

PANASONIC AVIONICS CASE STUDY

CHALLENGE

Panasonic is recognized as a consumer electronics company however there is a lack of co-branding for business units such as Panasonic Avionics, thus a less than desired residual effects of corporate consumer marketing strategies. The Panasonic Avionics team headquartered in Lake Forest, CA (Los Angeles area) conducted a new hire survey and competitor research project to gain competitive insights regarding the hiring market including the following:



81.5% of all competitor industries utilize branded social media platforms and blogs.

Corporate Branding/Social Media integration is utilized by a majority of competitors and by 100% of technology competitors.



The top two channels for delivering the highest quantity of candidates are employee referrals & social media.



33% of their hiring projections were engineering and the global technical operations team planned the most growth.

Many potential candidates were not aware of Panasonic Avionics presence in the local market as a potential employer. Candidates who are aware associate them with a "large, structured and corporate" employer. Panasonic Avionics serves 4 distinct markets (America's, Asia Pacific, Europe and Middle East) and a singular employer brand was required to appeal across multiple cultures.

SOLUTION

Create a social friendly employer brand with a redesigned and mobile optimized career site and ability to engage talent on a marketing cycle.

Redesign the career portal with targeted copy, imagery and video to control drop-off and increase search engine optimization.

Provide a positive and focused candidate experience better than market competitors.

Develop campaigns around their culture and targeted job families.

Develop content libraries with images and video to use in campaigns

Utilize a Content Relationship Management (CRM) tool in global recruiting.

Develop an employer brand with appeal and focus on America's, Asia Pacific, Europe and Middle East.

Increase employee referrals and engagement by creating internal campaigns with rewards.

MEASURE OF SUCCESS

Panasonic Avionics experienced positive results with their brand message and social media strategy. LinkedIn grew by 81% during the first 5 months and engagement grew to 30+ likes per post. Panasonic Avionics did not have a presence on Facebook or Twitter for their "life at" (careers) platforms. In the first quarter of use, Facebook grew to 580 likes due to internal campaigns. Likes increased by 788% (56 to 497) month over month and the average reach per post increased by 68% (77 to 129) month over month.

29% of the fans are female (the global female engineering population is 11%) and 31% of the reach is female. The first quarter of Twitter proved a direct correlation between number of tweets and reach.

A total of 50 tweets provided :

29.5k impressions
7,585 profile visits
100 new followers
14 mentions

The time period with more tweets realized an increase in impressions, visits, followers and mentions. Activity was most prevalent during campus recruiting visits.

GOALS



- Showcase career ecosystem
- Easy apply
- Data driven decisions
- Communicate :
 - o Stability
 - o Entrepreneurship
 - o Social responsibility
 - o Innovation
- Global employer brand messages
- Social media friendly & corporate compliant
- Easy share of jobs
- Mobile friendly
- Enhanced candidate experience



TARGET USERS

- Internal employees
- Engineers and Technical Operations
- College students
- Brand loyalist



CHALLENGES

- Global corporate brand affects perception of localized business unit
- Limited career focused social media accounts
- Resources for management of social communities, CRM and employer branding activities
- Corporate adoption of new strategy

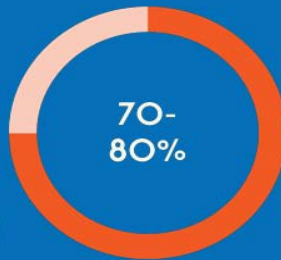
THE DATA

Panasonic Avionics conducted an employee survey and competitor analysis to gain insights regarding the local hiring market.

SURVEY SAYS :

EMPLOYEES' SOCIAL MEDIA USE

IN SEARCHING
FOR A JOB



UTILIZE A MOBILE
OPTIMIZED
PLATFORM DAILY

The top two channels for delivering the highest quantity of candidates are:

employee
referrals
& **social
media**

MOST UTILIZED SOCIAL MEDIA PLATFORMS FOR POSTING JOBS

60%



45%



18%



81% of all
competitor
industries utilize
branded social
media platforms
and blogs

SPLICE utilized this data in the content creation and creative strategy development process.



