

CAMPAIGN'S BEST PLACES TO WORK - 2017

REGISTRATION DEADLINE: 6 OCTOBER 2017

What is Campaign's Best Places to Work?

Campaign's Best Places to Work is a survey competition to determine which participants are the best employers. The process is managed by Best Companies Group (BCG) and winners are published in Campaign.

What is Best Companies Group (BCG)?

Best Companies Group is an independent research firm specialising in identifying and recognising great places to work. BCG manages programmes worldwide, including the US, Canada and the UK.

Why participate?

By participating you can find out if you are one of the UK's best employers! It can also result in significant organisational benefits for entrants:

1) Heightened Company Pride. If your company appears on the list, it could improve employee morale and retention.

2) Public Relations and Marketing Advantage.

Companies can use the distinction to enhance recruiting efforts, increase the value of general marketing and improve reputations.

3) The Employee Feedback Report:

While participation is FREE, participants can pay as little as £395 to receive their Employee Feedback Report detailing the company's employee responses. Also included are UK employee and employer benchmarks.

Who can participate?

- Any ad agency, ad-tech firm, media company, or the marketing division of a brand *with at least 15 employees working in the United Kingdom (England, Scotland, Wales and Northern Ireland)
- Be a publicly or privately held business
- Must be in business a minimum of 1 year

Assessment Description

The process includes 2 surveys to gather detailed data about each participating company. BCG conducts the surveys, analyses the data and determines the winners and rankings.

Part I - Employer Benefits & Policies

Questionnaire: The employer completes an online survey, detailing company policies, practices, benefits and demographics.

Part II - Employee Engagement & Satisfaction

Survey: Employees complete a survey of in-depth statements using a scale of 5 points ranging from "Agree Strongly" to "Disagree Strongly." The survey also includes 7 demographic and 2 open-ended questions. It can be given online or by paper, if a full company employee email list is not available.



What does it cost?

# of UK Employees	# Employees Surveyed	Online Fee ⁽¹⁾
15-24	All	FREE
25-99	All	FREE
100-199	All	FREE
200-499	Up to 250(3)	FREE
500-2499	350(3)	FREE
2500 and above	400(3)	FREE

1) Review the Assessment Process page to learn about this email-based survey before selecting this option 2) Fees are non-refundable 3) Employees are randomly selected

Announcing & Recognising the Winners!

The contact at each company is notified of their status prior to the release of the winner rankings in Campaign in April. Non-winning companies are not publicly revealed.

For more information or to register visit the website below or call BCG at 1-877-455-2159.

www.campaignbestplaces.com

Partners: Campaign and Best Companies Group