

HIRED



# 2018 Global Brand Health Report

Tech workers reveal the companies they want to work for and what they value in a job offer.



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# Overview

When job candidates set out to find a new job, they're considering a spectrum of factors before making a final decision. They're deciding between interviews to pursue, evaluating whether the role aligns with their career goals, and debating the best approach for landing their ideal compensation package. At every stage of the interview process, candidates are measuring their experience while companies have an opportunity to create a lasting impression to seal the deal.

Why does this matter? Beyond a company's corporate brand, an employer brand stems from how job seekers and potential employees perceive your company. Factors such as company benefits, flexible hours and company culture all weave into a job seeker's decision-making process. Since great talent is the foundation of a successful business, building a strong employer brand should be a focal part of every company's talent acquisition strategy.

To determine which factors job seekers prioritize when evaluating a company's brand health, and which companies are doing it best, we surveyed our marketplace of technical talent, spanning software engineering, product management, design and data science roles. We asked them which companies they're most interested in working for, what attracts them to begin interviewing, and what drives them to accept or reject a job offer.

We release this report to help companies improve their employer brand and offer clarity into what matters most to job seekers. We're on a mission to get everyone a job they love, so we want to empower companies to do just that.

## The Most Loved Employers in the World

To gain a deeper understanding of what people value in a potential employer, we asked our marketplace of tech talent to rank the companies they'd most like to work for. We provided candidates with a list of companies to choose from, and they ranked their interest in working at each company on a five point scale. Companies with a larger number of candidates selecting the top two scores earned a higher ranking, or a higher Brand Positivity Index (BPI).

This year, respondents named Netflix as the most appealing place to work, moving up the ranks from fifth place last year and inching ahead of Google, Tesla and SpaceX. Our list of the top 25 global employer brands also reveals the promising footprint innovative companies like DeepMind and Virgin Hyperloop One are creating on the world stage. As companies of every size continue investing in their employer brands for talent acquisition and employee retention, their efforts are not going unnoticed.

## Top 25 Global Employer Brands

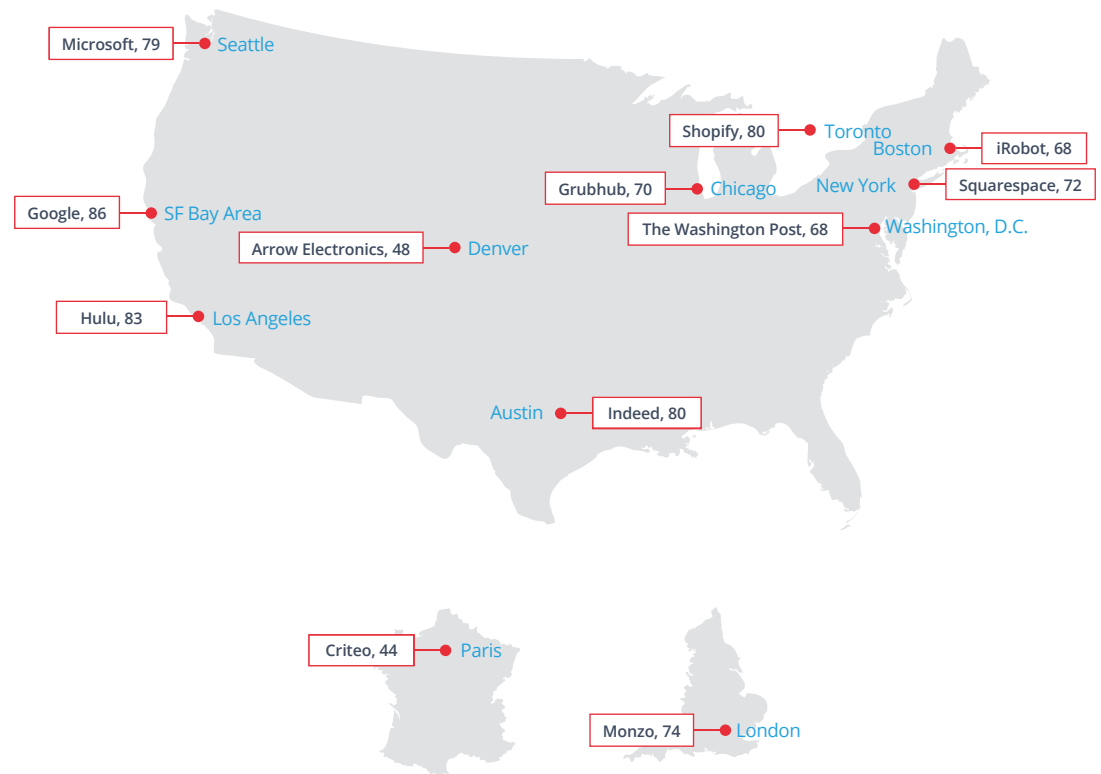
RANK	COMPANY	LOCATION	BPI*
1	<b>Netflix</b>	SF Bay Area	86
2	<b>Google</b>	SF Bay Area	83
3	<b>Tesla</b>	SF Bay Area	73
4	<b>SpaceX</b>	Los Angeles	72
5	<b>Airbnb</b>	SF Bay Area	72
6	<b>Apple</b>	SF Bay Area	70
7	<b>Microsoft</b>	Seattle	70
8	<b>LinkedIn</b>	SF Bay Area	70
9	<b>Amazon</b>	Seattle	69
10	<b>Hulu</b>	Los Angeles	65
11	<b>The Walt Disney Company</b>	Los Angeles	64
12	<b>Slack</b>	SF Bay Area	63
13	<b>Facebook</b>	SF Bay Area	63
14	<b>Dropbox</b>	SF Bay Area	61
15	<b>GitHub</b>	SF Bay Area	60
16	<b>Lyft</b>	SF Bay Area	59
17	<b>Kickstarter</b>	New York City	58
18	<b>Square</b>	SF Bay Area	53
19	<b>Vimeo</b>	New York City	52
20	<b>Zillow Group</b>	Seattle	51
21	<b>Jet Propulsion Laboratory</b>	Los Angeles	50
22	<b>Virgin Hyperloop One</b>	Los Angeles	49
23	<b>Virgin Galactic</b>	Los Angeles	49
24	<b>Blizzard Entertainment</b>	Los Angeles	47
25	<b>DeepMind</b>	London	47