Panasonic

Panasonic Avionics Corporation

CAREERS **TALENT BLOG** ABOUT US ▼ CORPORATE SITE SIGN IN

YOUR FUTURE
STARTS HERE

SEARCH OUR OPEN POSITIONS

Search by Skill

City or Postal Code

SUBMIT

JOIN OUR TALENT
COMMUNITY

Not ready to apply? Join our talent community
to receive job updates and connect with us.

SIGN UP NOW

LIFE AT PANASONIC AVIONICS

CURRENT OPENINGS

WHAT WE DO

JOB AT FIRST SITE

Panasonic Avionics career site had a 60% drop off rate within the first 2 minutes of visits with 97% of visitors only viewing the first page. The redesigned page had a positive impact with engaging content.



LANDING AND EXIT PAGES

Page views increased from 1 per visitor to 5.6! Candidates stayed on the site 2+ minutes longer and the drop off rate fell from 60% to 43%. By utilizing less copy and more image/video and creating a mobile friendly experience the career site is more engaging and applicants increased. This is a direct result of including employee bios, cultural images, landing page for each region and connecting dedicated "Life At..." social media accounts.

FUN FACTS



75% of candidates said that the look and feel of a job posting influences their decision to apply

they will spend an average of
30 SECONDS looking at a post

SOCIAL MEDIA



NEW FACES, NEW PLACES

Facebook had a large impact on internal employee engagement. Panasonic Avionics led several internal campaigns to drive internal engagement and develop employee-generated content. These numbers have a direct impact on recruiting and the trends show video, images and culture leading in engagement and people reached. Employees shared and generated buzz around events with positive results including:

SOFTWARE NETWORKING

18% ENGAGEMENT

728 PEOPLE REACHED

SOFTWARE RUNNING DAY

10% ENGAGEMENT

320 PEOPLE REACHED

EMPLOYEE LUNCHEON

28% ENGAGEMENT

1,153 PEOPLE REACHED

VIDEO ON CULTURE

7% ENGAGEMENT

1,158 PEOPLE REACHED



FUN FACT:

49% of female software engineers are more likely to apply to a company recommended by a friend

SOCIAL MEDIA



THE TWEET EFFECT

Previously, Panasonic Avionics utilized a corporate twitter handle to highlight corporate events. Creating the @PanasonicJobs handle provides positive engagement for millennials during campus visits and key events including;

- CalPoly campus visit tweet had 1,620 impressions
- Star Wars Day tweet had 619 impressions
- Engineering networking event tweet had 179 impressions



LINKS IN A CHAIN

Panasonic Avionics focused heavily on the corporate LinkedIn page due to it's impact on their source of hires. Adding a branded careers tab, and utilizing an editorial calendar for content postings by involving recruiters increased followers by **81%**, which positively affected overall engagement.



WETUBE

Panasonic Avionics utilized an existing corporate YouTube channel to host videos for the career site. They have 34 subscribers and 2,562 views on 3 career/life related videos.

FUN FACTS



50% of users watch at least one business related video a week
75% then visit the business' website after viewing



RESULTS



SOCIAL MEDIA EFFECT:

The platforms selected complimented the employer branding efforts of Panasonic Automotive and influenced decision regarding working for the company. First quarter results are positive and adoption has been successful. Click on the Social Media platforms to visit the sites.

FACEBOOK:

Total like: 596
Average likes per post: 25
Average comments per post: 3

TWITTER:

Followers: 165
Average retweets per post: 7

LINKEDIN:

Followers: 19,770 (9k gain)
Average comments per post: 2
Average likes per post: 35

YOUTUBE:

Subscribers: 35
Total views: 2,509 (833 per video)

RECRUITMENT EFFECT:

During the first quarter of use Panasonic Avionics had a record hiring month (115) and hired 350 from the initial adoption. Recruiters went through training around creating campaigns, optimizing social recruiting, community building, candidate experience and LinkedIn for branding. The talent acquisition team has embraced the strategies and been critical to the success of all programs. All levels of leadership within talent and human resources have supported the program and attributed to the overall success.

NEW HIRES:

Goal: 250 per quarter
Results: 350 Q2 2015
(40% above goal)