

Building a compelling employer brand that **increases the ability to hire and retain top talent** and helps **drive ambitious growth plans.**



#### **Situation**

- Rapid business growth through acquisition and segment expansion
- Competitive market for top talent
- Employee population dispersed across seven locations throughout the U.S.

#### **Solution**

With a sense of who it was, recent expansion through acquisition, and ambitious goals for the future, Vulcan's leadership approached Savage to help it capture and communicate its employer brand. Savage helped capture the mindset and spirit responsible for fueling past successes so that they could be retained, leveraged and replicated as the company continued to grow.

#### **Results**

- Clarity for who the Vulcanites are and what makes them successful
- A singular, unified and compelling way of describing the culture across all levels and locations of the organization
- Leadership alignment and buy-in
- Alongside continuous improvement efforts, from Jan 2024-Jan 2025, the company experienced -15% reduction in attrition (from 55.4% to 40.4%), +10% increase in productivity on core products (85% to 95%), and 50% scrap reduction (11% to 5%).





### The Positioning

## Winning Big

Through a series of leadership discovery sessions and input collected from employees, a shared spirit emerged – a determination, drive and set of beliefs responsible for fueling the organization's successes to date. To capture and codify this organizational DNA, Savage created an employer brand that reflected Vulcan's competitive nature and drive to win, and a set of maxims that captured the deeply held beliefs that would continue to drive the company's success.

## The Brand Story

Vulcan was founded with the belief that with exceptional engineering and execution, along with grit and a fiercely competitive mindset, manufacturing can transcend the expected. Through innovation and an unyielding will to win, Vulcan has emerged as more than just a company; we are a testament to what relentless pursuit, strategic intention, and collective spirit can achieve.

To us, winning is not a mere achievement, but a persistent drive to defy the odds. We have the endurance, agility, and insatiable hunger required to do so. It's not a coincidence that Vulcan is the God of Fire in Greek Mythology. We have a fire in our bellies to challenge convention, accomplish unexpected things, and rise victoriously. Our rapid ascent in the industry is a result of meticulously placing the right minds with the right skills in the right places, fostering an environment where we lift each other up to do whatever it takes to reach our goal.

Our vision for the future is to win big. Our credo for winning encompasses more than what we do in the market. It's for all those around us – our customers, our communities, and most importantly, our employees.

Our culture is our compass, guiding us in synchrony towards this shared vision. We are united in our quest to push the boundaries of what's possible in engineering, innovation, and personal growth. Our future bright. Together, we will win big.

## The Maxims

- 1 The relentless finish first
- 2 Fail forward
- 3 Favor progress over perfection
- 4 Navigate by numbers
- 5 Consider the impact
- 6 Don't forget the fun

**"You guys nailed the employer brand.  
You totally get us. You had one of our guys in tears."**

— JP Magill, CHRO







**The Visualization**

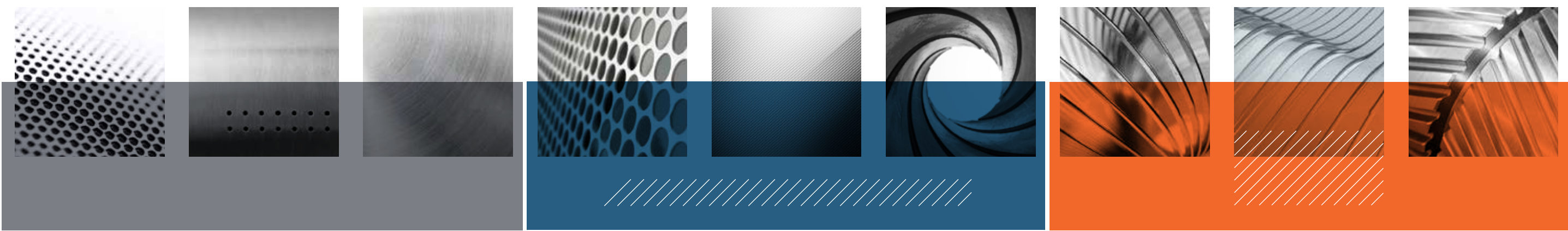
The idea of **Winning Big** was brought to life through a look and feel that was dynamic, sophisticated and clean. One that aligns with its corporate brand and unique ethos. The expression is visually rooted in the company's highly competitive spirit and the relentless,

can-do attitude of its workforce. This is supported by bold color, typography, macro product photography – and to authentically humanize the brand, employee photography was directed and shot at Vulcan's Mansfield, TX, plant.





