



FORTUNE 10

How did we shape

The brand narrative of the #1 RETAILER's GCC, as the Tech Employer of Choice

Client **Ask**

The Sr. Director of Communications was under pressure due to low application traction from the website and rising attrition. With leadership mandating a 10K-employee scale for the Bengaluru GCC, there was an urgent need to strengthen employer positioning, improve employee engagement and establish the GCC as the 'Tech Employer of Choice'.

Client **Challenges**

Low organic traffic on the website with a negligible submissions of job applications.

Low employee engagement and high attrition.

Fragmented digital presence and unclear talent value proposition.

Our **Solution**

20

Info-gathering, brainstorming & leadership workshops



8

event strategy & marketing assets



350+

Comms assets



90+

Fun, interactive & high-energy employee engagement videos



3

Global event shoots & promos



40

Employee engagement pages



80+

Keywords optimized for SEO + AEO + GEO



Business **Impact**



115% increase in website traffic and a 55% rise in job applications.



12.5% reduction in employee attrition driven by stronger employee engagement initiatives and internal communication reach.



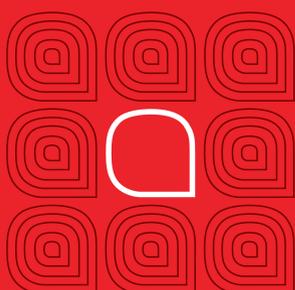
Promo videos for the global event created virality and increased the visibility by 3.5X.



Improved employer brand perception, positioning the GCC as a preferred tech workplace and earning the Golden Quill Award for 3 consecutive years.



15 competitive keywords ranking on the 1st page of Google.



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