

# The ULMA Group presents its **new Employer Brand image** to support its business

The presentation of the Group's new Employer Brand image is the culmination of the first phase of work led by the ULMA Group's Brand and Communication area and the People Management area, which has seen the involvement of all the Businesses and, above all, the active participation of their people.

The challenge was to adequately capture the values of a different Group, with Social Commitment and a clear focus on people. As a result, we have achieved new materials and content that is suitable for this new era for the purpose of supporting and reinforcing

the ULMA Talent Management project more efficiently.

## > **Employment Page; A new window to the world**

One of the most noteworthy elements of this process has been the creation of the new Employment Page ([www.ulma.com/join-ulma](http://www.ulma.com/join-ulma)) on the Corporate Website, defined and designed as a window to the world and to reflect ULMA's Mission and Values as well as our identity as a Social Group. The new Employment Landing is an important dissemination tool that enables anyone interested in ULMA to

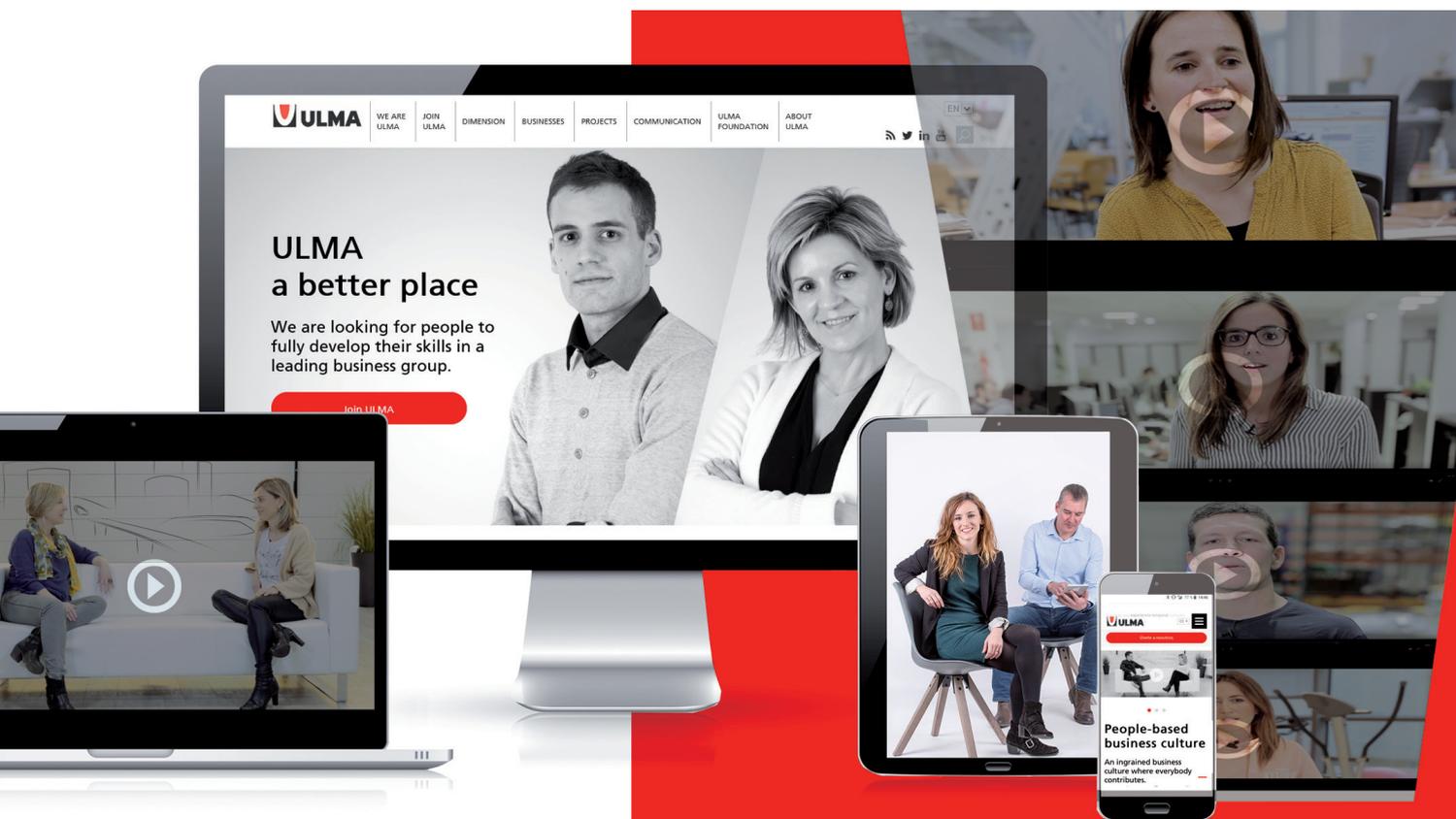
get to know us more and better; to find out who we are and what we do. It also functions as a backbone contributing to an understanding of the existing diversity among our Businesses.

