomson Reuters; Landor; Interbrand; LSEG; Capgemini; TD Bank; TCS; Wolters Kluwer; Stellantis; Rev Group; Electric Last Mile Solutions; Fisker

Our Services



Consulting Services

Make branding decisions using hard data

Brand Research

What gets measured.

Brand Evaluations are essential for understanding the strength of your brand against your competitors. Brand Strength is a key indicator of future brand value growth whether identifying the drivers of value or avoiding the areas of weakness, measuring your brand is the only way to manage it effectively.

- + Brand Audits
- + Primary Research
- + Syndicated Studies
- + Brand Scorecards
- + Research Analytics
- + Soft Power

Questions we can help answer:

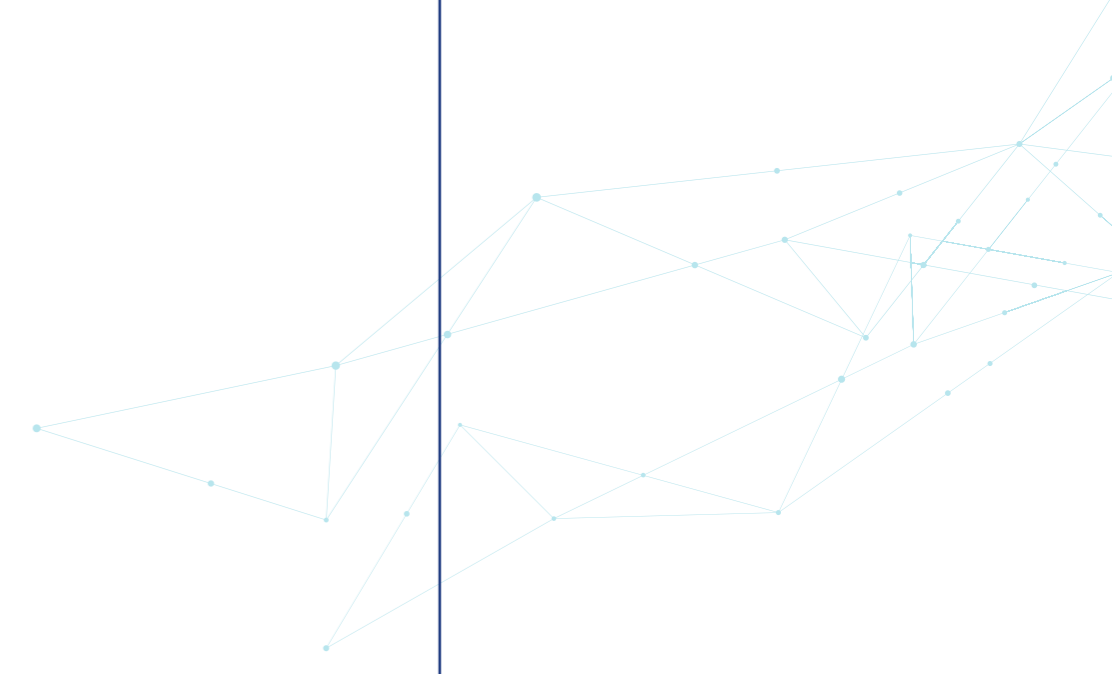
- Are we building our brands' strength effectively?
- How do I track and develop my brand equity?
- How strong are my competitors' brands?
- Are there any holes in my existing brand tracker?
- What do different stakeholders think of my brand?





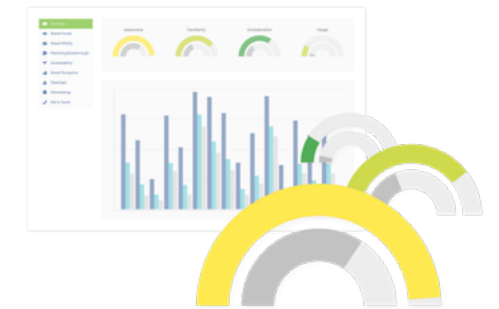
Brand Insights

Make your brand's business case.



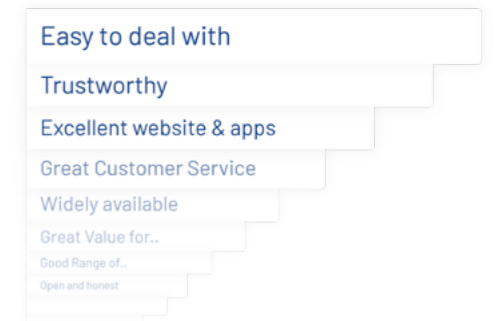
Benchmarking

In-depth external benchmarking – comparisons against direct competitors across key KPI's through the Brand Strength Index framework.