\*BPI: Brand Positivity Index. Companies with a larger number of candidates selecting the top two scores earned a higher ranking, or a higher Brand Positivity Index.

The global rankings are sourced from respondents in Canada, the United Kingdom, and the United States.

## Top Employer Brands by City

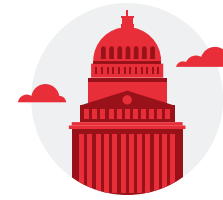
Tech talent also had the opportunity to rank the companies they found most attractive to work for in the market they currently live. Consumer tech companies dominated the local lists, including Grubhub in Chicago and Hulu in Los Angeles. Media and enterprise companies, like The Washington Post in Washington, D.C. and SendGrid in Denver, are scattered throughout the local top-10 rankings as well. In our survey, each company was listed in the market nearest to where they are headquartered.



- [Austin](#)
- [Boston](#)
- [Chicago](#)
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- [London](#)
- [Los Angeles](#)
- [New York City](#)
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- [SF Bay Area](#)
- [Seattle](#)
- [Toronto](#)
- [Washington, D.C.](#)

## Top 10 Austin Employer Brands

RANK	COMPANY	BPI
1	Indeed	80
2	Whole Foods	69
3	HomeAway	65
4	RetailMeNot	56
5	Spiceworks	45
6	Silicon Labs	45
7	SolarWinds	45
8	WP Engine	44
9	National Instruments	44
10	Dell	40



### Austin by the Numbers

**50%**

cite poor reputation as a top reason not to work at a given company (the #1 reason)

**86%**

are interested in working 100% remotely — the highest concentration of all cities surveyed

## Top 10 Boston Employer Brands

RANK	COMPANY	BPI
1	<b>iRobot</b>	68
2	<b>Zipcar</b>	52
3	<b>TripAdvisor</b>	52
4	<b>GE</b>	48
5	<b>HubSpot</b>	48
6	<b>MathWorks</b>	47
7	<b>Akamai</b>	46
8	<b>LevelUp</b>	44
9	<b>athenahealth</b>	42
10	<b>Toast</b>	42



### Boston by the Numbers

**63%**

say knowing a colleague that works at a company is the number one reason they'd respond to a company that reaches out to them

