

How to Successfully Navigate the Evolving World of Employer Branding & Recruitment Advertising

Presented by



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Common Goals & Objectives



ATTRACT:

The best candidates to ensure organizational effectiveness

RETAIN:

Existing high performers and prevent "poaching" by other agencies/employers

STIMULATE:

Loyalty and commitment on the part of current employees



How to Meet/Exceed these Goals & Objectives



- Establish an identity which is recognized and remembered and which promotes morale ("branding")
- Embrace both passive and active job seekers, including those from other fields
- Integrate recruitment advertising into strategic plans for the organization (e.g., current/future hiring needs)
- Constantly evaluate the effectiveness of advertising and your ROI



What is Branding?

A consistent message/persona and theme that transcends all your recruitment outreach, including:

- Tag Lines/Headlines/Slogans
- Verbiage/Ad Copy
- Logos
- Design Layout
- Color Schemes
- Photos/Graphics/Video
- Music or Narration



Branding Test: What comes to mind?

ΑI	Istate	?
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General Electric ?



Branding Test: What comes to mind?

Allstate You're in good hands

US Army Be all you can be

Avis Rental We try harder

Yellow Pages Let your fingers do the walking

Lay's Chips You can't eat just one

KFC Finger lickin' good

V-8 Juice I could have had a V-8

General Electric We bring good things to life



Branding Test: *Identify these logos*







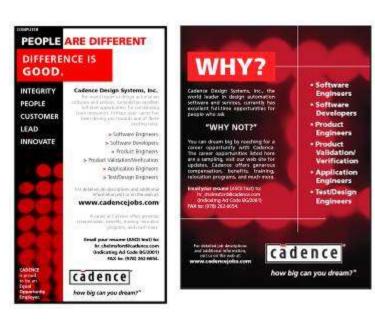








Recruitment Branding Samples











Recruitment Branding Samples



- . COMMIRCIAL BUSINESS BANKING
- . RETAIL COMMUNITY BANKING
- . OPERATIONS AND LOAN PROCESSING
- . CUSTOMER SERVICE REPRESENTATIVES
- Вианси Манасия. . Sport Managers
- * Teures

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WWW.BANKOFTHEWEST.COM

"Relationship banking starts. with great employees"

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- . RIVAL COMMUNITY BANKING
- . OFFERDORS AND LOAN PROCESSING . CUSTOMER SERVICE REPRESENTATIVES
- * BRANCH MANAGERS
- . SHOKE MANAGER
- . Tours

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community focused banking...



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major resources

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www.bankofthewest.com

COMMUNITY FOCUSED

Bank of the West is currently seeking dependable self-starters to join our Divalus Contact Center and provide information support to existemers on retail banking products and services.

Telephone Banking Representatives

Transper for these postsoes starts on Monday January 9th Requires a strong work othic and expollent customer service & communication skills. Ten-key and PC profidency desired Previous call center and/or banking experience to a plus

For consideration, for your reverse to: (402) 514-5484, Attn: Andrea Schade. or erad to Andrea Schade ülbankofthewest com and reference the Telephone Banking

Representative position. Bank of the West and its subsidiaries are equal apportunity officeasive action weakness.



www.bunkofthewest.com



Getting Started

- Brainstorm all the reasons you are an employer of choice (location, benefits, growth, reputation, the opportunity to make a difference, public service, etc.)
- Develop key themes and images to promote the organization
- Clearly identify the (demographic) applicants you wish to recruit (age, location, current job field or employers, etc.)
- Search the web to identify existing professional associations, primary web sites
- <u>Before</u> meeting with any vendors, request specific data on their audience, their history, and references/testimonials



Getting Started (continued)

- Develop a strategic plan incorporating different media
- Remain cognizant of timing (schedule to coincide with major events, job fairs, college graduation, etc.)
- Always comparison shop among vendors; say no first and let the bidding war begin
- Don't agree to pay extra for copywriting, graphics, etc.
- Survey applicants to determine effectiveness
- Revise plan accordingly



Branding Questionnaire

Survey Incumbent Employees With the Goal of Leveraging Strengths and Mitigating Weaknesses

- What's Great About Working Here?
- What Attracted Current Employees to Work Here?
- •What Are the Strengths of Your Organization?
- •What are the Benefits of Working Here? (location, size, glamour, stability, benefits, compensation, career growth opportunity)
- •Etc.