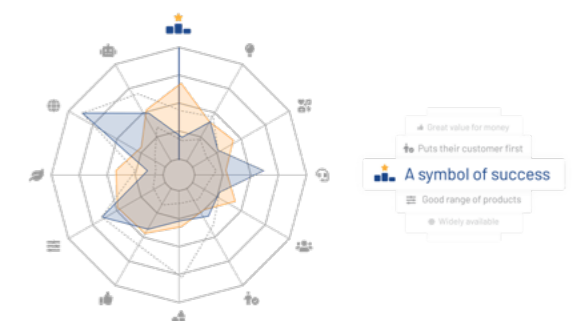
Drivers Analysis

Statistical **correlation** analysis to understand what is important in driving Brand Consideration, Reputation, Brand Strength and Value.



Brand Associations & Market Positioning

Diagnose Brand Strengths & Weaknesses – What is my brand known, and not known for? How do I leverage or optimize my brand position to grow brand value?



Brand Valuation

Make your brand's business case.

Brand Valuations are used for a variety of purposes, including tax, finance, and marketing. Being the interpreter between the language of marketers and finance teams they provide structure for both to work together to maximise returns.

- + Brand Impact Analysis
- + Tax & Transfer Pricing
- + Litigation Support
- + M&A Due Diligence
- + Fair Value Exercises
- + Investor Reporting

Questions we can help answer:

- How much is my brand worth?
- How much should I invest in marketing?
- How much damage does brand misuse cause?
- Am I tax compliant with the latest transfer pricing?
- How do I unlock value in a brand acquisition?





Brand Strategy

Make branding decisions with your eyes wide open.

Once you understand the value of your brand, you can use it as tool to understand the business impacts of **strategic branding decisions** in terms of **real financial returns**.

- + Brand Positioning
- + Brand Architecture
- + Franchising & Licensing
- + Brand Transition
- + Marketing Mix Modelling
- + Sponsorship Strategy

Questions we can help answer:

- Which brand positioning do customers value most?
- What are our best brand extension opportunities in other categories and markets?
- Am I licensing my brand effectively?
- Have I fully optimised my brand portfolio?
- Am I carrying dead weight?
- Should I transfer my brand immediately?
- Is a masterbrand strategy the right choice for my business?



Brand Sustainability

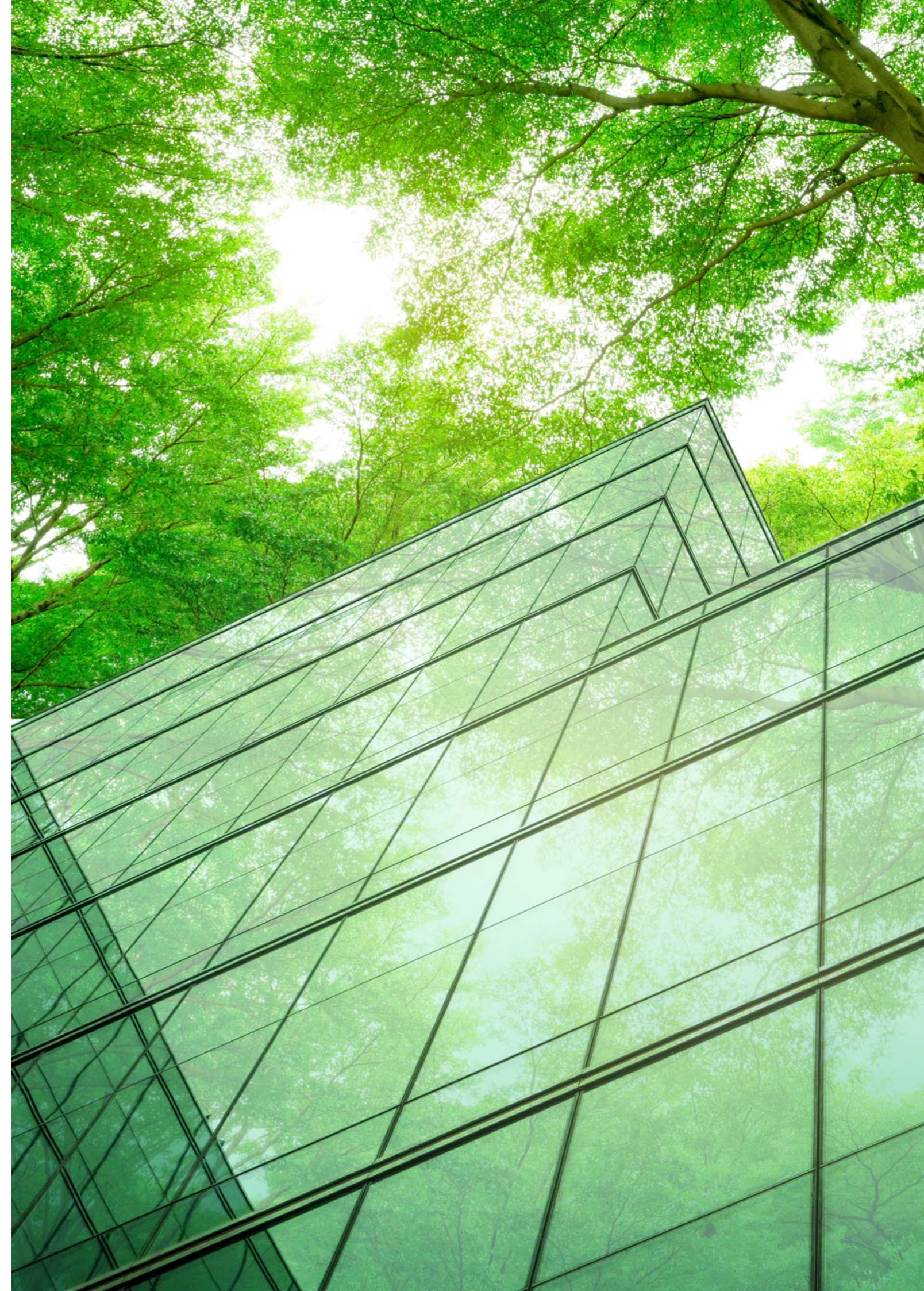
Understand perceptions and align them with performance.