**46%**

would leave a job if they didn't feel valued by their manager



## Top 10 Chicago Employer Brands

RANK	COMPANY	BPI
1	<b>Grubhub</b>	70
2	<b>Groupon</b>	57
3	<b>United Airlines</b>	56
4	<b>Peapod</b>	55
5	<b>Orbitz</b>	50
6	<b>Uptake</b>	49
7	<b>Morningstar</b>	48
8	<b>Trunk Club</b>	44
9	<b>Citadel</b>	37
10	<b>Sprout Social</b>	37



### Chicago by the Numbers

**26%**

look for the flexibility to work remotely when job searching

## Grubhub's

perks put them at the top: employees get food credits, flexible vacation and regularly go on company outings

## Top 10 Denver Employer Brands

RANK	COMPANY	BPI
1	<b>Arrow Electronics</b>	48
2	<b>HomeAdvisor</b>	42
3	<b>CenturyLink</b>	40
4	<b>SendGrid</b>	38
5	<b>DigitalGlobe</b>	37
6	<b>Ibotta</b>	35
7	<b>JumpCloud</b>	34
8	<b>Tendril</b>	29
9	<b>NetApp</b>	29
10	<b>DaVita Healthcare Partners</b>	29



### Denver by the Numbers

**61%**

cite poor reputation as a top reason not to work at a given company

**52%**

weigh company culture when evaluating job opportunities

## Top 10 London Employer Brands

RANK	COMPANY	BPI
1	<b>Monzo</b>	74
2	<b>DeepMind</b>	64
3	<b>BBC</b>	63
4	<b>McLaren Automotive</b>	63
5	<b>Skyscanner</b>	60
6	<b>Revolut</b>	57
7	<b>Deliveroo</b>	54
8	<b>ASOS.com</b>	45
9	<b>Blockchain</b>	44
10	<b>Sky</b>	44



### London by the Numbers

**74%**

would leave their current job if a new offer gave them a chance to solve new problems

**70%**

cite lack of interest in the product as a top reason not to work at a given company

## Top 10 Los Angeles Employer Brands

RANK	COMPANY	BPI
1	<b>Hulu</b>	83
2	<b>SpaceX</b>	83
3	<b>The Walt Disney Company</b>	73
4	<b>Virgin Hyperloop One</b>	70
5	<b>Virgin Galactic</b>	68
6	<b>Warner Bros</b>	67
7	<b>Blizzard Entertainment</b>	66
8	<b>Jet Propulsion Laboratory</b>	65
9	<b>Riot Games</b>	64
10	<b>Snap</b>	57



### Los Angeles by the Numbers

**76%**

are interested in working 100% remotely

## Hulu's

focus on providing meaningful benefits like tuition reimbursement likely contributes to its number one local ranking

## Top 10 New York City Employer Brands

RANK	COMPANY	BPI
1	Squarespace	72
2	Vimeo	68
3	Kickstarter	67
4	Etsy	64
5	Bloomberg	62
6	Tumblr	56
7	BuzzFeed	55
8	Jet.com	54
9	NBCUniversal	52
10	American Express	52



### New York City by the Numbers

**71%**

are interested in working 100% remotely

**48%**

will engage with a company that reaches out about a job if they recognize the company name

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“Employer branding is critical for hiring, and retaining, folks that will thrive at your company. Tech company cultures are often stereotyped and generalized, while they are in fact very nuanced and different from each other. If you don’t take the time to thoughtfully and accurately differentiate and define your culture (in a way that factors in both your company’s current state and where you plan to be in 1-2 years), you run the risk of being just another open floor plan with a ping-pong table.”

**Colleen Finnegan**

Recruitment Marketing at Squarespace

## Top 10 Paris Employer Brands

RANK	COMPANY	BPI
1	<b>Criteo</b>	44
2	<b>Chauffeur-Privé</b>	41
3	<b>Drivy</b>	40
4	<b>Vente Privée</b>	35
5	<b>PriceMinister</b>	33
6	<b>Algolia</b>	32
7	<b>Datadog</b>	32
8	<b>Dashlane</b>	31
9	<b>Tinyclues</b>	25
10	<b>Payfit</b>	25



### Paris by the Numbers

**52%**

say the opportunity to learn new skills is the number one factor they consider when job searching. All other cities rank compensation and benefits first.

