

THE MAGNET
EMPLOYER BRANDING AWARDS

FINLAND

How to make an entry

Entry guidelines for work published in Finland in 2026

The essentials

Your entry is a chance to showcase your Employer Branding project and its impact. Keep the presentation to **a maximum of 12 slides**, and attach any supporting material separately — videos, screenshots, images, activity plans or anything else that brings the project to life.

Eligibility

The work must have been published and active in Finland between January 2026 and December 2026. It can still be ongoing in early 2027.

One entry per category. You may enter the same project in more than one category.

Enter at magnetawards.fi before the deadline on 11 January 2027.

Shortlisted? Your one-slide summary is used on our channels — see slide 11.

Every entry must include

- a) The challenge — why the project started and what problem it solved
- b) Objectives and the metrics you used
- c) Specific activities
- d) Results and impact
- e) One slide for social media and the shortlist*
- f) Additional materials

Award categories



Creating an
employer brand



Best employer brand
management



Best recruitment
marketing campaign



Wild ideas



Engaging employee
advocacy initiative



EB professional(s)
of the year



**Grand Prix: most
magnetic employer brand**

The Grand Prix is also awarded at the gala — see magnetawards.fi for the details.

Timeline



Ticket sales
open



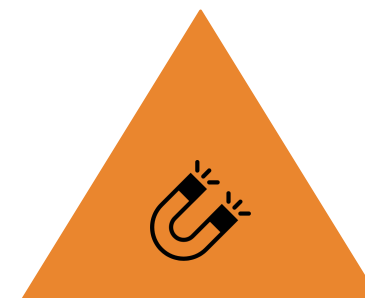
15.09.2026
Awards entry
period opens



11.01.2027
Nomination
period ends



15.02.2027
Shortlist
published



11.03.2027
Magnet EB Awards
Finland

THE **MAGNET**
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THE SAME FOUR STEPS WORK FOR EVERY CATEGORY

How to structure your entry

1 The challenge

The starting situation: why the project began and what problem you set out to solve.

Who you needed to reach — your target talent segments.

How the work connects to your business or hiring goals.

2 Objectives & activities

Your objectives and the metrics you chose to measure them.

The big idea, and what you actually did: channels, assets, activations.

Timeframe and budget where relevant.

What made the approach original or bold.

3 Results & impact

What changed, measured against the objectives you set.

Numbers and human evidence — quotes, testimonials, feedback from candidates and employees.

See the next slide for metrics worth reporting.

Lessons learned and what comes next.

4 Visuals & extras

Show the work: screenshots, videos, campaign materials, event photos.

Reports, activity plans or case studies as additional material.

Your one-slide summary for social media and the shortlist.

Jury tip: Be specific. Clear data points, tangible outcomes and compelling storytelling beat long descriptions — and balance the numbers with human experiences.

PICK THE ONES THAT FIT YOUR PROJECT

Metrics worth reporting

1 Awareness & attraction

- Career page visitors and time on page
- Reach, impressions, followers
- Engagement rates on social
- PR and media hits
- Employer rankings, Glassdoor ratings

2 Hiring

- Application volume and quality past first screening
- Cost per application and cost per hire
- Time to hire
- Offer acceptance rate

3 Employees

- eNPS and engagement survey results
- EVP resonance (x% of employees)
- Employees involved in EB work
- Engagement on employee-shared content
- Retention and referrals

4 Wider impact

- DEI-related numbers
- Time or cost saved
- Volume of content produced
- Change in EB budget for next year
- Awards, recognition, anything else

You do not need all of these. A handful of metrics you can evidence is stronger than a long list of vanity numbers.

WHAT THE JURY LOOKS AT

Judging criteria

Each category is judged against two of these. The criteria for your category are named on the category slides.