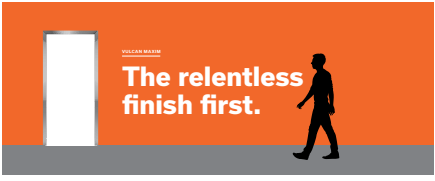
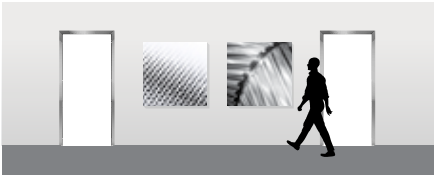
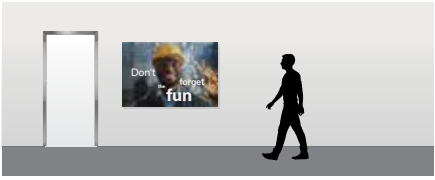
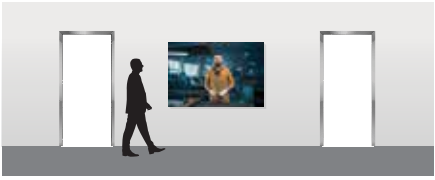
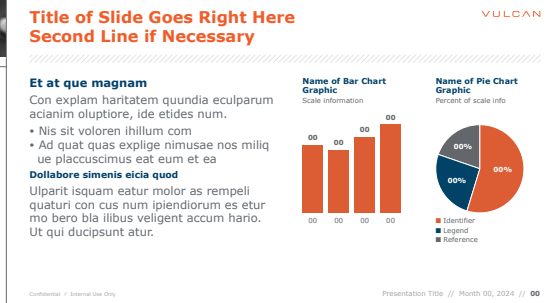
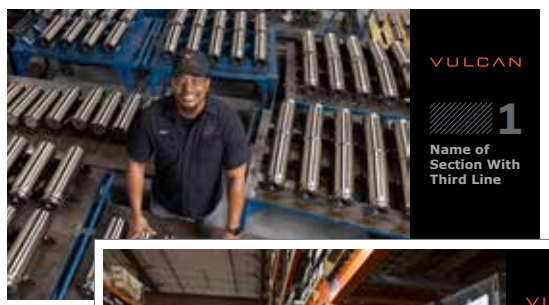
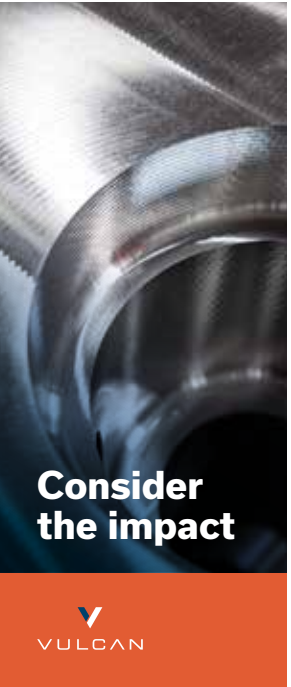
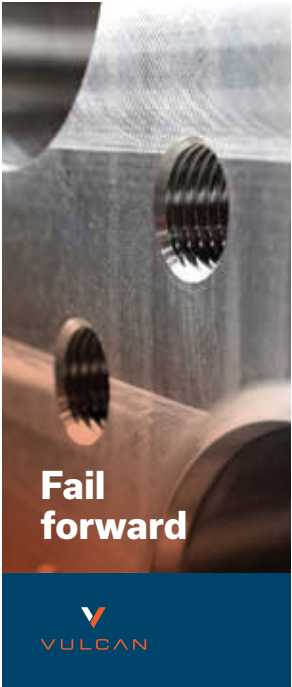
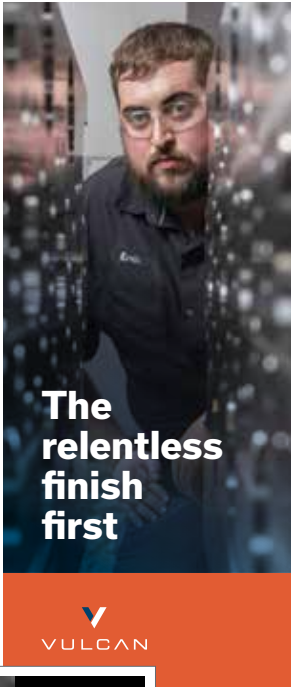
Savage Study: Vulcan Employer Brand



