

AD AGE BEST PLACES TO WORK

REGISTRATION DEADLINE:

August 11, 2023

What is Ad Age Best Places to Work?

Ad Age Best Places to Work is a research-driven program from Best Companies Group that examines your company's practices, programs and benefits and surveys your employees for their perspective. Companies that meet certain criteria are considered an Ad Age Best Places to Work.

Ad Age Best Places to Work 2024

What is Best Companies Group (BCG)?

For 2 years, Best Companies Group has specialized in identifying and recognizing great employers to work for. We are an independent research firm that ranks companies based on our established research methodology. Our surveys provide actionable, hard-to-obtain data that companies use to improve employee recruitment and retention.

Why Participate?

By participating, you can learn how to maximize employee engagement and determine whether you are a best employer in marketing! It can also result in significant organizational benefits such as:

- **Heightened Company Pride:** If your company appears on the list, it could improve employee morale and retention.
- **Public Relations and Marketing Advantage:** Organizations can use the distinction to enhance recruiting efforts, increase the value of general marketing and improve reputations.
- **The BCG Insights Report Package:** BCG shares its comprehensive assessment of your firm's performance in an efficient, results-oriented reporting platform, if purchased. We identify the strengths and weaknesses of your workplace, according to what employees have to say. The report package is used to identify opportunities to improve engagement.

Who is Eligible?

- Publicly or privately held businesses
- Agency; ad tech firm; data and research; brand or corporate marketing department or group; or in-house agency of a marketer
- Have a headquarters in North America
- Minimum of 15 full-time or part-time staff in North America (US or Canada)
- Must be in business for at least one year

Assessment Description

The process includes two surveys to gather detailed data about each participating company. BCG conducts the surveys, analyzes the data and determines the winners and rankings.

- **Part I – Employer Questionnaire (EQ):** The employer (main company contact) will complete this survey, detailing company policies, practices, benefits and demographics. The employer will be asked to complete the EQ online.
- **Part II – Employee Engagement & Satisfaction Survey (EES):** The employee survey is an in-depth set of statements (77) that employees will be asked to respond to on a 1-5 Likert scale of "Strongly Disagree" to "Strongly Agree". This section of the survey will also include two (2) open-ended questions, and seven (7) demographic questions. Email and internet technology need to be available for use by employees.

Announcing & Recognizing the Winners!

The contact at each company is notified of their status prior to the release of the winner rankings in January 2024. Non-winning organizations are not publicly revealed.

What Does It Cost?

# of Employees Surveyed		Online Fee
15-250	All	\$499
2500+	Up to 400*	\$499

*Employees are randomly selected

For more information or to register, please visit

www.AABestPlacesToWork.com

or contact the business partner, Chris Miller, at
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