

CAMPAIGN'S BEST PLACES TO WORK 2021

REGISTRATION DEADLINE:

18 DECEMBER 2020

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?

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:

- **Heightened Company Pride:** If your company appears on the list, it could improve employee morale and retention.
- **Public Relations and Marketing Advantage:** Companies can use the distinction to enhance recruiting efforts, increase the value of general marketing and improve reputations.
- **The Insights Report Package:** While participation is FREE, participants can pay as little as £415 to receive their Insights Report Package detailing the company's employee responses. Also included are UK employee and employer benchmarks.

Who Can Participate?

- Must be an ad agency, ad-tech firm, media company, or the marketing division of a brand
- Must 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 1- Employer Benefits & Policies Questionnaire:

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

Part 2- Employee Engagement & Satisfaction Survey

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

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 March 2020. Non-winning companies are not publicly revealed but will also be notified.

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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	FREE
500-2499	350	FREE
2500+	400	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 BCG conducts the surveys, analyses the data and determines the winners and rankings.

For more information or to register, visit the website www.campaignbestplaces.com or contact Katrina Heimbach at KHeimbach@BestCompaniesGroup.com