

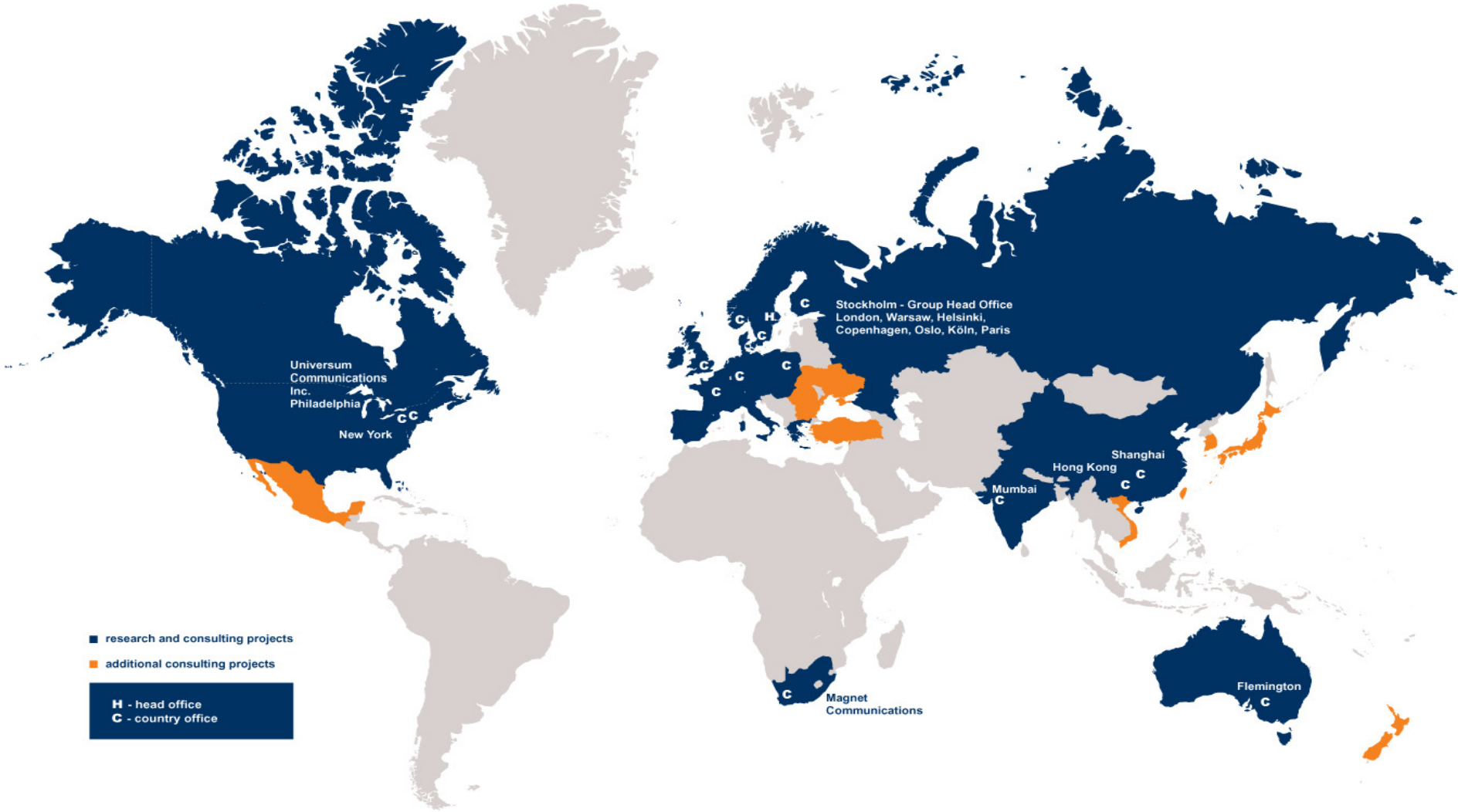
Target Report

Præsentation FRI

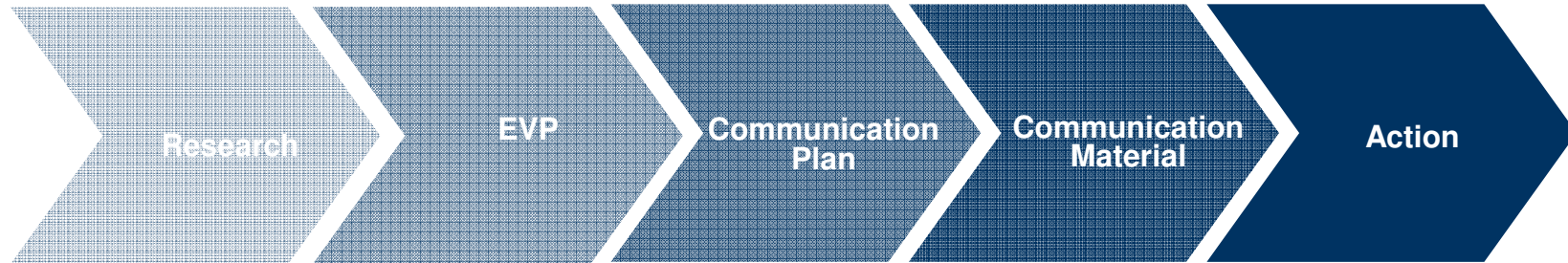


Universum Student Survey 2008

Universum in the world



Product portfolio



Universum's employer branding model™

UNIVERSUM Employer Brand Research

National Student Surveys

- 5 continents
- 31 countries
- 800 educational institutions
- 230,000 respondents

