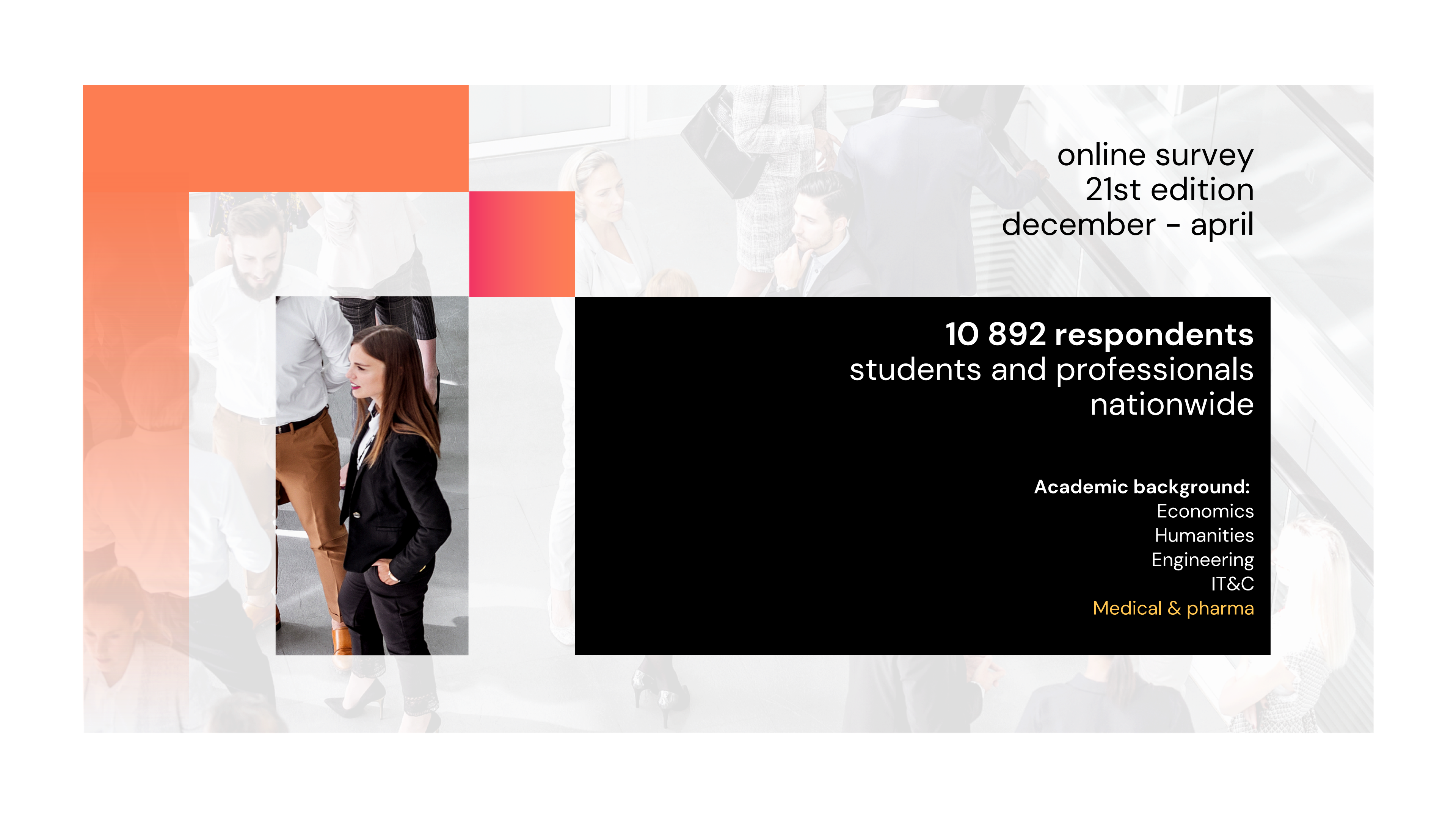


# RETHINKING EMPLOYER BRANDING

IN A LOW-HIRING,  
HIGH-TRANSPARENCY WORLD

## **MOST DESIRED EMPLOYERS SURVEY 2026**

- ▶ objective, data-driven insights into candidate behaviour and employer brand perception**
- ▶ identify perception gaps & build targeted employer branding strategies**
- ▶ measure the impact of recruitment and communication efforts over time**