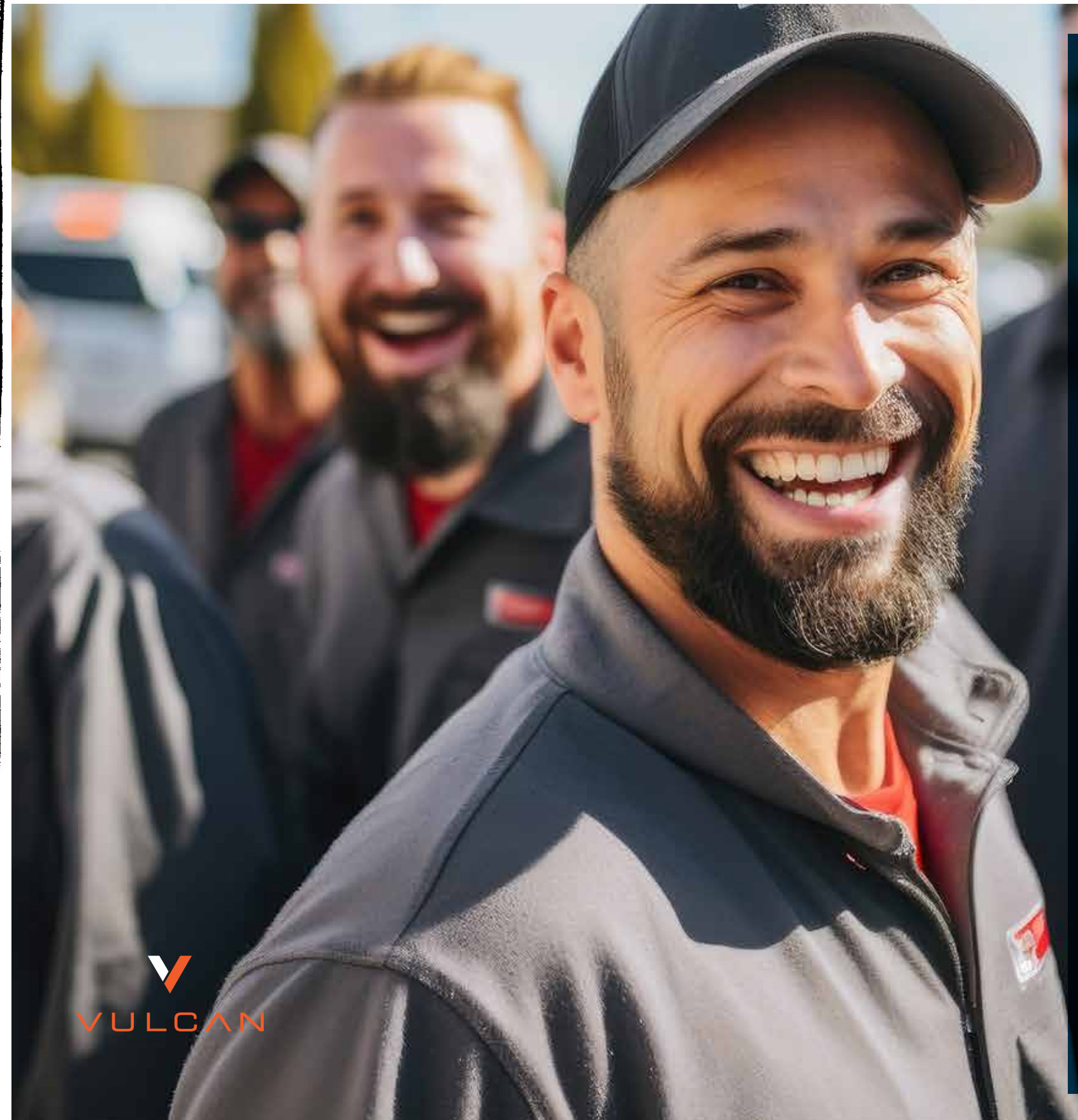
The Implementation

Savage created a number of communications tools to support Vulcan in communicating consistently, over time with employees.