**73%**

say a personalized message is the number one reason they will engage with a company that reaches out about a job opportunity

## Top 10 SF Bay Area Employer Brands

RANK	COMPANY	BPI
1	Google	86
2	Netflix	86
3	Airbnb	81
4	Slack	78
5	Lyft	74
6	LinkedIn	74
7	Facebook	73
8	Apple	73
9	Dropbox	73
10	Github	68



### SF Bay Area by the Numbers

**56%**

will engage with a company that reaches out if they have prior knowledge about the company (the #1 reason)

**61%**

say they'd be interested in working 100% remotely — coming in last among the cities ranked



## Top 10 Seattle Employer Brands

RANK	COMPANY	BPI
1	<b>Microsoft</b>	79
2	<b>Zillow Group</b>	75
3	<b>Tableau Software</b>	73
4	<b>Redfin</b>	71
5	<b>Amazon</b>	66
6	<b>Expedia</b>	62
7	<b>Starbucks</b>	59
8	<b>Alaska Airlines</b>	59
9	<b>Valve Corporation</b>	59
10	<b>Seattle Children’s Hospital</b>	56



### Seattle by the Numbers

# Microsoft

climbed this year’s list, coming out #1 compared to #4 in 2017 — and made the global list for the first time

# 47%

would switch jobs for a better location or commute

## Top 10 Toronto Employer Brands

RANK	COMPANY	BPI
1	<b>Shopify</b>	80
2	<b>Kijiji</b>	56
3	<b>RBC</b>	49
4	<b>FreshBooks</b>	48
5	<b>Scotiabank</b>	48
6	<b>Flipp</b>	47
7	<b>Thomson Reuters</b>	47
8	<b>TD Bank</b>	46
9	<b>Loblaw Digital</b>	46
10	<b>CIBC</b>	44



### Toronto by the Numbers

# Shopify

comes in first once again, [gaining attention](#) for remote work, relocation and a company-wide focus on recruiting

# 50%

would engage with a company that reaches out about a job if they know someone already working there

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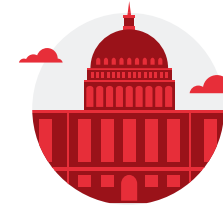
“Consistency and clarity from the first time a candidate hears about Shopify to their holistic employee lifecycle is key to setting the right expectations and attracting world-class talent. Ultimately, a company is a collection of people and at Shopify, we focus on attracting the best people to solve unique problems, at the right time. The right match between job and person is key in ensuring we can foster their growth and development and build a resilient and long-lasting company.”

**Anna Lambert**

Director of Talent Acquisition at Shopify

## Top 10 Washington, D.C. Employer Brands

RANK	COMPANY	BPI
1	The Washington Post	68
2	Capital One	66
3	Booz Allen Hamilton	50
4	Marriott	48
5	Lockheed Martin	44
6	ThinkGeek	44
7	Geico	42
8	Applied Predictive Technologies	38
9	CAVA	38
10	Custom Ink	37



### Washington, D.C. by the Numbers

**48%**

say lack of interest in a company's mission is the number one reason they wouldn't want to work there

**77%**

cite "knowing the salary upfront" as the main reason they'd engage with a company that reaches out about a job — highest out of the cities surveyed

## Understanding the Mind of a Job Seeker

In addition to asking job candidates to rank the companies they'd most like to work for, we asked them to select the top three factors that matter most when they're looking for a job or evaluating an offer. While the results show that salary still reigns, it's far from the only factor that seals the deal.