With an attractive, clean and very user friendly design, the new ULMA Group Employment Landing seeks to reflect our commitment to the development of Society and job creation. To complete the functions of the Landing and reach all the target audiences for which it has been coordinated, it has been produced based on audiovisual pieces generated with our people as protagonists.



Nahia Leibar & Iñaki Bellido

Ainhoa Fernandez de Arriabe & Arantxa Anduaga



> **The power and authenticity of good news stories**

The new videos are developed through a highly polished image and professional post-production work that provides an important degree of credibility.

This process has also resulted in the understanding of a key idea: nothing is more effective than good news stories. In this case the stories are told by our people with different views between different



*Nothing is more effective than good news stories, in this case, told by our people with different views across generations*

scan this code with the QR reader on your Smartphone and access the new employment page



María Sendín & Jonathan Martins

Itxaso Suarez & Jon Aguiriano



Image of the new >>  
ULMA Group  
employment  
page

## Join ULMA

At ULMA we are leaders thanks to people like you.

### Learn on the job

Are you a student who is interested in gaining first-hand experience? Participate in our internship programs.

[ULMA Internships](#)

### Professional Opportunities

Are you looking for professional development opportunities? Explore our current vacancies.

[See Offers](#)

### I want to join ULMA

So, you want to be part of the ULMA team but none of the vacancies fit your profile? Send us your CV and we'll get in touch.

[Join ULMA](#)

Register [here](#) for the temporary employment agency.



## People-based business culture

A modern business culture where  
everyone contributes.



“It's very attractive to  
save a company's  
growth and pursue  
it.”

María S.  
ULMA Carretillo

“Above all,  
you have  
desire.”

Janin  
Técnico

Josetxo Garmendia & Ezozí Soba

Oskar Berreteaga & Itsaso Letamendi

Luken Zamakona &



*the aim is to disseminate stories that convey our cooperative DNA*

generations. This process contributes to reinforcing the projection of the ULMA Brand as an employer and its external perception.

Currently, it is essential to know how to transmit and disseminate the distinctive features of a company through an attractive content strategy based on stories that people can easily understand and identify with. In our case, the aim is to disseminate stories that convey our cooperative DNA. In short, ULMA now has a modern and up-to-date business card to show to all those interested in working at the ULMA Group.

# Testimonials

## ITSASO LETAMENDI



*The video and photo sessions were great fun. At the start I was a bit nervous, but then I had a really good time, especially when the video was being recorded. The photo session was also good but I found it a little more strenuous. The photographer and video recording people were all very nice. This was a totally new situation for me and they made me feel very comfortable.*

*Knowing the current situation, it seems that attracting and caring for talent is vital. I think that campaigns of this type, with all the efforts that are put in place, can be very productive.*

## JON AGIRIANO



*Pretty good, they were very manageable. We're not used to these situations and the truth is that the professionals who were working there, in addition to professionalism, made us feel at home. So, our performance was quite natural, both during the video recording and the photo session.*

*Yes, in the end, through the testimonies of ULMA workers we show the day to day life and the reality of our work.*

## MARIA SENDIN



*Both the photo shoot and the video session went really well, in a professional but very relaxed environment, which helped us remain cool and just be natural. Natxo is charming to work with, I didn't know him before and he made me feel really good, like the rest of the people who accompanied us in the photo and video session.*

*I think this type of campaign is very important because ULMA is aware that you need to have people in the company who are educated and trained and you need these people to want to come to ULMA not only in the medium term but also right now.*

## ROBERTO GURIDI



*The video and photos sessions did not feel at all like hard work, we were in a quiet environment and both the photographer and the people recording the video were very nice.*

*This type of campaign should be good for capturing talent, but the differentiating features of a cooperative, its values and benefits should also be explained properly.*



José María Urigoitia

Leire Ugarte & Aitor Tellería

Roberto Guridi & Janire Ríos