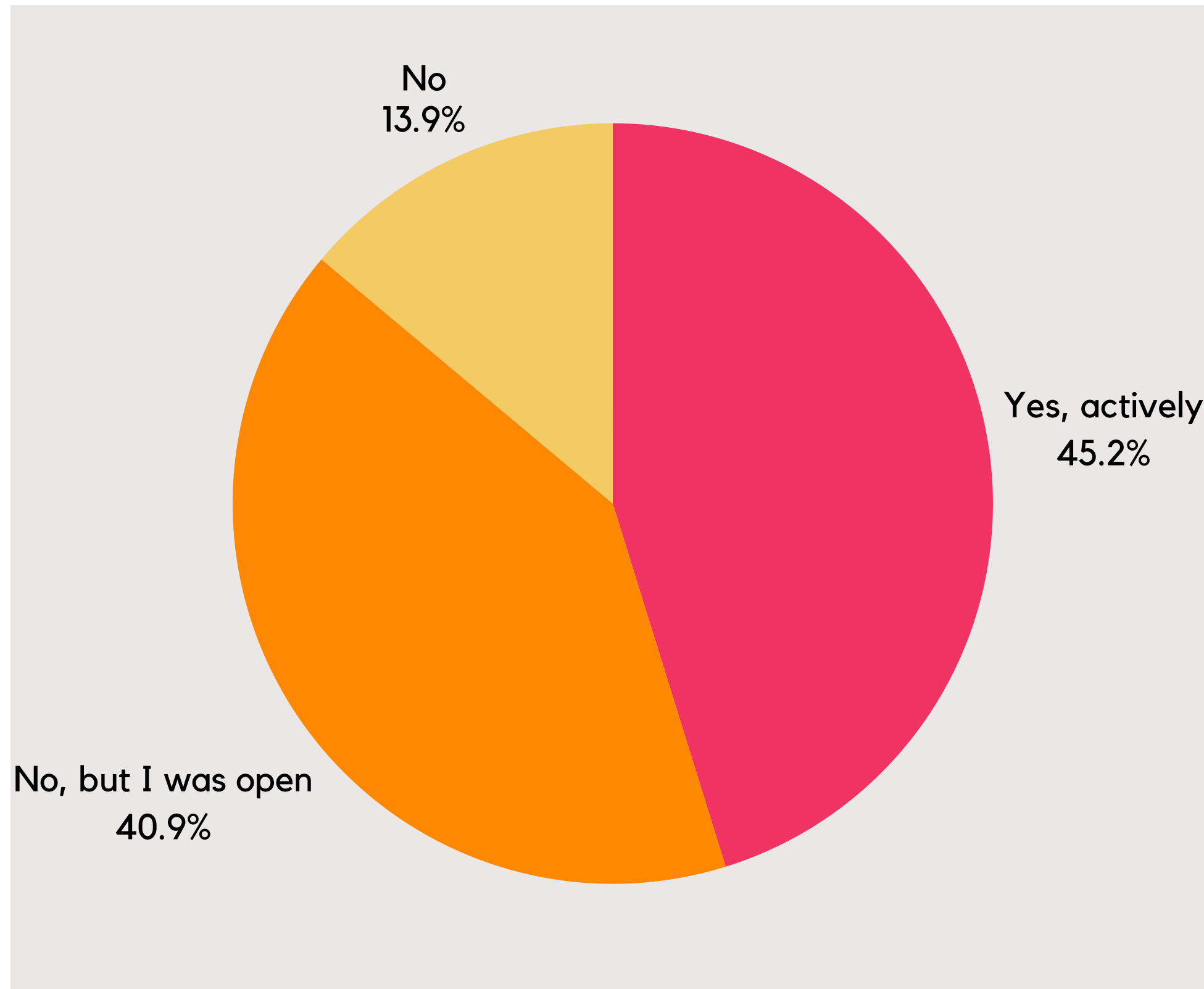


online survey  
21st edition  
december – april

**10 892 respondents**  
students and professionals  
nationwide

**Academic background:**  
Economics  
Humanities  
Engineering  
IT&C  
Medical & pharma

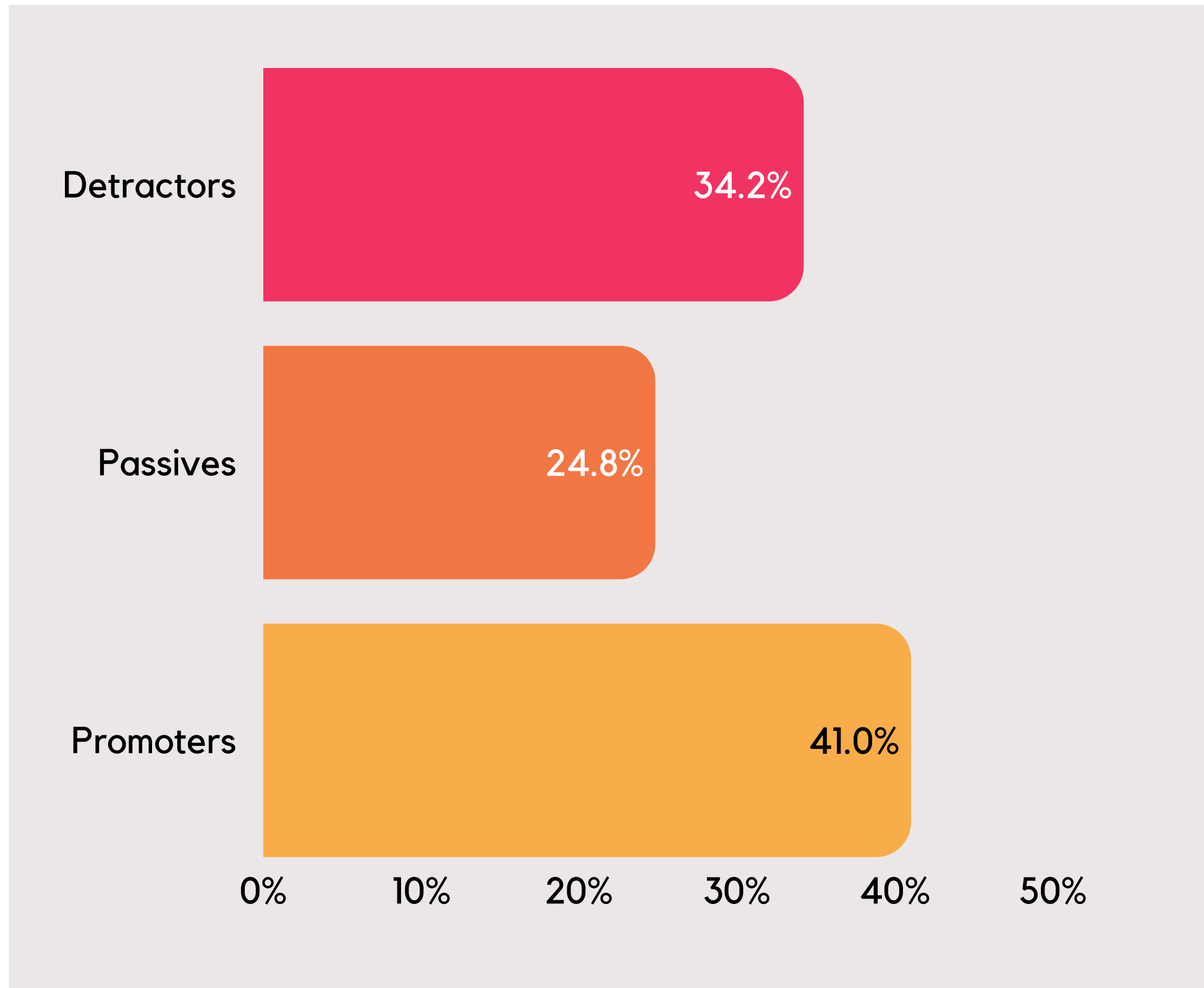
