

Employer Brand Messaging

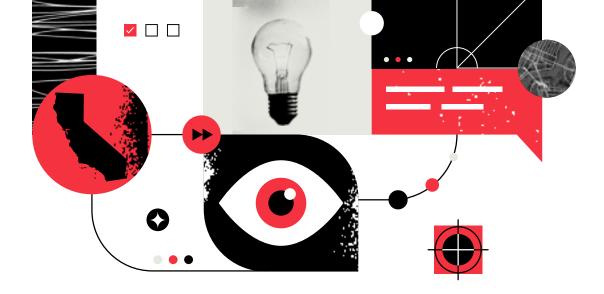
Template

This handy messaging framework will help you tell a consistent, cohesive employer branding story.

For more detail on how to use this template, see our

Guide to Build Your Employer Branding Content Strategy.

Employer Value Prop		
Messag	ing Pillars ————	
Pillar 1	Pillar 2	Pillar 3
Campaign Goal	Campaign Goal	Campaign Goal
Campaign Concept	Campaign Concept	Campaign Concept
Key Messaging/Story	Key Messaging/Story	Key Messaging/Story



Column Five is a creative content agency based in Southern California and Brooklyn. We help brands discover and tell their best stories.

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