Strategy

- Roadmap and key milestones
- Focus areas and talent segments
- Goals and KPIs

Creativity & Boldness

- The thinking behind the idea and its novelty
- How the approach differentiates you
- Inventive and responsible use of AI, where relevant
- Supporting imagery or video

Employee Engagement

- How involved employees are in the work
- eNPS or engagement survey results
- Engagement on employee-shared content
- Testimonials from those who took part

DEI

- How DEI was built into the work
- DEI-related numbers
- Inclusive imagery and gender-neutral language
- Internal impact

Results

- Concrete examples of impact
- Data trends against your KPIs
- Qualitative feedback from candidates, employees and the business

What each category is looking for



Creating an Employer Brand

For organisations that built a solid employer branding foundation this year: a targeted strategy, a compelling EVP and a concrete plan to activate it.

We look for

- A clear, targeted EB strategy
- A compelling EVP rooted in your culture
- A concrete activation plan
- Early results and internal buy-in

Jury criteria: Strategy, Employee Engagement



Best Employer Brand Management

For organisations that excel at running and evolving their employer brand across the talent journey—from career pages to employee stories, videos, candidate communications, onboarding and other activation materials.

We look for

- Consistent activation across channels
- Right messages to the right segments
- Work across the talent journey for different touchpoints
- A clear link to business goals
- Measurable internal and external impact

Jury criteria: Strategy, Results



Best Recruitment Marketing Campaign

Campaigns built to fill open roles: targeting specific talent segments and driving measurable hiring outcomes. Usually shorter campaigns.

We look for

- A plan aligned with hiring goals
- Focus on specific or niche segments
- Creative, compelling execution
- Employer brand carried through

Jury criteria: Strategy, Results

What each category is looking for



Wild Ideas

Initiatives that dare to be different: creative, innovative and memorable ideas that challenge norms and make you stand out. This is also the home for standout uses of AI in employer branding — content creation, personalisation, candidate engagement, insights or automation.

We look for

- Creativity and originality
- Fresh thinking, including inventive use of AI
- Boldness and risk-taking
- Differentiation and disruption

Jury criteria: Creativity & Boldness, Employee Engagement



Engaging Employee Advocacy Initiative

Initiatives that inspire real participation across the workforce, building pride, retention and growth.

We look for

- Strong participation and advocacy
- Enthusiasm sustained over time
- Space for diverse voices
- A clear contribution to your goals

Jury criteria: Employee Engagement, DEI



EB Professional of the Year

An employer branding trailblazer who inspires others and drives change. Open to in-house and agency professionals; self-nominations welcome.

We look for

- Measurable impact from strategic work
- Championing EB and winning buy-in
- Fresh approaches and trendsetting
- Mentoring and sharing knowledge

Jury criteria: Engagement of stakeholders, Impact

Tips for success



Be specific: clear data points, tangible outcomes and compelling storytelling.

Balance the numbers: metrics matter, but so do human experiences.

Show, don't tell: a strong visual narrative lifts the whole entry.

Highlight what's different: make it obvious what only you could have done.

Keep it tight: 12 slides, with extras attached separately.

Your one-slide summary

We use this slide to celebrate the shortlist on our channels, so please have it approved by your communications team before you submit.

What to put on it

A short description: what the initiative was, why you did it, how you did it and what it achieved — impact, cost, ROI, key metrics.

A visual of the work: the strongest image, screenshot or still you have.

Your logo: the version you want shown on social media.

For EB Professional nominees: a photo of the person plus screenshots of their work, and their career growth story.

Company X — entry for category X

Description

**Visual of
your work**

Logo

MAGNET EB AWARDS FINLAND

Save the date

11.03.2027

The winners are announced at the Magnet Employer Branding Awards Finland gala. Purchase your ticket to be there when the results are revealed.

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Key dates

- **15.09.2026** Awards entry period opens
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- **11.03.2027** Magnet EB Awards Finland

Organising partners

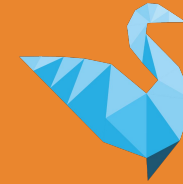
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Thank you!

Questions? Get in touch via magnetawards.fi