- PowerPoint presentation template
- Environmental signage and graphics
- Employee communication app templates







Launching a **new, company-wide app to centralize communication and engage employees** throughout the organization.



#### **Situation**

- Seven manufacturing and service centers located across the U.S.
- Prior and anticipated acquisitive growth
- Many employees in manufacturing facilities without email access

#### **Solution**

Without the ability to share real-time information with all employees throughout the organization, Vulcan leadership realized it would be unable to foster the culture and drive the results it desired. To support these efforts, it identified a platform (Microsoft Viva Engage) and engaged Savage to determine how best to introduce, excite and engage employees in using it. Savage developed teaser and launch campaigns to promote early adoption and provided post-launch support to assure the platform remained relevant, interesting and full of opportunities for employee involvement.

#### **Results**

- 100% employee participation rate
- 64% engagement rate, 168,000+ post views and over 3,057 reactions within the first seven months of launch
- Increased awareness and understanding of key messages and initiatives
- Enhanced cross-office and cross-functional collaboration
- More knowledge sharing
- Better understanding of employee care-about
- Greater sense of belonging and community among employees



Savage Study: Vulcan Employee Communication App Launch

Teaser Campaign  
Support Materials

+ Connect

+ Collaborate

+ Conquer

Gear Up

Your New Tool for Teamwork is Rolling In.

+ Unite

+ Engage

+ Excel

Prepare for Impact

A Groundbreaking Tool to Transform How we Work Together is Launching Soon.

+ Link

+ Learn

+ Lead

Brace Yourself

The Future of Workplace Interaction is Just Around the Corner.

+ Create

+ Innovate

+ Succeed

Get Ready

A Revolutionary Way to Work Together is Coming Your Way.

V

**Vulcanites, UNITE!**

Get Ready to Transform the Way We Work Together.

Our Journey to a Stronger, Smarter, Connected Vulcan Begins Soon!

Your Gateway to

+ Connect

+ Communicate

+ Collaborate

Connect with Vulcanites

Make meaningful connections that transform our work.

Stay on Top of the Game

Your one-stop shop for all you need to know.

Swap Tricks of the Trade

Ask questions, learn from others.

Redefine Collaboration

Level up our work and success.

Launch Campaign  
Support Materials

**Viva Engage:**  
**Connect Beyond Borders**

Your Vulcan Online Community, Worldwide

Join Vulcanites across North America and get the latest company news, share best practices, and build a stronger community from your phone or desktop. Viva Engage is your place to share your voice and connect!

Login and join the conversation!

**Engineer the Vulcan Future**

Discuss blueprints, bolts, and beyond on Viva Engage!

Engineer the Vulcan Future

Discuss blueprints, bolts, and beyond on Viva Engage!

• Dive into design discussions

• Share engineering epiphanies

• Collaborate on cutting-edge concepts

Login and join the conversation!

**Forging Connections, Molding Ideas**

Share your knowledge and best practices on Viva Engage!

Forging Connections, Molding Ideas

Share your knowledge and best practices on Viva Engage!

• Brainstorm with colleagues

• Read the latest Vulcan news

• Ask questions and start a discussion

Add your voice to Viva Engage!

**Building a Better Vulcan**

Join the conversation on Viva Engage!

Building a Better Vulcan

Join the conversation on Viva Engage!

• "I didn't know we did that!"

• "Have you seen the latest product on Viva Engage?"

• "I'm going to post a pic of this fix I just figured out..."

Is your voice in the mix?

Login today!