National Professional Surveys

- 10 countries
- 80,000 respondents

UNIVERSUM Consulting

Brand Image Redefinition

- Communication plan creation
- Communication material creation
- Employer value proposition alignment
- Global adaptation of employer brand
- IPI Analysis

Custom Research

- Case studies
- External brand image perception study
- Focus groups – Online and in person
- Intercept interviews
- On campus recruitment material testing

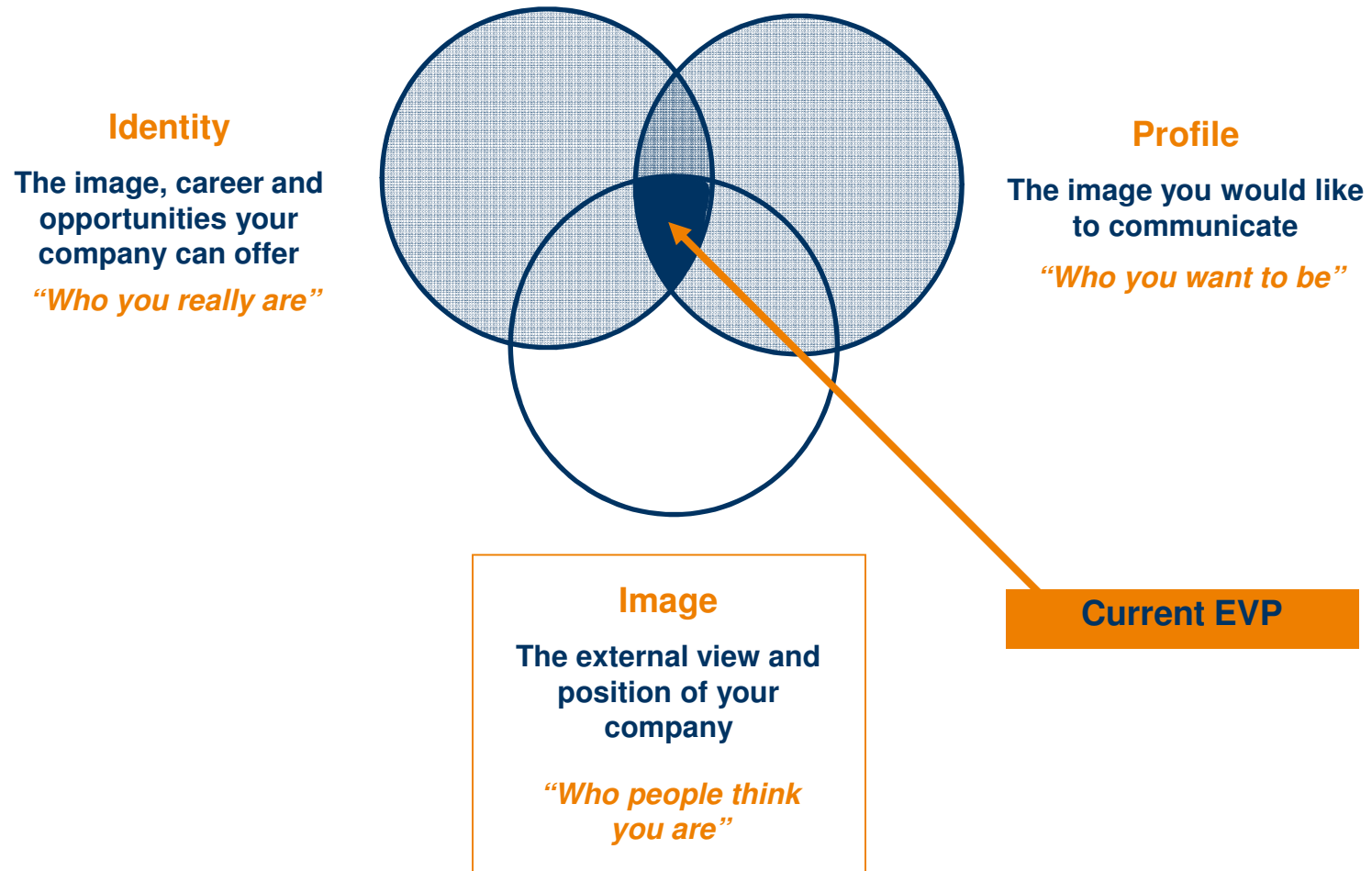
UNIVERSUM Media Solutions

Print

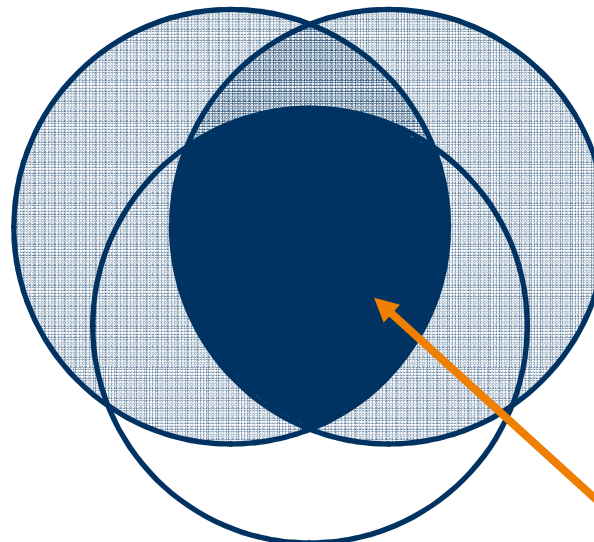
*Unique for every country

Web

*Unique for every country



Identity
The image, career and opportunities your company can offer
“Who you really are”



Profile
The image you would like to communicate
“Who you want to be”

Image
The external view and position of your company
“Who people think you are”

Desired EVP

How to differentiate when all EVPs are the same?



Mutually exchangeable?

- A strong corporate brand can play an important role in the strength of the employer brand
- A strong corporate brand does not necessarily equal a strong employer brand
- A company with a weak corporate brand or a B2B company can create a “consumer brand” through it’s employer brand
- A strong product brand does not necessarily equal a strong employer brand

The Google logo, featuring the word "Google" in its signature multi-colored font.The ABB logo, featuring the letters "ABB" in a bold, red, sans-serif font.The Marlboro logo, featuring the word "Marlboro" in a classic, black, serif font.

GenXers vs. The Millennials

Generation X (born 1965-1977)

- Strive for work/life balance
- View work as “just a job”
- Adoptive and responsive to change
- Me attitude
- Pessimistic and critical of Government and Public Institutions
- Look to their peers for advice

The Millennials (born 1980-d.d.)

- Assume they will have work/life balance
- Believe that through their work they can make a difference and value creativity in their work
- Used to plan everything and are not as comfortable with change and uncertainty
- We attitude
- Hopeful about the future and eager to take on the world through the public sector
- Look to their parents for advice



What Will Attract Them

Teamwork

Fairness (equal treatment across broad categories of workers)

