

Recruitment marketing

Attracting high quality graduates or professionals in competitive markets is challenging. What you say, how you say it and where you say it shapes the impression you create. But is the impression you are creating the best impression?

We work with our clients to ensure they are creating the best impression by projecting their brand image and reputations to the best of their abilities. We do this across offline and online campaigns aimed at graduates and professionals.

Some of our clients include:

Graduate recruitment



Professional recruitment



Case study

Hogan & Hartson Lateral hire campaign

Hogan & Hartson is ranked as a 'Top 30' global law firm. The firm's profile in London does not match its status; this hindered the firm's ability to attract good quality lawyers. We were asked to raise the firm's profile by creating a brand advertising campaign.

We were immediately impressed by the calibre of the firm's clients, quality of their work and friendly culture. Using the theme 'Take a closer look', we invited audiences to examine what was so special about the firm. This we crystallized into four attributes covering the firm's UK/US positioning, heritage, culture and achievements.

We decided to express these attributes by using a series of thought provoking images. The campaign used intrigue, humour and visual impact to cut through the noise of competing messages.

Innovative use of media space – false cover, tube advertising, banner and press ads combined with the creatives to create a memorable and effective campaign. So much so, it was voted the best Advertising Campaign of 2007 at the Legal Marketing Awards.

