

Company: Brandfizz Employer Branding, Budapest, Hungary

Company Description: Brandfizz is a specialized employer branding agency in Hungary. They offer comprehensive employer branding strategies and solutions, aiming to help companies attract and retain talent by focusing on the employee experience and building a strong employer brand. They work with companies that recognize the importance of creativity and employee-centric approaches in the labor market.

Nomination Category: Product & Service Categories - Business Technology Solutions

Nomination Sub Category: Data Tools & Platforms

Nomination Title: Sparkle Studio: From Manual Mess to Clear, Visual HR Data Reporting

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the the nominated new or new-version product or service, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

- o Sparkle Studio HR Data Dashboard + Fizzabell AI Assistant **demo video:**

<https://youtu.be/kow7wSvgTgo>

- o Sparkle Studio take a look inside how the **functions** work:

<https://youtu.be/0jpdvtAhNUg>

- o ALDI Hungary x Sparkle Studio **award-winning case study video** (Marketing Diamond 2025):

<https://youtu.be/NEQrjAdR3hI>

3. If you are providing written answers for your submission, you must provide an answer to this first question: If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released:

Sparkle Studio HR Data Dashboard and its AI Assistant, Fizzabell, went live in **beta in November 2024**. By **early 2025**, the platform was already **active across six major employers**, including ALDI, [REDACTED FOR PUBLICATION], KUKA, Essilor Luxottica, Aldi International IT Services, and Merkbau. Together, they represent **five sectors and over 18,000 employees**.

The challenge: Our team was manually stitching together fragmented data sets from an average of 36 platforms across 9 countries, representing six different clients. Each platform provided inconsistent data formats, structures, and performance metrics. The result was an exhausting, error-prone process that ended in overcomplicated reports few people had time to read. Most of it was still being pulled into leadership presentations by hand.

We developed our own solution to replace the chaos. One dashboard, one access point, one real-time view. No more exporting, cleaning, or emailing spreadsheets.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Describe the features, functions, and benefits of the nominated product or service (up to 350 words):

Total 197 words used.

Sparkle Studio HR Data Dashboard + Fizzabell AI Assistant was built for HR teams, employer branding leads, and executives who don't want to wait a month to find out how a campaign performed.

At the heart of the platform is **Fizzabell**, an integrated AI assistant capable of analyzing hundreds of metrics and their correlations. It writes summaries, flags anomalies, and **tells HR what matters without a four-hour meeting or a data analyst in the room**.

Key Features:

- o Fizzabell AI Assistant interprets complex correlations and flags performance trends
- o One dashboard integrates data from Meta, TikTok, Google Ads, LinkedIn, ATS systems
- o Visual filters and charts adjust instantly by persona, campaign, or time period
- o Users can click to sort, drill down to post-level metrics, or isolate campaign effects
- o All content types (video, carousel, image) are tracked for performance visually
- o Reports export to PDF in under 30 seconds — clean and presentation-ready
- o Views are tailored for HR, marketing, or C-level usage

Benefits:

- o Saves teams 5–10 hours per week on reporting
- o Reduces human error by up to 90%
- o Enables fast decision-making with accessible insights for recruiters, managers, and C-level leaders
- o Transforms employer branding from a creative-led field into a measurable, strategic function

5. If you are providing written answers for your submission, you must provide an answer to this third question: Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words):

Total 349 words used.

Sparkle Studio has been rolled out across six large organizations in five industries, supporting HR and C-level leaders in improving employee experience and measuring the efficiency of HR processes in real time.

In its first quarter, **35.3% of contacted clients said yes** to implementing. Sparkle Studio also accounted for **8.7% of Brandfizz's total revenue in Q1 2025**, marking a shift from project-based consulting toward scalable, recurring digital revenue.

Market context

The **2024 Brandfizz Employer Branding Compass** — Hungary's largest EB study with **443 professionals across 14 industries**, representing **257,000+ employees** — confirms the shift:

- o **47%** of companies will increase employer branding budgets in 2025
- o **56%** rank number of applicants as the top metric
- o **57%** use AI in EB or HR, but **38%** lack internal structure
- o **Top 3 challenges:** Recruitment, Retention, Budget efficiency

This proves a growing demand for data-driven, AI-powered EB strategies. Sparkle Studio meets this need by transforming employer branding from creative storytelling into a structured, insight-led performance function.

Client feedback

"Real-time reporting and visibility into employer branding activities have been game-changers. We now proactively drive change with HR and EB data in one place."

Gábor Szilvási, HR Director, EssilorLuxottica CEE & Balkans

"We can look back, adapt, and react instantly. We now optimize outcomes while campaigns are still running."

Kata Markgruber-Szabó, Employer Branding Lead, ALDI

Sparkle Studio won the **2025 Marketing Diamond Award** for its EB dashboard implementation at ALDI. Watch the **award-winning case study video** for ALDI x Sparkle Studio: <https://youtu.be/NEQrjAdR3hI>

Adoption highlights (as of Q2 2025)

- o Introduced: **6 enterprise companies** across **5 industries**

- o Measuring **18,000+ employees'** experience

- o **252 live metrics**/dashboard, every 15 minutes

- o **1,764 total metrics** tracked across all Sparkle Studio instances

- o **6 data streams** per client, including: Facebook, Instagram, TikTok, Google, LinkedIn, ATS systems

- o **12 AI-generated summaries/client/month** 1,100% more insights than typical human-led monthly report.

- o Reports generated in under **30 seconds** vs **10-12-hour** manual reporting.

- o Up to **90% reduction** in manual reporting errors

- o Enables HR teams to easily implement AI under executive pressure to modernize

- o Scales for regional and C-level leaders managing multiple countries

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 42 words used.

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- o Sparkle Studio take a look inside how the **functions** work:

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Attachments/Videos/Links:

[Sparkle Studio: From Manual Mess to Clear, Visual HR Data Reporting](#)

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