Fewer job definitions

Protection against risk

Solid work-life balance

Longer career plans

Nearness to mom & dad

What Will Maintain Them

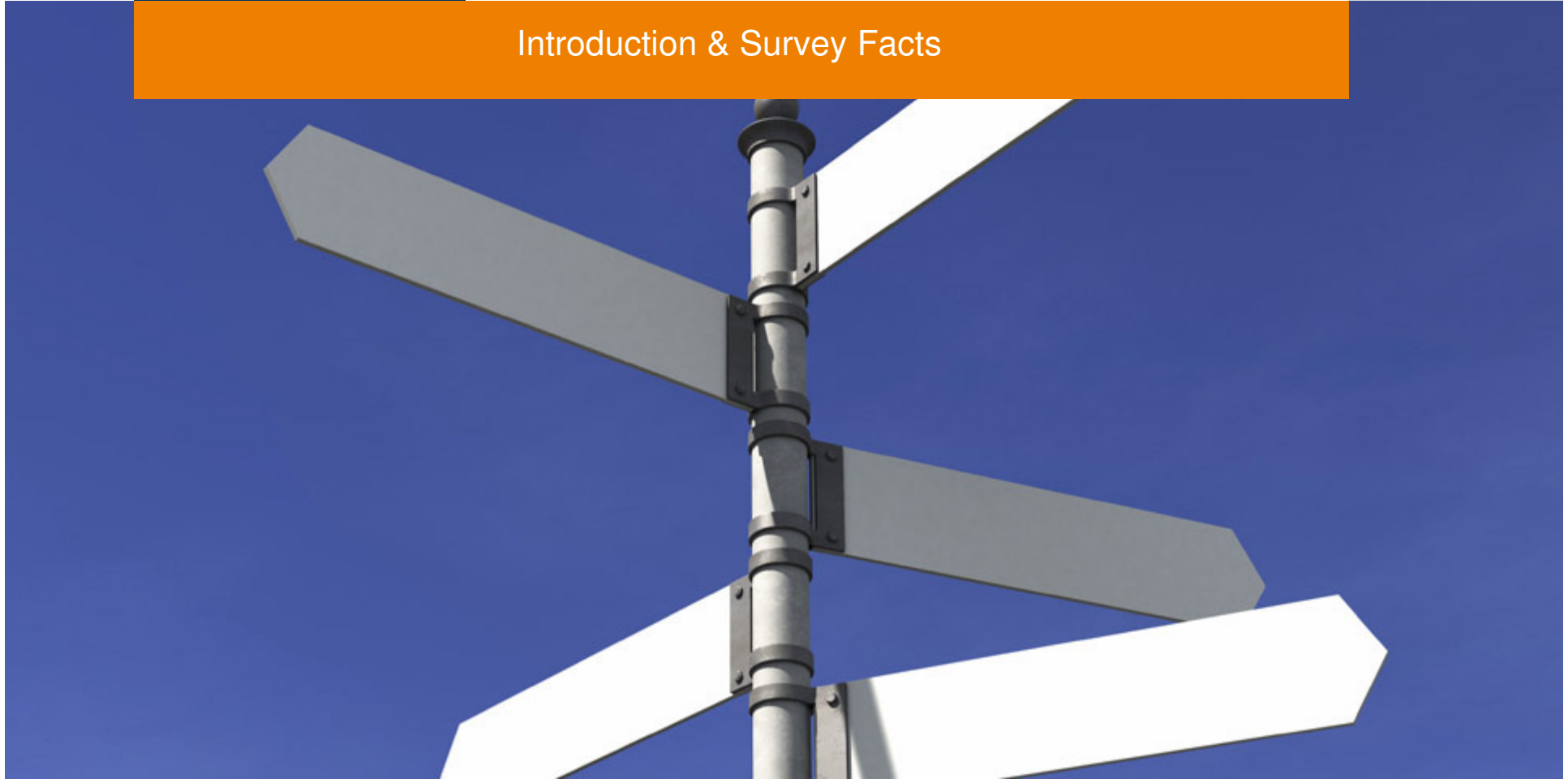
It will be about the work, how “important” they feel it is, and connection to colleagues (other Millennials). They will not engage in work they deem to be “menial”

So, the big question is:

“Are you prepared and able to provide supervisory support, coaching and mentoring?”