### Top 5 Factors Job Seekers Consider When Applying



55%  
**Compensation  
& Benefits**



45%  
**Company  
Culture**



40%  
**Opportunity to  
Learn New Skills**



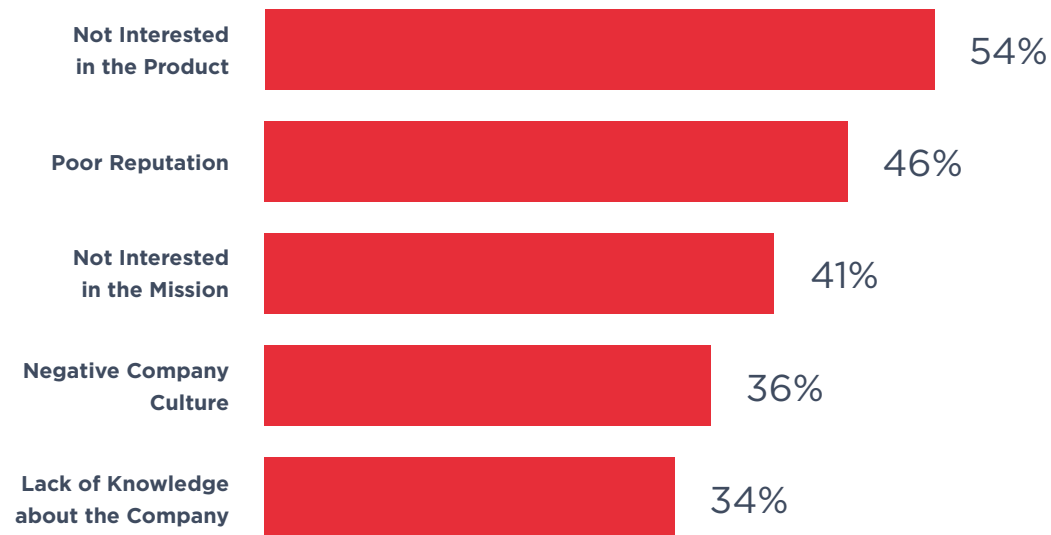
29%  
**Challenging Technical  
Problems to Solve**



27%  
**Team**

Unsurprisingly, compensation and benefits are the most important factors job seekers consider when they're evaluating job opportunities. Coming in second this year is company culture, which moved up from third place since last year's report.

## Top 5 Factors that Turn Job Seekers Away



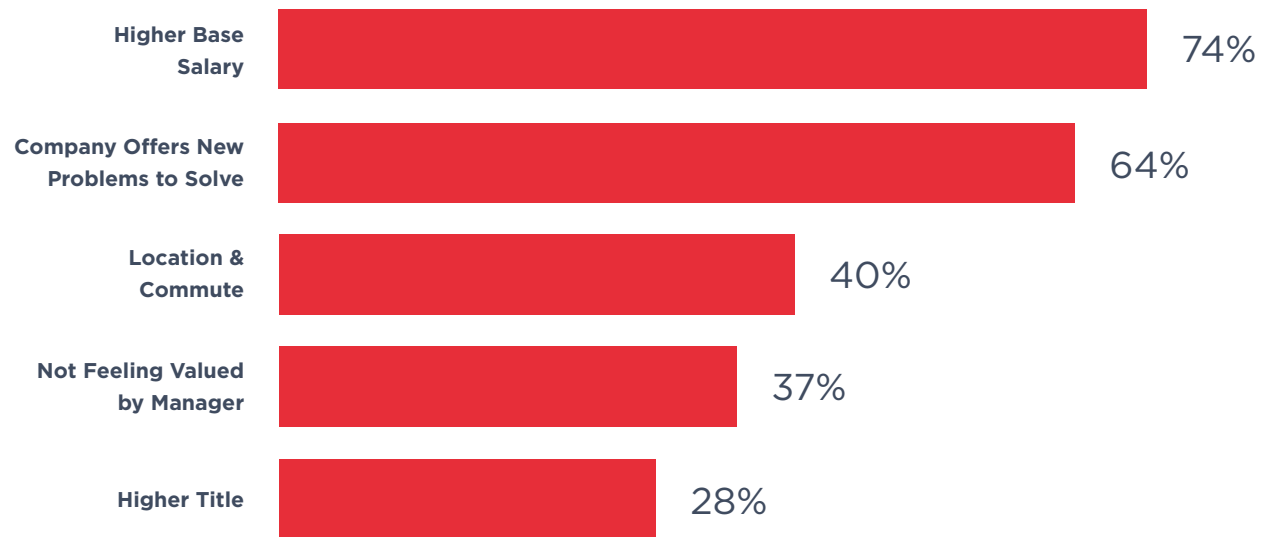
Companies can't control all the factors that turn job seekers away. In fact, the number one reason candidates don't engage is simply based on lack of interest in the product and, coming in third, lack of interest in the mission. However, companies can control their brand reputation and company culture, which are just as important to job seekers.

## Top 5 Reasons Candidates Engage with a Company



Just as compensation is the most important factor job seekers consider, salary transparency is the top reason candidates will engage with a company that reaches out with an offer to begin the interview process. Friends and company recognition play a factor, as well — and half will engage with a company that reaches out with a personalized message.

## Top 5 Reasons Employees Leave Their Jobs



Salary is (still) king. For nearly three out of four of respondents, higher base salaries will influence them to take another job, and another one in four say that a better title plays a role, too. So what matters that's not tied to compensation? Opportunities to learn something new, feeling valued by managers, and a location and commute that works for their lifestyle.



