

Merck

Stories Inc. Case Study



Merck (called MSD abroad) is one of the world's largest pharmaceutical companies. Delivering on Merck's mission – to “discover, develop and provide innovative products and services that save and improve lives around the world” – wouldn't be possible without their Human Health Division, which includes sales, marketing, market access, digital analytics, and commercial teams. Merck engaged Stories Inc. to create content to help attract talent across these groups to ensure Merck can achieve its purposeful mission through the most brilliant and diverse talent.

Personalized recruitment marketing content

To tailor their efforts to attract more sales and marketing professionals to their Human Health Division, Merck created individual microsites for sales, marketing, market access, digital analytics and commercial team members. They wanted to bring these pages to life by sharing stories of their people and that's where Stories Inc. came in.

“We pulled out the key stories that would help people understand the culture, the values, the diversity, and our leadership style that would really help our organization come to life and help people understand what kind of organization we are.”

- Ajay Patel, Director, Talent Acquisition

Merck Human Health Hiring Needs

- Sales
- Marketing
- Market Access
- Digital Analytics
- Commercial



Stories on site

Stories Inc. spent two days at Merck's Upper Gwynedd, PA campus uncovering stories from 21 Human Health team members across levels and positions, from junior level Hospital Sales Representatives to marketing leaders to data scientists.

We created 20 videos and a full photo library, showcasing the career opportunities and highlighting unique roles within the division. This content fueled the individual microsites on the Human Health Division careers website, so candidates could dive deep and understand the various opportunities.



CONTENT DELIVERABLES: 20 VIDEOS | FULL PHOTO LIBRARY | INTERNAL LAUNCH VIDEO



Capturing employee stories

Our team uncovered themes from our conversations with storytellers to ultimately create a video library that showcased the employee experience at Merck around collaboration, career growth, solving problems, and having the support from leaders to pursue their ideas.

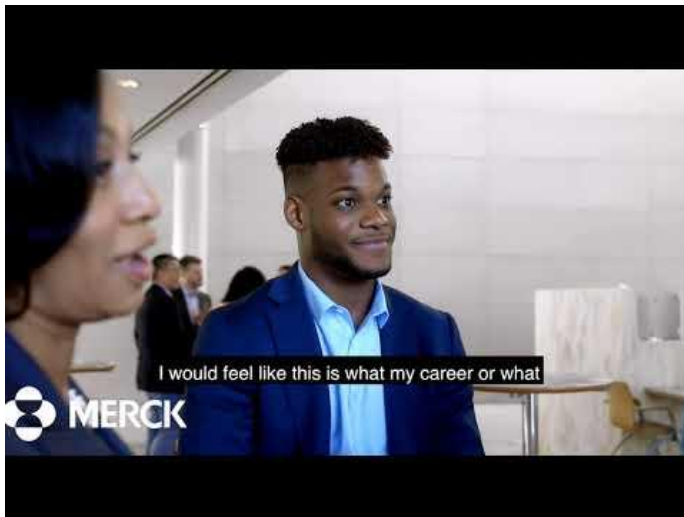
We also heard the perspective of leaders in the organization, which provided thought leadership and context for the company culture.

In addition to videos branded with Merck, we created a version of every video with MSD branding, so that the content could be shared outside the United States and Canada.

“The goal here was to proactively build a pipeline of talent across our business and really showcase a day in the life at Merck, the culture that we have here, and the amazing employees that we work with each and every day.”

- Jen Hinkle, Director, Global Talent Acquisition

Launching the new content



Merck launched their new recruitment marketing strategy and content with a red carpet premiere party. And we were there to capture it!

They shared the videos live for the first time to an audience of team members and storytellers. We loved this way of recognizing storytellers - by showing them the content and thanking them for participating.

“I love them. I loved that if I were a candidate, I would feel like this is what my career or what my life could be like if I worked for Merck.”

- Beth Keeler, AVP, Global Talent Acquisition

Interested in learning more? Reach out to:

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