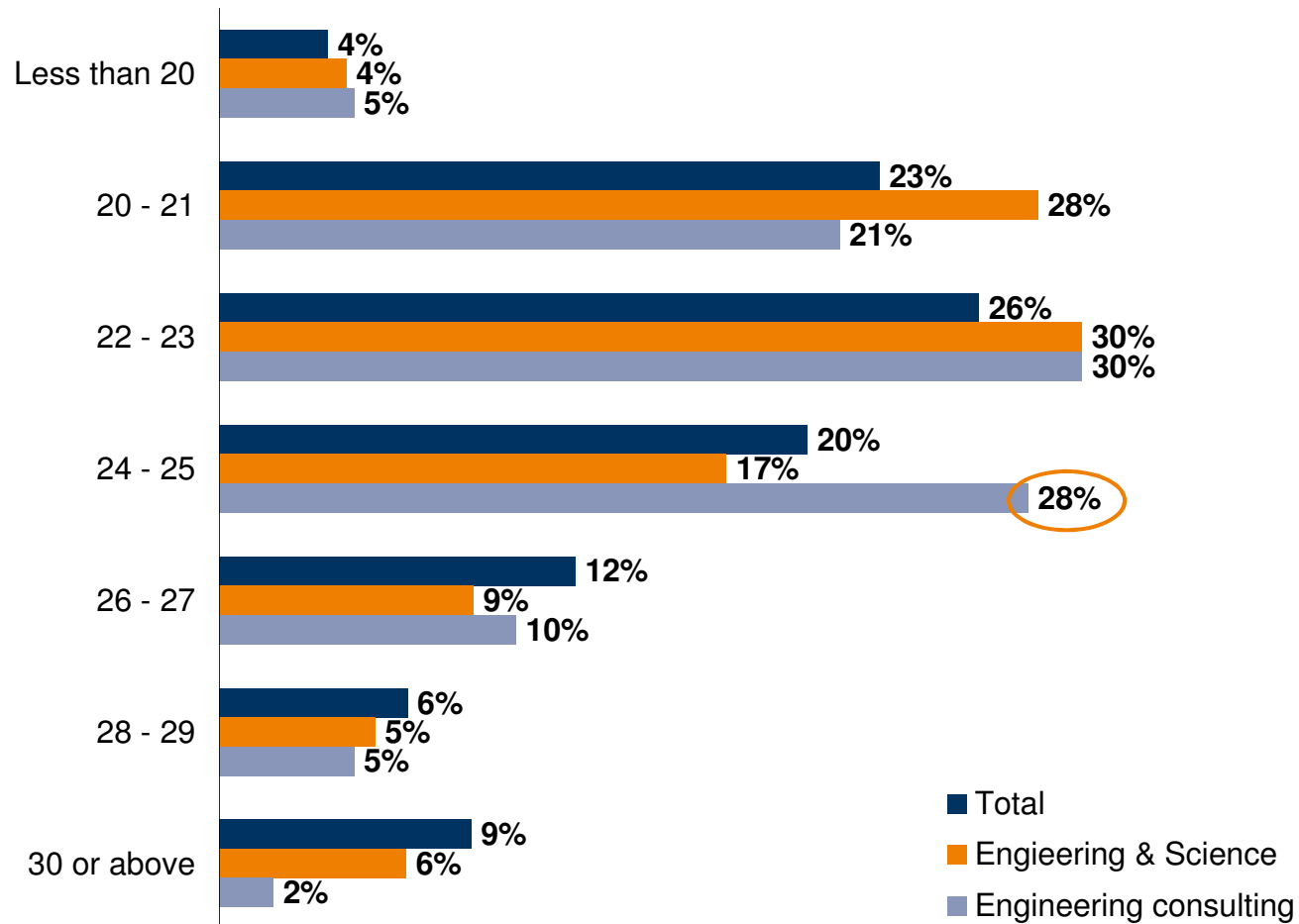


Introduction & Survey Facts



Universum Student Survey 2008

