

# 2022 AD AGE BEST PLACES TO WORK

REGISTRATION DEADLINE:

August 13, 2021

## What is the Ad Age Best Places to Work program?

The Ad Age Places to Work program is a survey competition to determine which participants are the best employers in the marketing industry. The process is managed by Best Companies Group (BCG) and winners are published by *Ad Age*.



## What is Best Companies Group (BCG)?

Best Companies Group is an independent research firm specializing in identifying and recognizing great places to work. BCG manages programs worldwide, including the US, Canada, and the UK.

## Why Participate?

By participating, you can find out if you are one of the best employers in the marketing industry! It can also result in significant organizational benefits for entrants:

- **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:** Participants can pay as little as \$720 to receive their Insights Report package detailing the company's employee responses. Also included are employee and employer benchmarks.

## Who Can Participate?

- Agency; ad tech firm; brand or corporate marketing department or group; or in-house agency of a marketer.
- Headquarters in North America; or have a North America headquarters or main office if world headquarters is outside of North America.
- Minimum of 15 full-time employees.
- Must be in business a minimum of one year

## What Does It Cost?

# of US/CAN Employees	# US/CAN Employees Surveyed	Online Fee
15-24	All	\$199
25-99	All	\$199
100-199	All	\$199
200-499	Up to 250*	\$199
500-2499	350*	\$199
2500+	400*	\$199

## Assessment Description

The process includes two surveys to gather detailed data about each participating organization. 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 organization 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. Employee surveys are conducted online.

## Announcing & Recognizing the Winners!

The contact at each organization is notified of their status prior to the release of the winner rankings in *Ad Age* in January 2022. Non-winning organizations are not publicly revealed.

For more information or to register, please visit  
[www.bestplacestoworkadage.com](http://www.bestplacestoworkadage.com)  
or contact the program coordinator, Christopher Miller, at  
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