



WHO IS THE FACE?





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EMPLOYER BRANDING, HUMAN RESOURCES COMMUNICATIONS, RECRUITMENT ADVERTISING.

What happens when you look deep into the mind of an organisation? We pulled our own personality apart to find out what gives us our edge. It turns out it's the colourful characters we sit next to every day. Some believe they have super powers; some are savvy, meticulous, or endearingly outlandish. The point is that each of us has invaluable qualities that make us the respected, professional and likeable bunch we are.

As you get to know us, you'll come across the chosen few who go out of their way to ensure your employer marketing experience is, quite simply, the best.

Around here, we have a philosophy that's become such a part of who we are; we've trademarked it. Ideas Move People™ encourages everyone – not just our team of quick thinkers and wordsmiths – to always test assumptions and never finish a brief without developing one big idea that could change a client's business.

It means our creative solutions jump effortlessly across print, display and online before giving social media the digital workout it deserves.

WHAT WE DO

More than an Ad

While we're happy to place your ad, we've set our hearts on understanding what you need, when you need it and how you need it. We work closely with you and, depending on the campaign, we also work with our creative, sister and global colleagues to offer better media buying, creative and delivery recommendations – whatever your budget.

Creative Solutions

With the drive to provide you with our focused approach to move you with ideas, and as devilish as some of our ideas may be, we only share the ones that we know will take you to greater recruitment and retention heights. These come as a result of using our knowledge of your business to influence the design, production and creative in a style that does your brand, budget and media schedule proud.

We believe it is ideas that move people to believe, understand and act. More importantly, they're what bring our partnerships with you to life. Call it the stuff that fairy tales of made of - we're partial to happy endings.

Digital

We have a team of digital doers, known as 4D, who are specialists in online campaigns, social networking and developing websites. With the virtual world their domain, 4D will have those elusive Gen-Yers eating out of the palm of your hand in no time. Because we can track and measure every click of a mouse, digital is the hostess with the mostest return on your investment.

Employee Engagement/Internal Communications

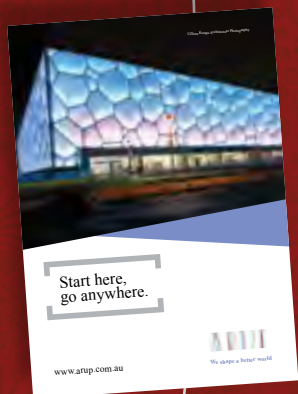
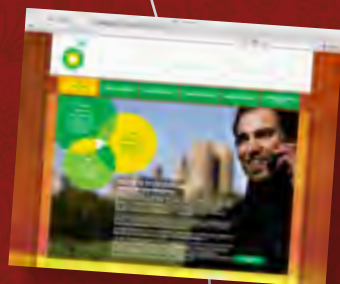
Fact: an engaged workforce will experience increased productivity of up to 30%. So how do you know whether yours is engaged? We can help you find out. From internal communications and events to newsletters, to crisis management, we've got the strategies and skill to help you create an environment where your employees feel valued, informed and motivated. Reduced turnover, higher morale, better productivity and general feel good factor guaranteed.

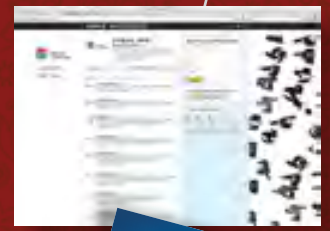
Graduate Campaigns

The grad market is a tough cookie to crack. We go to great lengths to ensure every piece of your communication – from one-off ads to dedicated grad websites and social media strategy – shows this audience you understand their thinking.

Employee Referral Programs (ERPs)

Often the best talent is that which comes recommended. We help you get your employees excited about finding someone they know and trust to fly your organisation's flag. The result? Your employees glow with pride; you save on costs.





Social Media

The explosion of social media in the recruitment landscape has left a lot of organisations a little hot under the collar. It's a tricky concept to grasp; one that calls for new ways of thinking, creating and communicating. As pioneers in this space, we constantly monitor what's happening so that we are a step ahead when creating strategies that cut through the chaos, build your brand and engage your target market.

Employer Branding

The recruitment world can be a competitive and unforgiving space. In a bid to outdo your competition and give high achievers a reason to join you, you need an employer offering that is consistent, clear and real. We dig deep to find out what that is. Your employee value proposition pinpoints why someone would join your organisation and decide to stay, where you fit into the talent market and just how good your offer really is. Ultimately, it helps us develop watertight recruitment advertising and employer branding messages that set you apart and will have top performers vying for your attention. It can also be a fun and enlightening process, as we discovered.



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