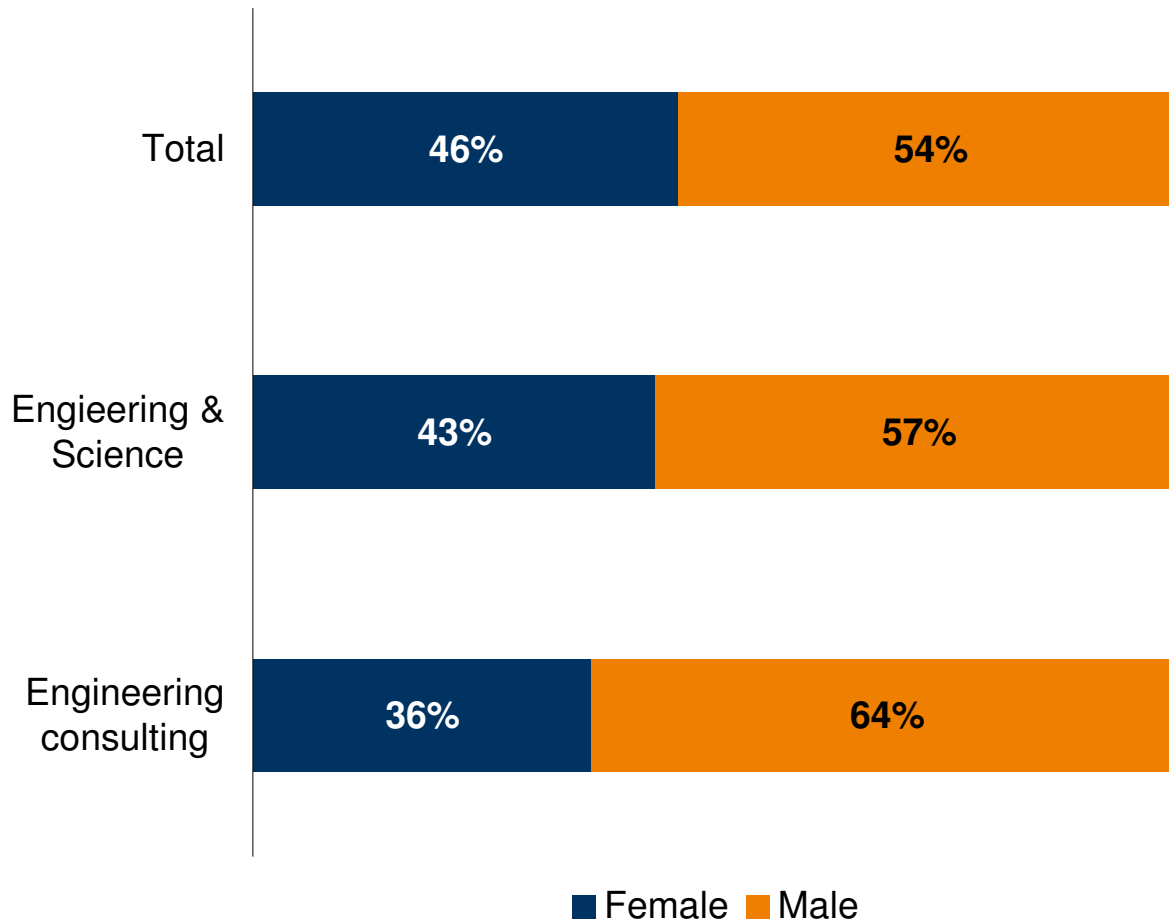
Age



SURVEY QUESTION:
What is your year of birth?