How to Install: Viva Engage for Teams On a Mobile Device

Go to your app store and search for Viva Engage

Once you see Viva Engage in the search results, install the app

Once the application is installed, click on the icon to launch the app

How to Install: Viva Engage for Teams On a Desktop

Open Microsoft Teams

Along the left side navigation, select Apps

Search for Viva Engage

SPOTLIGHT

Community Contribution

SPOTLIGHT

Employee

Content Calendar

Month	Topic	Owner	Status
Jan	Q1 Kickoff	Jane	Planned
Feb	Valentine's Day	John	Planned
Mar	Q1 Review	Jane	Planned
Apr	Easter	John	Planned
May	Q2 Kickoff	Jane	Planned
Jun	Summer	John	Planned
Jul	Q2 Review	Jane	Planned
Aug	Back to School	John	Planned
Sep	Q3 Kickoff	Jane	Planned
Oct	Halloween	John	Planned
Nov	Q3 Review	Jane	Planned
Dec	Year End	John	Planned

Post-launch Strategy and Support Materials

- Get to Know series introducing various employees & leadership
- Department and Project Spotlights highlighting successful teams and projects
- Conversation prompts to engage employees in dialog
- Community Involvement features to call out impact

// Confidential

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## Introducing the employer brand to **energize employees** and **drive desired culture and business outcomes** //

### Situation

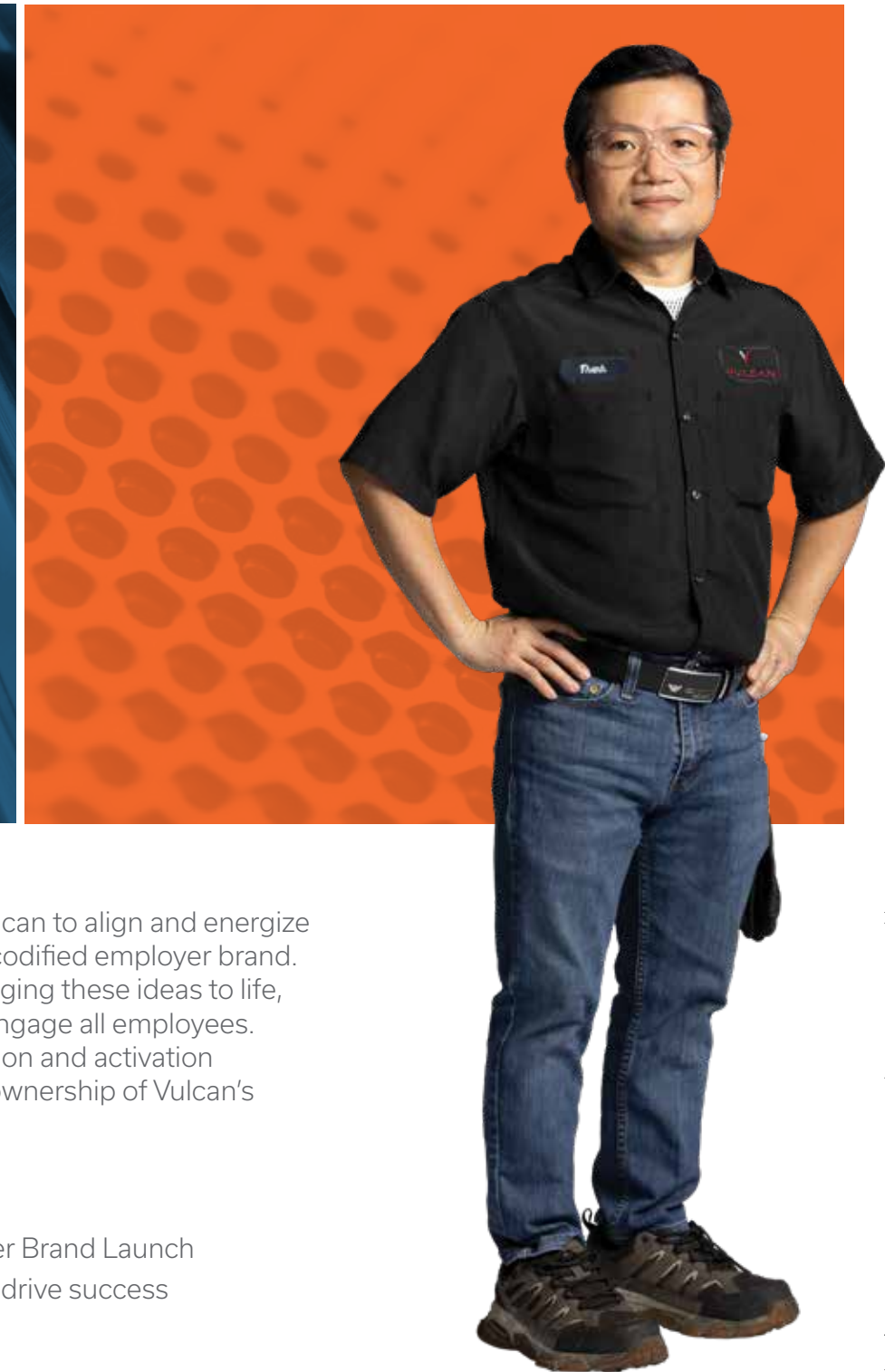
- No explicit articulation of who the organization is
- Lack of unified clear behavioral expectations
- Need to replicate past successes and energize future ambitions