Strategic Considerations

- Project Timelines
- Employer Branding (Identity) Needs
- Hiring Goals and Objectives
- Budget
- Targeted Audience
 - Age
 - Geography
 - Ethnicity/Gender
 - Education
 - Media Preferences
 - Socioeconomic Status
 - Current Occupation(s)/Profession



Media Intelligence

- Size of Audience
- Circulation/readership
- Age Group
- Unsold Inventory Opportunity
- Ethnic Groups Reached
- Geographic Areas
- Pricing Strategies they Use
- Seasonal Trends in Availability and Pricing



Ensure Brand Transcends All Media

PRINT MEDIA

Newspapers
Special Sections
Magazines
Program Guides
(events)
Trade Journals
Academic
Publications
Regional
National
International

ONLINE

ATSs/JADs
Internet Postings
HR Web Content
Online Strategies
Banner Ads
Company Profiles
Hotlinks
HTML Coding
Targeted Emails
Remote Hosting
Job Packages
Memberships
Resume Databases
SEO/Google
ADWords

BROADCAST MEDIA

NPR Commercial Radio Network Television Metro Traffic Cable TV Outdoor

TARGETED OUTREACH

Meetings
Conferences
Events
Symposiums
College
Recruitment
Diversity
Websites
Publications
Job Fairs
Direct Mail
Email Alerts

INTERNAL COLLATERAL

Brochures
Posters
Handbooks
Internal Forms
Newsletters
Wellness Guides
Annual Reports
Cookbooks
Trading Cards
Fliers
Lottery Tickets
Employee Referral
Programs
Retention

EVERYTHING ELSE

Mobile Billboards
Movie Theater
Slides
Mall Kiosks
Transit Ads
Career Fair
Exhibits
Giveaways
Sponsorships
College
Diversity



Case Study

San Francisco Police Department



SFPD Task

- Department has over 2,100 sworn personnel
- Approximately 600-700 are expected to retire over 4 years
- Less than 5% of applicants hired and 30% wash out during academy or field training
- Typically 18 months required for hiring process
- Years of budget cuts decimated recruiting and background investigation units
- Minimum agency branding or recruitment advertising
- Department unhappy with website (outdated and difficult to navigate)
- Mayor launched initiative to hire 250 Officers each year



SFPD Themes and Strategies

- Humanize Police Officers as ordinary people with an extraordinary job
- Spotlight the beauty of San Francisco and landmarks
- Emphasize diversity in their workforce
- Capitalize on SFPD as big department with many assignments
- Highlight opportunity for career growth
- Reference excellent salary, benefits, and hiring incentives
- Use existing workforce to hire new officers



SFPD Branding Themes

- Humanize Police Officers as ordinary people with an extraordinary job
- Highlight the beauty of San Francisco
- Emphasize diversity in our workforce
- Capitalize on SFPD as big department with many assignments and opportunity for career growth
- Reference excellent salary, benefits, and hiring incentives
- Use existing workforce to hire new officers
- Bring in experts for marketing and advertising
- Establish common themes and branding
- Maximize use of photos, video, etc. in multiple products
- Collect empirical data to justify advertising and refine recruitment plan



Advertising Tactics

- Start with geographic initiative targeting east bay
- Multimedia approach involving radio, print, billboards, television, Internet
- Establish new website for department
- Drive consumer/audience to website through advertising
- Direct traffic to website
- Track progress; periodic reevaluation and adjustment to advertising plan
- Survey of candidates for feedback on success of different media



Design & Launch Web Site



home - career - benefits - join - info



About the SFPD

The San Francisco Police Department is one of the most famous and admired police forces in the world. The SFPD has long set a standard of excellence for police training and performance. It is known for innovative programs, such as its SWAT (the first in the country) and its Police Academy. It provides police services to one of the most ethnically and geographically diverse cities in the nation.



Career Opportunities

There are hundreds of opportunities for you to make a difference in the SFPD. Its important to us that your grow personally and professionally with the SFPD. Whether you are a high-school or college graduate, or already a seasoned professional in law enforcement, join our team and find your niche today.

You can obtain more information regarding scheduled test locations and dates here.

QUICK LINKS:

Accelerated Hiring Program
Pre-Application Questionaire
Email Newsletter



Print Advertising



Police Officers - Lateral Entry Program

Salary: Starting at \$71,526 to \$95,732 (after 5 years of service)

Lateral candidates must possess a California POST Basic Certificate and be currently employed as a police officer or deputy sheriff with a minimum of 2 years of patrol experience with a law enforcement agency. Out of State Peace Officers must obtain a Basic Course Waiver (BCW) to apply.