THINK ABOUT:
• What is your aim? To attract younger or older candidates?

Gender

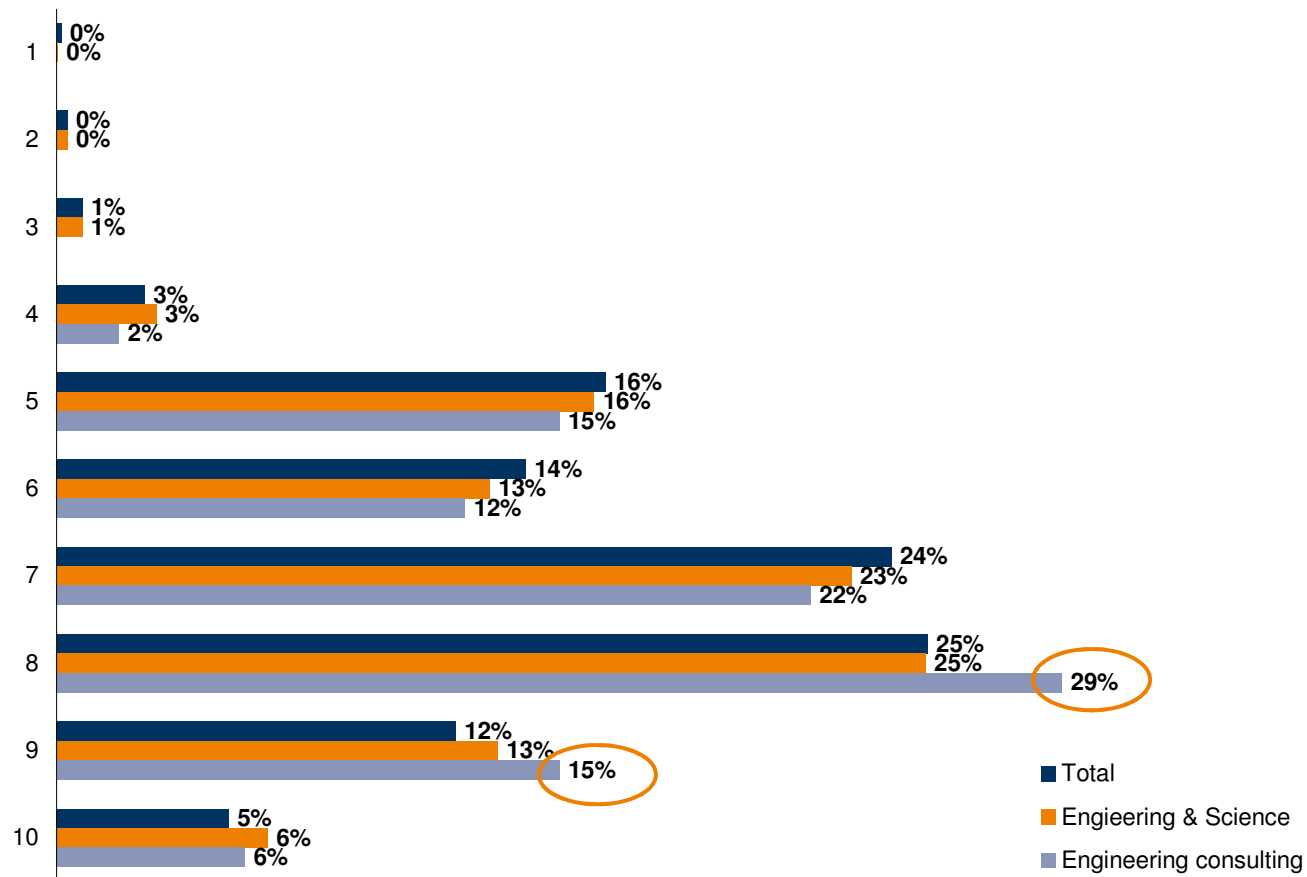


SURVEY QUESTION:
What is your gender?

THINK ABOUT:

- Does the distribution meet your expectations?
- Do you have a certain strategy towards men/women?

Academic performance



SURVEY QUESTION:

Please grade your academic results on a scale from 1 to 10, where 10 represents "excellent results", 5 stands for "Average"

PLEASE NOTE:

- A High Achiever is categorised as an individual with 8, 9 or 10, when grading their academic performance.

THINK ABOUT:

- Are you focusing on this particular group in your communication?
- What actions can you take to attract these students to a larger extent?

