

# 5 Steps to Building a Powerful Benefits Brand for Open Enrollment

Attract and engage employees during open enrollment with a benefits brand your workforce will love.



Did you know that **75% of job seekers<sup>1</sup>** consider an employer’s brand before even applying for a job? Imagine what a branded benefits program could do to attract your employees’ attention to your open enrollment initiatives – and drive interest and action all through the benefits year! Follow these steps for branding success:

<sup>1</sup> Careerarc.com

## Step 1:

### Establish Your Benefits Brand

Set the stage for your brand by answering the questions:

- ✓ What is our benefits philosophy?
- ✓ What are we trying to accomplish as a company, through our benefits?

This will help inspire a brand concept, like this:

**We drive a Culture of Caring that’s exemplified in our benefits program.**

Give your brand some **personality** with a visual and verbal identity.

- LOGO:** Hands holding heart
- COLOR SCHEME/IMAGERY:** Warm colors, simple graphics, photography with human connection
- MESSAGING TONE/VOICE:** Caring, engaging, easy to digest

- BEST PRACTICE:** Make visuals relatable by using photos of real employees in your materials.
- TIP:** Partner with your marketing team for alignment on corporate branding and for help giving your benefits brand a unique look and feel.



## Step 2:

### Centralize Your Benefits Brand

Remove the complexity and introduce an SSO-enabled benefits marketing website or partner-powered platform that draws on the look and feel of your benefits brand.

- What it does:**
- ✓ Provides key information about each benefit
  - ✓ Quickly connects employees to where they need to go
  - ✓ Provides anyone a look into your company’s culture
  - ✓ Allows partners and household decision-makers to access benefits

- BEST PRACTICE:** Make the URL something uncomplicated and easy to remember such as [<companyname>benefits.com](#)
- TIP:** Put your most important benefits or those you want to promote front and center on the homepage of your site.



## Step 3:

### Apply Your Benefits Brand Consistently

Make sure all benefits communications are aligned with the brand to avoid confusion and aid in recognition.

Carry benefits branding across all touchpoints, including:

- ✓ Your benefits platform, where employees ultimately go to take action during open enrollment
- ✓ Benefits campaign assets, including education materials, presentations, emails and hand-outs
- ✓ Vendor partner communications, which can be layered with branding elements to create a cohesive campaign

- TIP:** Consider releasing a total rewards statement as a lead-up to OE so employees can connect how they are using the benefits program today with changes they want to make.
- BEST PRACTICE:** Package benefits brand guidelines and elements – logo, icons, colors, tone, etc. – in a style guide so everyone stays on the same page when creating communications.



## Step 4:

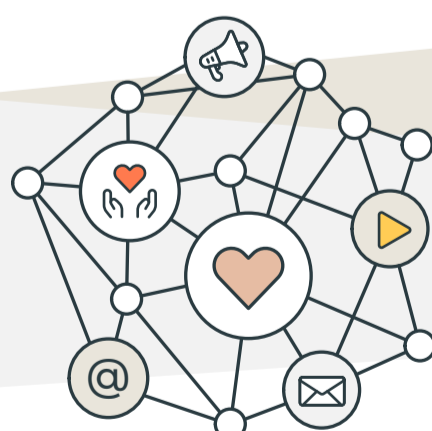
### Drive Action During Open Enrollment

Leverage your benefits brand to make a statement during OE with a special theme.

Here’s what that might look like:

- BRAND:** Culture of Caring
- OE THEME:** Your <company name’s> benefits are here to lend a hand
- CHANNELS/TACTICS:** Email, intranet, on-premises signage, video, in-person events (e.g., lunch + learns, benefits fair, etc.), virtual events (e.g., virtual benefits fair, live webinar, etc.), organizational social channels (e.g., Slack), direct mail, etc.

- TIP:** Try sending a (branded!) OE save-the-dates postcard highlighting a new benefit or an employee testimonial.
- BEST PRACTICE:** OE is a time to drive action, so skip the benefits jargon in favor of real language that resonates with employees.



## Step 5:

### Make Benefits Branding a Year-round Effort

Example:

- MAY HIGHLIGHT:** Mental health awareness to support holistic wellness.
- MESSAGE:** “Self-care IS health care.”
- EMPLOYEE BENEFITS:** Employee Assistance Program, Mental Health Platform

- TIP:** Make branding and communication more manageable by identifying a quarterly or monthly focus that will hone focus for your HR team and employees.
- BEST PRACTICE:** Send a survey immediately after OE to measure employee satisfaction and determine focus areas for the year ahead. Ask them if they noticed your brand!