The San Francisco Police Department offers:

- · Excellent benefits
- Competitive salary commensurate with your POST Certificate and education (salary will be consistent with the stipulations provided in the SFPD POA Labor Agreement)
- "Non-PERS" county public safety pension (3%@55yrs)
- · Retirement reciprocity is available for some law enforcement agencies
- · \$5,000 Signing Bonus upon completion of Field Training Program
- 1st time San Francisco home buyers may be eligible for up to \$20,000 down payment
- San Francisco renters may be eligible for up to \$5,000 relocation expenses
- · Abbreviated 8 week Police Academy (in-house training)
- Opportunities for promotion and career development via transfer to specialized units, including: SWAT Team, Explosives Ordnance Disposal, Plainclothes Work, Mounted Patrol,

Canine Unit, Airport Bureau, Training Academy, Youth Programs, Motorcycle Enforcement, and Marine Unit

To learn more about the SFPD, call Officer Edwin Gaffud, Lateral Recruitment Officer, at: 415-215-5315 or email: lateral2sfpd@comcast.net. EOE

www.sfpdcareers.com



Outdoor/Transit Advertising







Radio Advertising

Click the icon



30 Second Radio Spot



15 Second Radio Spot



KNGY 92.7 FM KSFO 560 AM (Raiders) KBLX 102.9 FM **WOLF 95.7 FM KGO 810 AM** KCBS 740 AM KFOX 98.5 FM (SHARKS) KCNL 104.9 FM KNBR 680 AM/1050 AM **KTCT 1050 AM**



TV/Cable Advertising













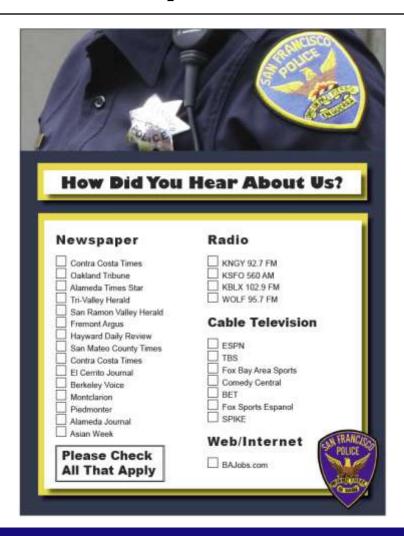








Survey/Evaluate





Other Case Studies

- Palo Alto Veterans Administration
- Customized Online Career Portals (VJFs)



VA of Palo Alto



Proudly Serving America's Heroes!

Join us, and explore an exciting career opportunity at the

VA Palo Alto Health Care System.

We've looking for energy, pension, and commitment. Now than just a career, working with the VA self give you a chance to make a meaningful and rewarding combilation to the lives of some hirly special and deserving people. Students - Please come see us and find out about flexible Summer and school year job opportunities!

Those of us who already work here feel privileged to assist the men and warmen who have defended our country. VA is an honorable, open and welcoming community of those who care.

America's Veterans need you!

Current opportunities include:

Registered Nume Practitioners • Clinical Numes • RN: Case Managers • Rehab RNe/LVNs • Critical Care RNs • OR. RNs • ER. RNs • Physical Therapids • Occupational Therapids • Pharmacists • Hedical Technologists • Social Workers • Clinical Psychologists • Recreation Therapids • Medical Instrument Technicism • Audislogists • Building and Maintenance Pestition • Federal Career Interns

We'd like to extend a special invitation to all veterans and newly discharged military personnel to learn about special career opportunities specifically designed with you in mind.

Please be sure to stop by our upcoming

On-Site Hiring Event!

Tuesday, April 22nd from 1 PM - 7 PM VA Palo Alto Health Care System Building 101 Auditorium 3801 Miranda Avenue Palo Alto, CA 94034

To view job descriptions for all our open positions and for details on our April 22nd On-Site Hiring Event, please call (650) 858-3951 or visit us online at:

www.palo-alto.med.va.gov/careers.asp



On-Site Hiring Event Tuesday, April 22nd 1 PM - 7 PM



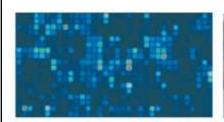
30 Second Radio Spot





Customized Online Career Portals

Michael, Rituxon[®] Patient





BECAUSE Our CAUSE is Michael and his cancer.

Genentech Job Fair

Friday, March 9th, 2007 Time: 2pm-6pm Sheraton Four Points 100 112th Ave NE Ann Arbor, MI 48108 (425) 455-3330

We currently also have multiple positions at Sci/Sr. Sci and RA levels in the following areas: Immunology, Molecular Biology, Molecular Oncology, Cancer pathways & Targets, Mouse Genentics, Protein Chemistry, Protein Engineering, Antibody Engineering, Bioinformatics, and Lab Animal Research

Please click here for more information on onen nositions.