Areas of study - Engineering (1/2)

Area of study	Total	Engineering & Science	Engineering consulting
Chemistry	14%	14%	8%
Mathematics	12%	12%	16%
Other Engineering/Science	12%	12%	15%
Biology	10%	10%	3%
Physics	10%	10%	18%
Civil Engineering	10%	10%	10%
Electrical/Electronic Engineering	9%	9%	11%
Biotechnology	7%	7%	4%
Machine/Mechanical Engineering	6%	6%	13%
Environmental Science/Environmental Technology	5%	5%	8%
Pharmacist	5%	5%	1%
Process Engineering and -Management	4%	4%	10%
Design and Innovation	4%	4%	6%
Computer Science/Information Technology	4%	4%	8%

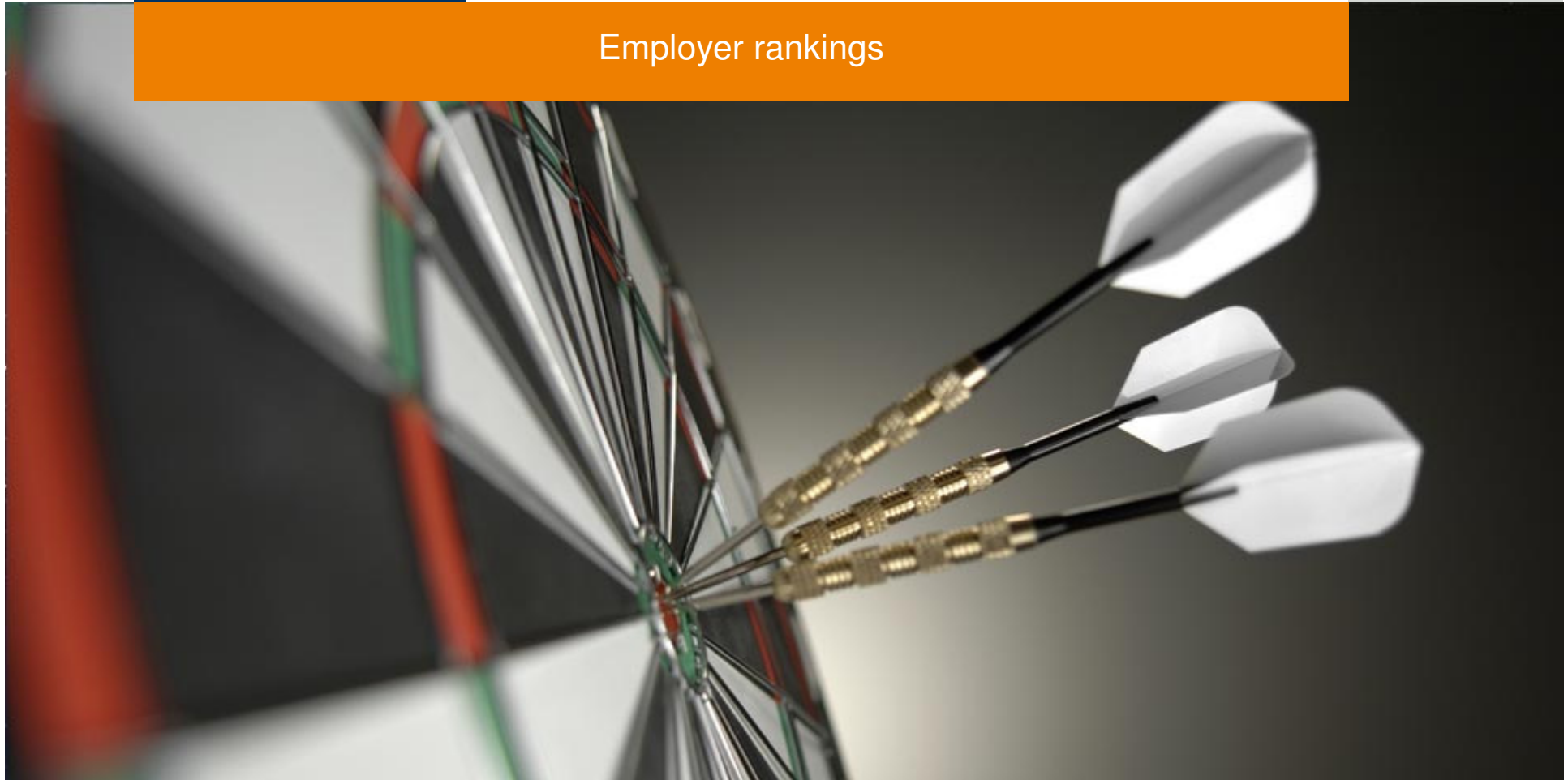
SURVEY QUESTION:

What is your major(s)/main area(s) of study?

PLEASE NOTE:

- The table is sorted by how represented each area of study is amongst the Total students.

