

RioTinto

**RIO TINTO**

**Global Diversity Brand Development**

# RIO TINTO

## THE PROJECT

Long a believer in a fair workplace for all, Rio Tinto constantly aspire to see both their people and potential talent champion acceptance and diversity throughout the organisation.

With a focus on external attraction and engagement, the project objective was to raise awareness of Rio Tinto as a leading employer of diverse talent, and we were tasked to articulate and communicate their commitment to building an environment where diversity is applauded and inclusion is a way of life.

Their Inclusion & Diversity Value Proposition (DVP).

Project scope included:

- Global employee insights research
- DVP analysis and articulation
- Diversity brand and messaging development
- Asset creation
- Global brand guidelines
- Global talent attraction campaign

Be yourself.  
Be part of  
Rio Tinto.

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## THE APPROACH

Working with Rio Tinto to identify their Inclusion & Diversity Value Proposition (DVP) saw us undertaking on the ground employee and stakeholder research across 5 continents. Global external research was also carried out, along with a company-wide eSurvey translated across 5 languages.

DVP and messaging was developed which served to inform the creative execution of their new I&D brand. We designed and produced a new suite of assets and content, followed by the compilation, planning and execution of a global media campaign to launch the new brand and engage with fresh talent communities globally.

The main objective of this campaign was to deliver the brand and I&D message to potential talent globally, and increase awareness and engagement by raising Rio Tinto's profile as a workplace that truly values each and every person, no matter their differences.

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## THE END RESULT

The new diversity brand was rolled out across multiple external channels including careers www, social media, and specialist industry and diversity media.

The new brand and supporting global campaign delivered 7,963,065 impressions, generating 37,332 clicks for an overall CTR of 0.47% (above industry average). All display and search campaigns were driven to the 'Why work at Rio Tinto?' page on the global website, with clear spikes in traffic during the peak campaign periods.

The Social platforms generated a large volume of engagement that saw growth in followers on all pages - South Africa Facebook +521 (+2%), Australia Careers Facebook +3,658 followers (+20%) and Australia Careers Twitter +352 (108%).

The DVP was approved by senior stakeholders, with very positive feedback regarding the content and relevance, and alignment with their overarching global company brand.

