



EVP vs. TVP

Striking the balance between
inclusivity and impact



1. Defining engagement approaches

2. How to apply this globally?

TMPW

 **people scout**
A TRUEBLUE COMPANY



3. Talent audiences sitting side-by-side



Inclusivity and impact: What does this really mean?


A large, colorful puzzle piece structure is the central focus, set against a magical forest background with glowing lights. The puzzle piece is composed of many smaller pieces in shades of blue, red, and yellow. Several people are perched on top of the puzzle piece, while others are standing on the ground below, reaching up towards it. The scene is illuminated by soft, warm light, creating a dreamlike atmosphere.

What do we mean
by a TVP?



Fundamentally it's
all about audiences

TMPW

 **peoplescout**
A TRUEBLUE COMPANY

Territories

TMPW

 **peoplescout**
A TRUEBLUE COMPANY



Territories

Skillsets

TMPW

 **people scout**
A TRUEBLUE COMPANY



Territories

Skillsets

Experience levels

TMPW

 **people scout**
A TRUEBLUE COMPANY




Territories

Skillsets

Experience levels

ED&I considerations

TMPW

 **people scout**
A TRUEBLUE COMPANY



**Understand
your audiences**





The challenge:



BUDWEISER BREWING COMPANY APAC

百 | 威 | 亚 | 太 | 控 | 股 | 有 | 限 | 公 | 司

Cheers to Bigger Dreams

```
graph TD; A[Focus on ownership and individuality] --- B[Cheers to Bigger Dreams]; C[Don't let your ambition hold you back] --- B; B --- D[A recognised term of celebration – also touches on recognition, inclusion, and reward]; B --- E[You'll have the opportunity to do even more]
```

Focus on
ownership and
individuality

Don't let your
ambition hold
you back

A recognised term
of celebration
– also touches on
recognition, inclusion,
and reward

You'll have the
opportunity to
do even more

口号解析



印刷品

招聘会及相关活动

我们的企业因你而不同。
加入我们，实现理想，重塑行业。
齐举杯，梦想高扬。



创数据科技、引领行业改革。
加入我们，实现理想，重塑行业。
齐举杯，梦想高扬。



数字资产

社交媒体发帖
邮件营销
网页
招聘广告

数字海报(分辨率 2100 x 2970)



A warm, dimly lit bar scene. In the foreground, two glasses of beer with thick white foam sit on a dark, reflective bar top. The background is filled with shelves of various bottles and a prominent neon sign that reads "Global EVP" in a stylized, glowing font. The overall atmosphere is cozy and sophisticated.

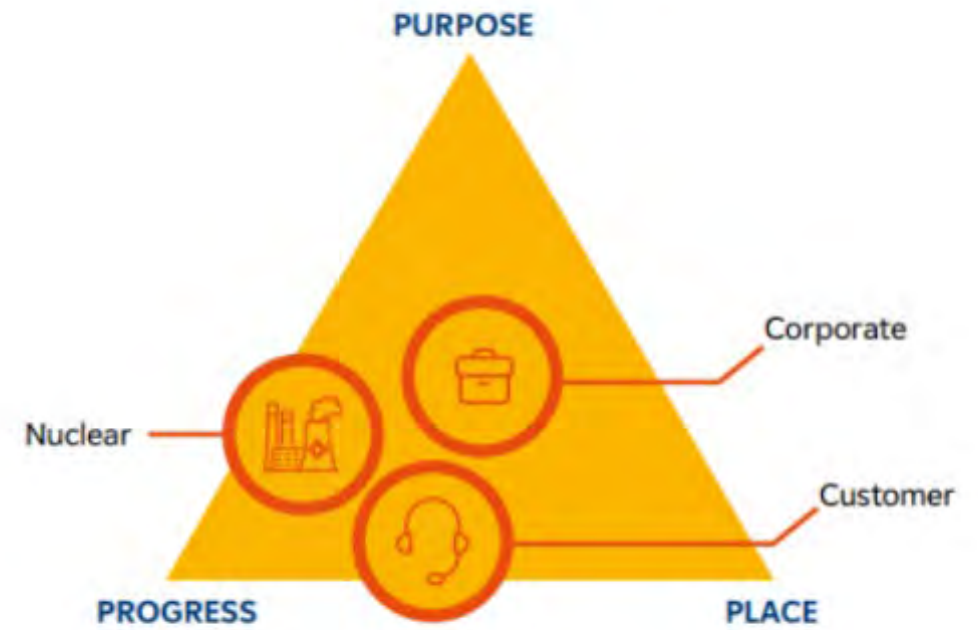
**But this was still
delivered at a high level**

How does this work
closer to home?

TMPW

people scout
A TRUEBLUE COMPANY





TMPW



Success is personal

Language

Knowledge

Respect

Daring

Inspired

Winning

Immersed

Excited

Solution

Vision

Sustainable

Ambition

Responsibility

Commitment

Welcoming

Belonging

Support

Purpose

Leadership

Sustainability

Teamwork

Understanding

Glory

Comfort

Self-belief

Support

Desire

Feel-good

Delight

At last!