Employer rankings



Universum Student Survey 2008

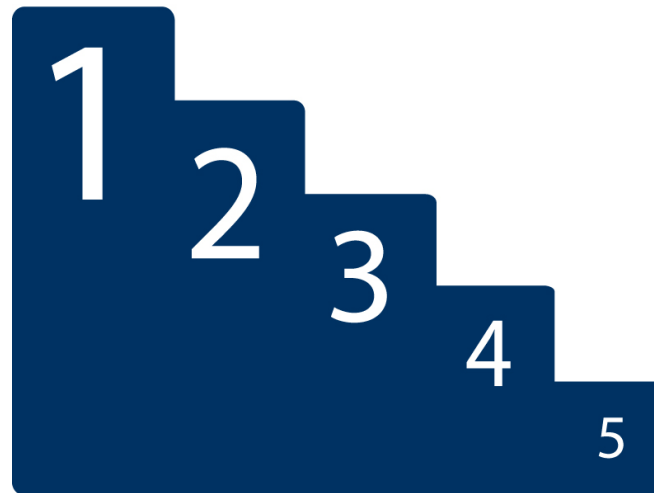
Top findings - Engineering & Science

Ideal Employer ranking:

1. Novo Nordisk
2. Novozymes
3. H. Lundbeck
4. COWI
5. Vestas

High Achievers' ranking:

1. Novo Nordisk
2. Novozymes
3. H. Lundbeck
4. COWI
5. Miljøministeriet



Considered Employer ranking:

1. Novo Nordisk
2. Novozymes
3. H. Lundbeck
4. Vestas
5. COWI

Potential Applicants' ranking:

1. Novo Nordisk
2. Novozymes
3. COWI
4. H. Lundbeck
5. Vestas

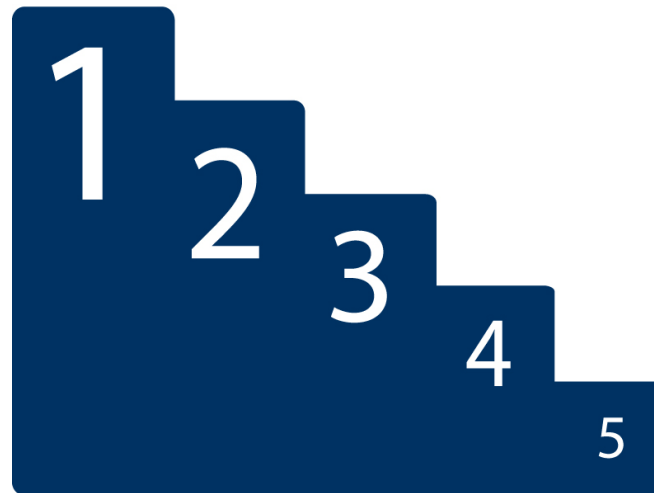
Top findings - Engineering consulting

Ideal Employer ranking:

1. COWI
2. Vestas
3. Rambøll
4. A.P. Møller - Mærsk
5. Nokia

High Achievers' ranking:

1. COWI
2. Vestas
3. Miljøministeriet
4. Rambøll
5. A.P. Møller - Mærsk



Considered Employer ranking:

1. Siemens
2. COWI
3. Vestas
4. Bang & Olufsen
5. Grundfos

Potential Applicants' ranking:

1. COWI
2. Rambøll
3. Bang & Olufsen
4. Nokia
5. Accenture

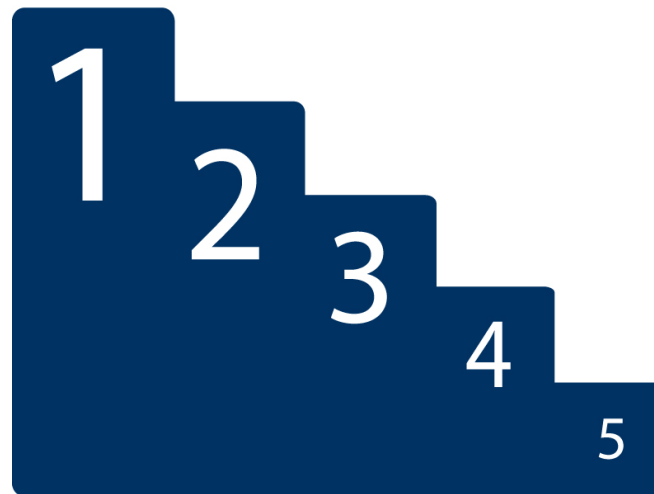
Top findings - Total (Business) (Denmark)

Ideal Employer ranking:

- 1.A.P. Møller - Mærsk
- 2.Carlsberg
- 3.Novo Nordisk
- 4.Vestas
- 5.Bang & Olufsen

High Achievers' ranking:

- 1.A.P. Møller - Mærsk
- 2.Novo Nordisk
- 3.Vestas
- 4.McKinsey & Company
- 5.Bang & Olufsen



Considered Employer ranking:

- 1.Bang & Olufsen
- 2.A.P. Møller - Mærsk
- 3.Novo Nordisk
- 4.Vestas
- 5.Carlsberg

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