

+45

PAGES OF
DATA
ANALYSIS

10

BESPOKE
FOCUS
GROUPS

1

CULTURE
PIONEER
AWARD

CREATING AN EVP WORTH RAISING A GLASS TO

THE NUTSHELL

Using existing data and bespoke research we identified the key characteristics of Chivas Brothers' culture and turned it into a compelling employee value proposition, which we launched with impact across the business.



HUMAN CONNECTION

WHISKY



THE INSIDE TRACK

Making a fine scotch whisky needs the perfect blend of tradition and innovation. Chivas Brothers, part of the Pernod Ricard group, knows this better than most – providing a delectable dram for whisky lovers all over the world.

But what the product, and the business, really depends on is talent – attracting, developing and retaining the humans who can help make them a leader in a competitive field. That needs a strong employee value proposition. You can't dream that up in a boardroom: it must be discovered and brought to light from within.



Using our tried and tested methodology, we sat down with Chivas Brothers people and talked to them about what really matters and makes up the heart of their business: the very best aspects of life at the whisky maker. We combined this research with analysis of existing data – employee survey results, exit interviews and market trends – to create an authentic EVP that felt meaningful whether you work in bottling or distilling, HR or head office. Then we launched it to the business through events, socials and film as the single version of the truth about working at Chivas Brothers.



The team at scarlettabbott led us on a journey to articulate our EVP, and we couldn't be happier with the result: goosebumps. When an EVP truly resonates, that's the reaction you get and how we feel when we read ours at Chivas Brothers. Going forward, it will be instrumental in helping us attract and retain those who feel that connection too – and can help us achieve our vision to shape the future of whisky.

KATRINA MAHEU, HEAD OF INTERNAL COMMUNICATIONS & CULTURE