

# Employer **Branding**



gkBRAND, Inc.<sup>®</sup> specializes in Employer Branding solutions that demonstrate your value as an employer, to help you attract, engage and retain great people.

**gk**BRAND<sup>®</sup>

# Is your Employer **Brand** delivering a reality that maximizes your most valuable resources?



## **Maximize your resources**

Employer branding is not only about attracting new talent, but also about engaging, motivating and retaining existing talent.

We recognize, especially in times of uncertainty and change, the important effect of a compelling Employer Brand on organizational effectiveness. Getting your Employer Branding right not only ensures an authentic employment experience, but also creates a culture where people thrive and excellence flourishes. The value is quantifiable and essential to continue to move your business forward.

At gkBRAND®, as creators of innovative and successful branding strategies, we understand the power of harnessing your employer brand to serve your business goals. We are committed to excellence and offer a range of diverse services tailored to your needs. Engage us in a stimulating real dialogue that is solutions-focused to get the most out of your employer brand.

**gk BRAND offer the benefits of a full-service branding agency with expertise in employer branding services in the following areas:**

- Research
- Brand Strategy
- Message Development
- Web Development
- Brand Implementation
- Brand Asset Management

**Contact us today for a complimentary consultation and become part of the success story we have created for our clients over three decades.**

# Create an **authentic** employment experience



**gkBRAND**

**Vásken Kalayjian**

CEO

Westport, CT Office

+1.203.226.8255 x16

[vkalayjian@gkbrand.com](mailto:vkalayjian@gkbrand.com)



# Realize your vision for the future now



Westport: +1.203.226.8255 Ext.12  
New York: +1.212.687.3099 Ext.12  
vkalayjian@gkbrand.com  
[www.gkbrand.com](http://www.gkbrand.com)



gkBRAND® is a  
ComVort Agency

© 2009 gkBRAND, Inc. GK, GK BRAND®, GK Naming, GK Interactive, GK TALENT, are registered trademarks of GK BRAND, Inc. All other terms, company names, product names and logos contained herein may be trademarks or registered trademarks of their respective owners, and are hereby acknowledged.

Printed on Canon imageRUNNER 3200.