### Solution

Savage developed a comprehensive strategy and plan for Vulcan to align and energize all levels and locations of the organization around the newly codified employer brand. Recognizing the importance of employee involvement in bringing these ideas to life, Savage designed an interactive launch event to inspire and engage all employees. This event served as the initial step in a broader communication and activation strategy aimed at fostering understanding, enthusiasm and ownership of Vulcan's winning spirit and maxims.

### Results

- 1st place winner of the 2025 Rally Awards for Best Employer Brand Launch
- Awareness and understanding for who we are and how we drive success
- A greater sense of pride and belonging
- Deeper connection to coworkers
- Demonstration of leadership's commitment to bringing this to life
- Increased enthusiasm for the company's direction and future





### The Launch Event

To commemorate the significance of the occasion, create an atmosphere of anticipation and excitement, and set the tone for the future, the launch event was built around the concept of an Opening Ceremony. It included activities, exercises, speeches, and interactions designed to engage and inspire attendees. Combined, these elements delivered an immersive and memorable experience that generated pride, unity and excitement while activating employees' desire to win.

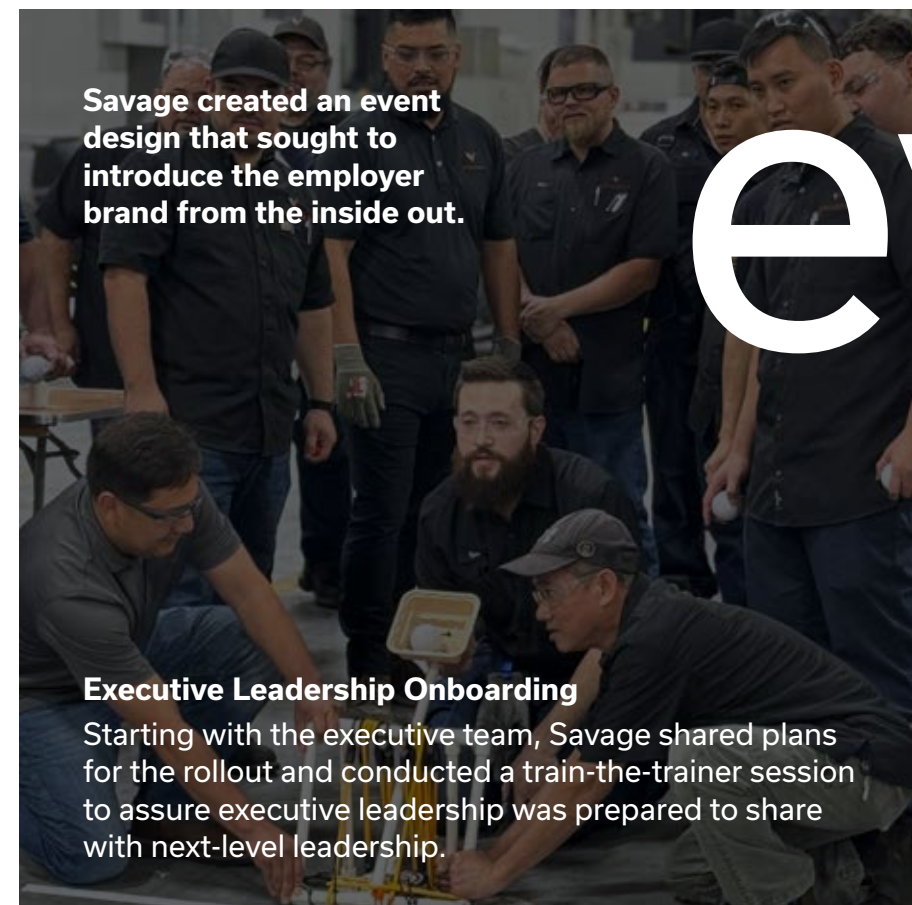
### Support Materials

- Event presentations
- Onboarding facilitation
- Event activation exercise cards
- Story-sharing wall
- Event giveaways
- Event signage
- Pre- and post-launch communication plan
- Post-launch maxim benchmarking survey