Relief

Hard work

Grit

Appeal

Celebration

Having one too many

Family

Luck

Education

'I've made it'

Just turning up

Job done

Light

I'm home

Weightless

Persistence

Capable

Confidence

Conviction

Pressure

Subjective

Needed

Important

Promotion

Exploration

PASSIONATE

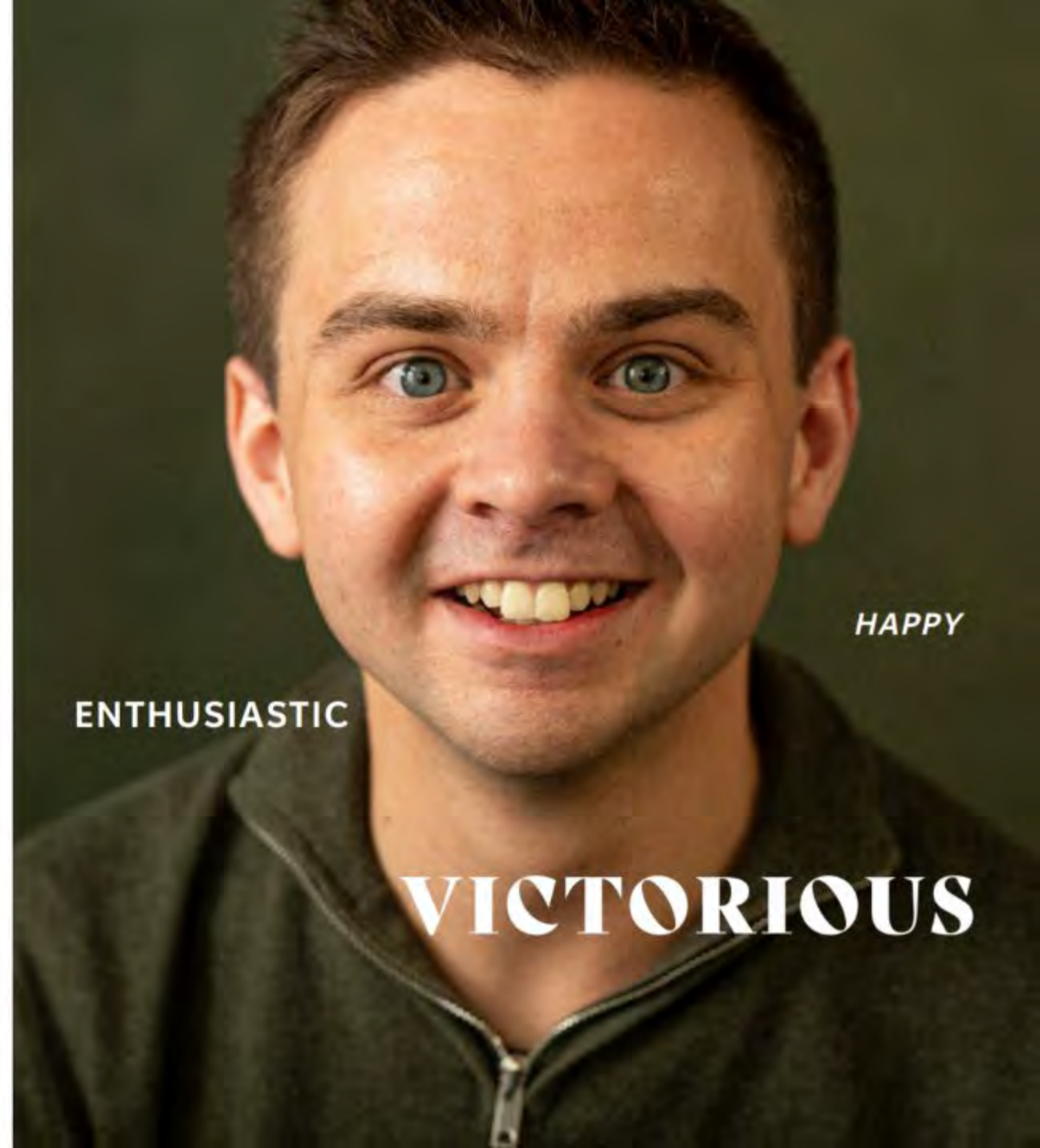
FREE

Fulfilled



Language

Driven	Unstoppable	Creative
Dreamer	Joyous	Inspired
Welcomed	Exceptional	Free
Desired	Peaceful	Tranquillity
Understood	Knowing	Essential
Visionary	Requested	Impactful
Trusted	Forwards	Memorable
Stable	Relentless	Precision
Loyalty	Loved	Evidence
Pushed	Unforgettable	Confidence
Capable	Happy	Celebrated
Immersed	Relaxed	Dedicated
Compatible	Safe	Exceptional
Involved	Untainted	Impactful
Intricate	Dedicated	Community
Excited	Relentless	Happiness
Committed	Ambitious	Passion
Passionate	Autonomy	Safety



HAPPY

ENTHUSIASTIC

VICTORIOUS

Visual approach breakdown

The following rules apply for larger collateral such as posters or exhibition stands.



Largest headline in Bely Display.

Smallest headline in EDF 2020 Bold - with 12 ° skew to emulate italicised font.

Headlines are always around the individuals face unless it's more of a close crop.

Second largest font is all caps in EDF 2020 Bold.

"Success is personal" lockup is always in the centre bottom of artwork.

"Helping Britain achieve Net Zero" lockup on the bottom left.

EDF logo always on the bottom right.





When might this not
be the right solution?



**What does this mean for
considerations of a TVP?**

**You really need to
understand your brand!**

Brand



Thank you

TMPW

people scout
A TRUJILLO COMPANY