Sustainability and ESG have never been more important considerations for marketers, finance professionals, and the brands they serve. Our sustainability services bring clarity, allowing you to make the right decisions to add value, protect yourself from risk, and do the right thing.

- + Perceptions Evaluation and Tracking
- + Sustainability ROI Analysis
- + Competitor Insights and Positioning Recommendations
- + Materiality Exercises
- + Stakeholder Engagement and Workshops
- + Sustainability Reporting and Disclosure Support

Questions we can help answer:

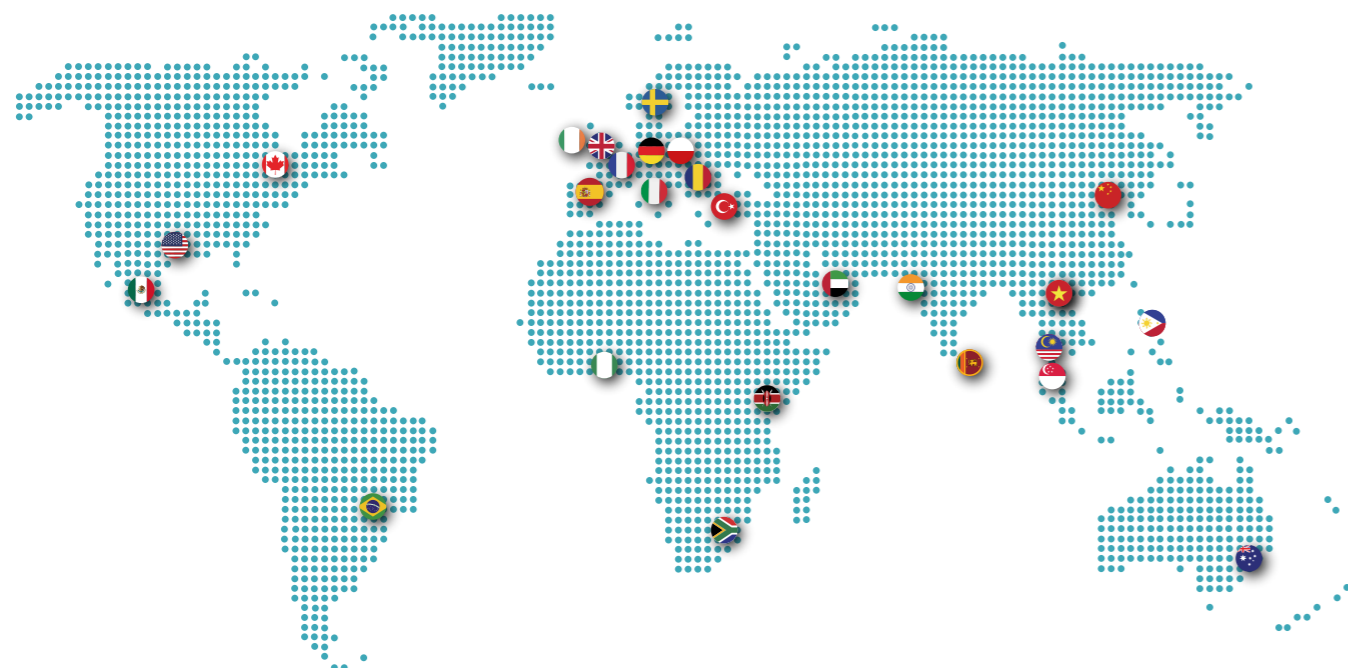
- **How important is sustainability in driving the choices of customers, employees, and investors?**
- **Which sustainability issues are most relevant to my brand?**
- **How sustainable is my brand perceived to be versus competitors?**
- **What is the potential value of enhancing perceptions?**
- **Could value be at risk? If so, how much?**
- **How do I secure investment or budget allocation?**
- **How do I improve performance and perceptions?**



Brand Finance Network

For further information on our services and valuation experience, please contact your local representative:

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