## Three Ways Companies Can Improve Brand Health

01

### Provide Opportunities to Change Tracks

Our report revealed a clear theme across all markets: candidates are seeking ways to advance their careers. When applying for jobs, 41% are looking for training and development, and 64% move on when another company provides a chance to solve new problems and challenges. Plus, they're future-focused: when asked if they're worried about AI eliminating their job in the next 3-5 years, only 4% said yes. Job candidates aren't afraid of changes in their job landscape, and companies can cater to that by providing more opportunities for them to learn and stay ahead of the curve.



**Jennifer from Hired**  
Open Engineer Position

Hi Cindy,

Hope all is well and you're enjoying summer! We have a senior software engineering opportunity in SF that I think is a great fit for your experience with Java Script and Python — especially given your interest in online marketplaces. Are you free to come into the office next week to chat?

Best,  
Jennifer

## 02

### Send Personalized Notes

The way recruiters and talent acquisition managers engage with potential candidates can be the difference between “I’m interested” and “No, thanks.” Data shows that sending personalized notes can go a long way. Forty-nine percent of survey respondents say they’ll engage with a company that sends a personalized note — and that personalization is 12% more important to women\*. Taking the extra time to customize outreach will improve the candidate’s experience with the company and increase the chances of a response.

*\*Data sourced from respondents in Canada, the United Kingdom, and the United States*



03

## Offer Remote Work or Flexible Hours

With 70% of survey respondents expressing interest in working 100% remotely, and 19% saying they're looking for remote work when evaluating a job offer, flexible schedules are clearly important. Today's workforce already understands how to use the necessary tools to work from anywhere, so companies need to adjust their benefits to cater to the demand.

# Conclusion

At Hired, we're dedicated to helping everyone find a job they love. We recognize that every individual's career journey is unique and dynamic, with a variety of factors that contribute to how they evaluate their next job opportunity. We want to be a partner through this decision-making process for candidates, and empower companies to create productive environments where people want to work. Our report takes the guesswork out of understanding job seekers and recognizes the incredible brands that are already making an impression.

We see that while compensation is the number one factor that matters most to tech talent when they're evaluating a job opportunity, it's not the only consideration. Coming in at a close second and third are company culture and opportunities to learn new skills. Tech workers are looking to join companies that invest in their professional

development and offer programs designed to refine their current skill set while learning new ones. Beyond factors that impact learning and career growth, they want to feel connected to the product and mission of a company.

As great people continue to be the foundation of successful businesses, every company should strategically approach their employer brand. From providing tech talent opportunities to advance their careers, to sending personalized messages during outreach to show thoughtfulness, every touch point with a candidate — online or in-person — reflects what a company believes in. It's clear that tech talent pays attention to and makes decisions based on their knowledge of a company. With job seekers listening intently, a defined employer brand gives companies an edge in the highly competitive market for tech talent.

# Methodology

Hired surveyed 2,200 tech workers, who were provided a list of top local companies who have recently been hiring for tech talent and asked them to rate their level of interest in working for each company. The highest-scoring local brands were added to a larger global list of companies that were then evaluated by a geographically diverse set of tech workers. To evaluate top brands in local markets, we relied on rankings from local survey respondents only. For global insights, we took both the global rankings and the location of companies' offices into account. The Brand Positivity Index combines survey respondents who would 'love to work' and 'might like to work' at a particular company. Lastly, we asked a series of questions to determine the factors that make our respondents prefer some companies over others, and what companies with low brand awareness can do to make sure they will be considered by top tech talent. All markets surveyed include: Austin, Boston, Chicago, Denver, London, Los Angeles, New York, Paris, San Francisco, Seattle, Toronto, and Washington, D.C.

# About Hired

Hired is a career marketplace that intelligently matches tech talent with the world's most innovative companies. We combine cutting-edge technology with unbiased career coaching so both talent and employers can find the right fit, faster.

Through Hired, job candidates and companies have transparency into salary offers, competing opportunities and job details. This level of insight is unmatched, making the recruiting process quicker and more efficient than ever before.

Hired was founded in 2012 and is headquartered in San Francisco, with offices in the United States, Canada, France, and the UK. For more information, news, and tips for job candidates and employers, visit [Hired's blog](#).