# JOB SEARCH BEHAVIOR



**When companies aren't actively hiring, how do you justify continued investment in employer branding?**

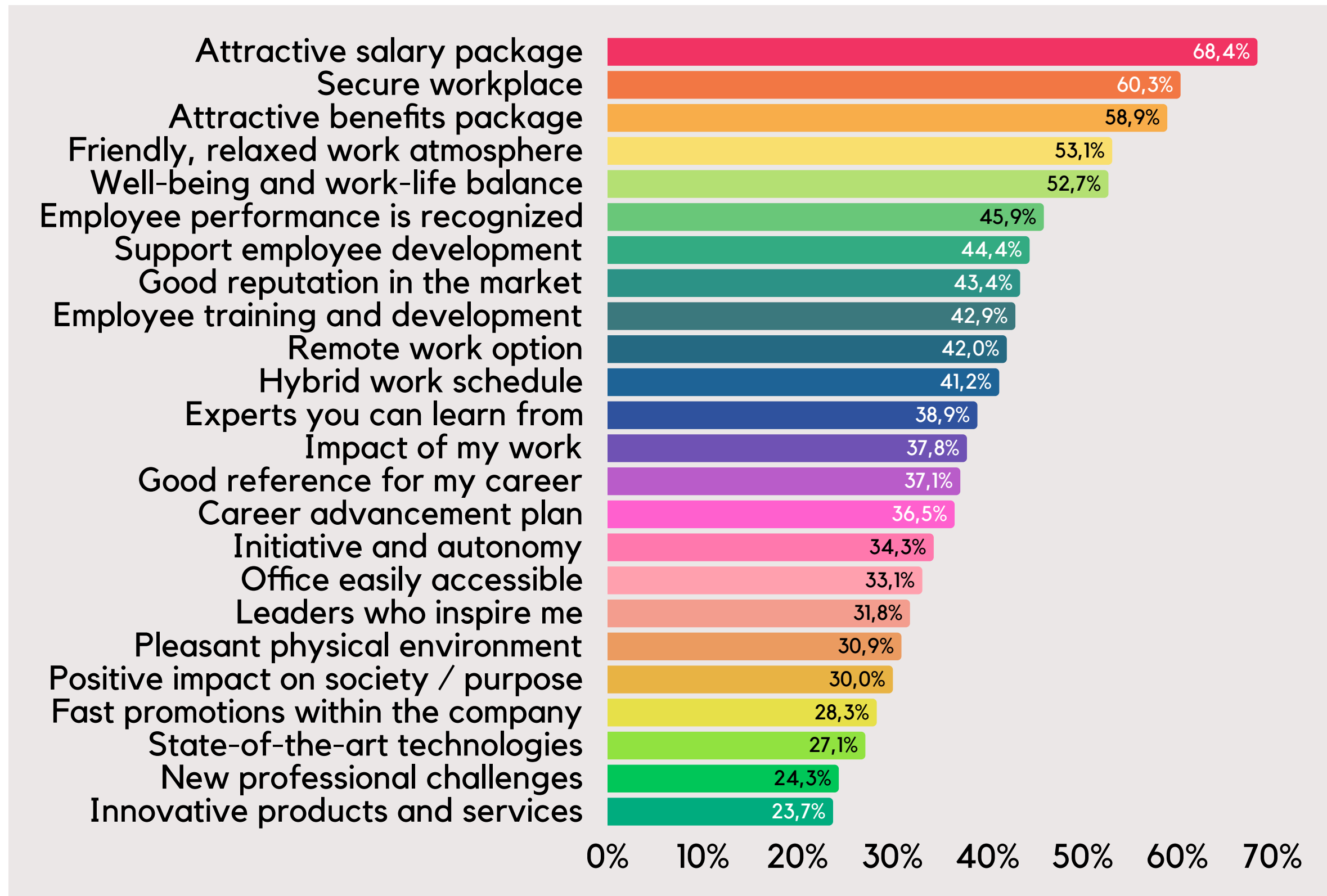
\*SOURCE: MOST DESIRED EMPLOYERS STUDY

2026 N= 9 967



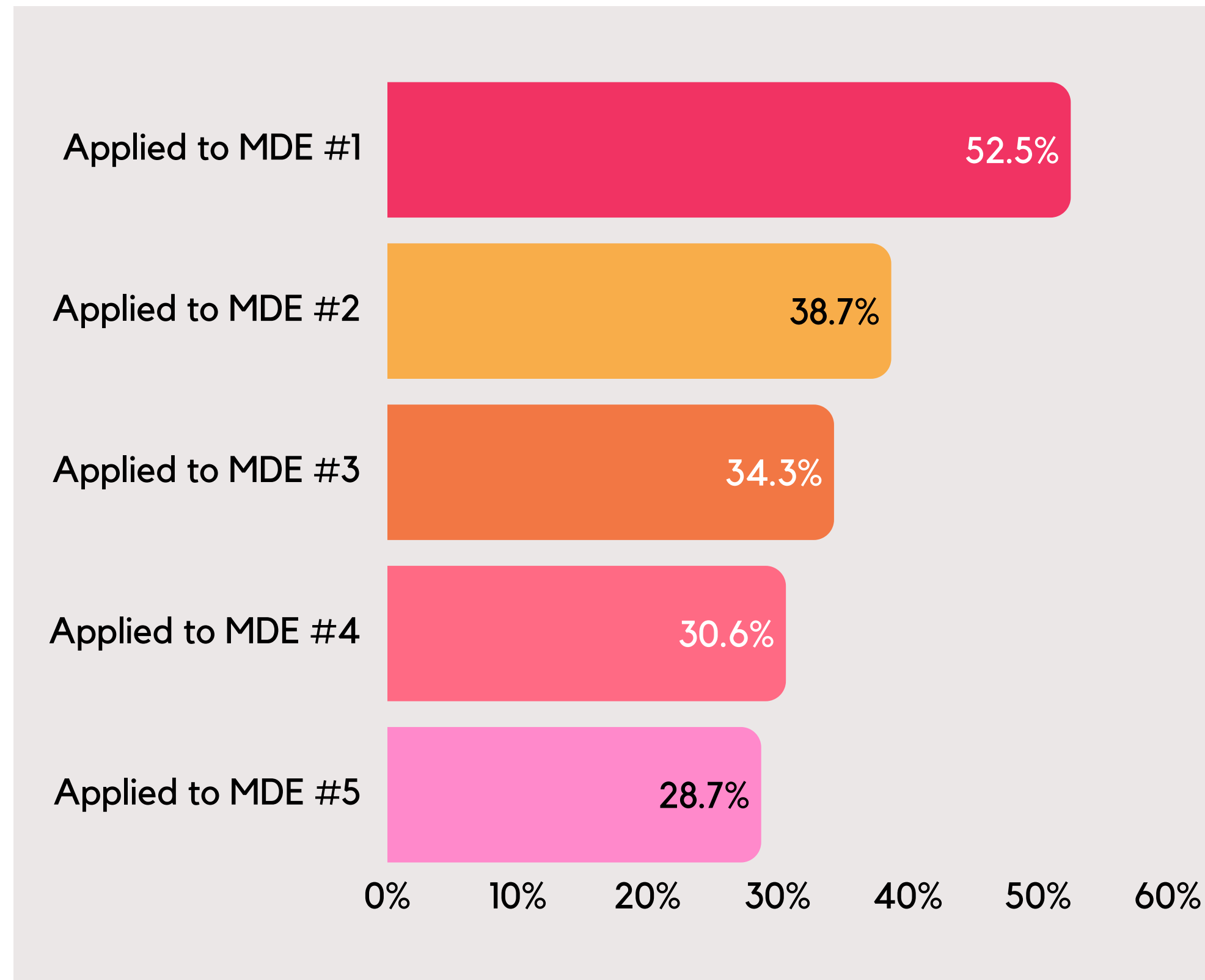
**How do you build an authentic employer brand when internal sentiment is negative—do you fix perception first, or the actual experience?**

# CANDIDATE EXPECTATIONS



**What changes in employer branding when salary is no longer a hidden differentiator, but public information?**

# EMPLOYER OF CHOICE



**What does 'employer of choice' really mean in practice today—and how is it different from just having a strong employer brand?**

\*SOURCE: MOST DESIRED EMPLOYERS STUDY

THANK

YOU!

CATALYST | 20  
TALENT & EMPLOYER BRANDING | YEARS  
ANNIVERSARY