// The launch event was well received and understood. When I walked the shop floor the next day, several individuals were able to tell me, without looking, // what the Maxims were.

— **Tony Clarke**  
Continuous Improvement Manager, Mansfield, TX



**Savage created an event design that sought to introduce the employer brand from the inside out.**

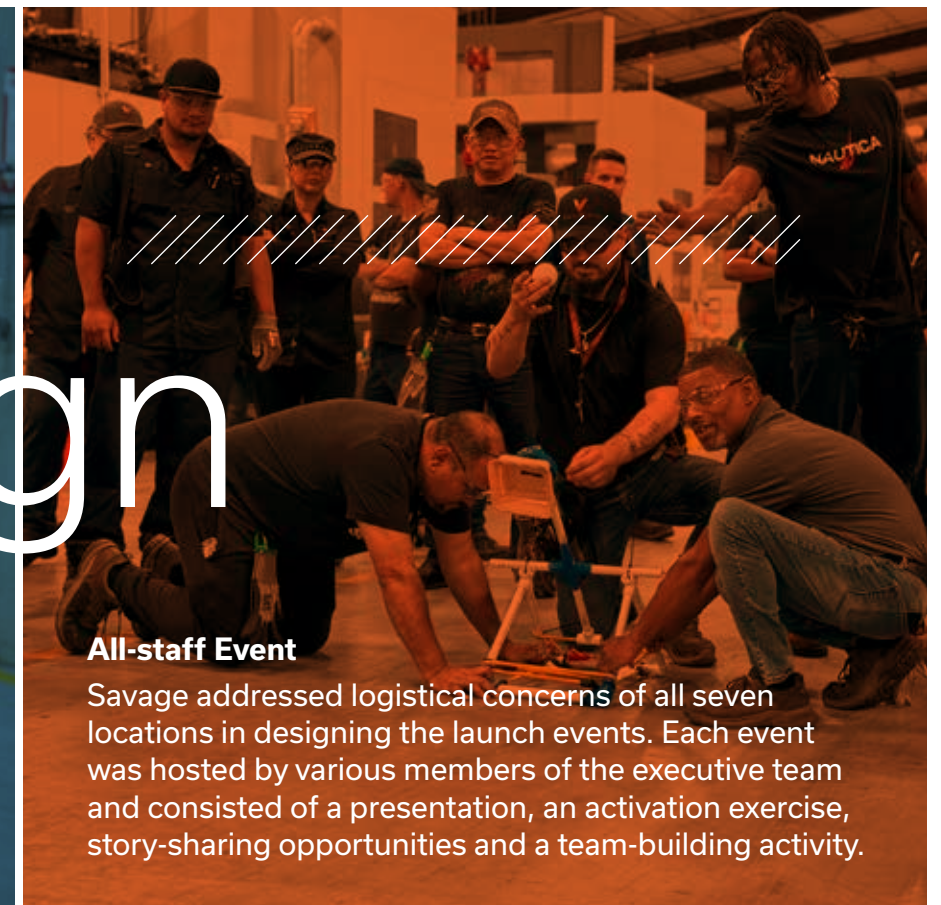
#### Executive Leadership Onboarding

Starting with the executive team, Savage shared plans for the rollout and conducted a train-the-trainer session to assure executive leadership was prepared to share with next-level leadership.



#### Next-level Leadership Onboarding

Savage created a presentation, designed an activation exercise and provided recommendations for a team-building activity that would encourage understanding, open dialogue and offer an opportunity for attendees to experience Winning Big together.



#### All-staff Event

Savage addressed logistical concerns of all seven locations in designing the launch events. Each event was hosted by various members of the executive team and consisted of a presentation, an activation exercise, story-sharing opportunities and a team-building activity.