BECAUSE Our CAUSE is Michael and his cancer.

Safety Assessment: Toxicology/Pathology/Study Operations

Our Safety Assessment team assesses the safety of Genentech therapeutics by creating a best-evidence synthesis of existing knowledge and comprehensive investigations of toxicologic activity. Creating an aligned Genentech view, this risk assessment results in good decision-making and successful regulatory filings critical to the development of innovative therapies designed to improve human life. While seeking to characterize human risk, we are committed to ethical animal use.

cientists

(Job Code - 1000013128)

Requires a Ph.D. or equivalent experience in texticology/pathology or equivalent; at least 2.4 years of experience in the pharmaceutical/blockenhology/CRO industry; DVMV/MD and board certification in Veterinary Pathology; excellent written/verbal communication skills; and the ability to build productive cross-functional collaborations both within and external to Generatech, Board certification in toxicology desired.

Apply now

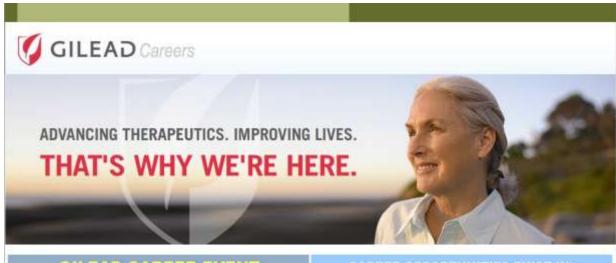
Research Associates (Job Code - 1000013129)

Requires a BS/BA/MS in toxicology, biology, physiology, or related discipline, the ability to analyze experimental data and/or support preclinical studies, and strong written/verbal communication skills.

Apply now



Customized Online Career Portals



GILEAD CAREER EVENT

Gilead Career Event

Thursday June 12, 2008 4:00 pm to 5:30 pm 320 Lakeside Drive Conference Center Foster City, CA Click here for directions

Since our founding in 1987. Glead Sciences has focused on developing and delivering medications that advance the treatment of life-threatening diseases. In 20 years, Glead has become a well-established and recognized biopharmaceutical company, with a rapidly expanding product portfolio, growing pipeline of

CAREER OPPORTUNITIES EXIST IN:

We currently have the following exciting career opportunities available in our Foster City, CA corporate headquarters:

Research & Development

- . Associate Scientist, Formulations
- . Director, Formulation
- · Research Associate, Analytical Chemistry
- · Research Associate, Formulations
- · Research Scientist I, Analytical Chemistry
- · Research Scientist I, Formulation
- · Research Scientist I, Medicinal Chemistry
- · Research Scientist I, Process Development



Questions to Ask Advertising Vendors

- What are the demographics of your audience?
- Exactly where will advertisement appear (classified section, ROP Run of Paper, etc.)
- How many unique visits do you receive each month?
- If I place an ad, will it also appear on your website?
- Are there any additional fees (web, design, etc) that I should be aware of?
- Who are your primary market competitors?
- How many years have you been in business?
- Can you supply testimonials/references from satisfied customers?
- Can you set me up with a trial (discounted or "2 for 1" deal)?



BEWARE - Common Vendor Tactics

- This discounted rate/deal is only valid until the end of the week.
- The Guilt Trip "We've already spent a lot of time preparing mock-ups" (or ad copy, scripts, etc.)
- You know, we have Exxon as a client?
- Would you like to be set-up with auto-renew
- We have 100,000 jobs on our site
- iHirewhatyourelooking4.com (cool name, lousy site)
- Informal, high pressure meeting/ambush ("I'm going to be in the area.")
- Don't be intimidated by technical terminology (i.e., column widths, eps/tiff format, impressions, CPM, etc.)
- Unnecessarily large ads
- Run directly/cut out the middle man "Uncle Louis"



Our Favorite Negotiation Lines

- You know, if you do right by my client there may be more coming
- Sorry, but you're going to have to go back and sharpen your pencil
- KXYZ will give me twice the air time for half the price
- Running my client's ad is going to make your company look good
- Look, I can't take this to my client
- Hey, this is business, but it's also an opportunity to contribute something (e.g. public safety, health care)
- Why is the quote more than one of my other clients?



Our Role as Advocate

- Capitalize on database of media sources and their best application
- Play one against another
- Protect customer from getting screwed
- Negotiate block advertising deals
- Insulate client from endless vendor solicitation
- Transform branding themes into mock ups, tear sheets, prototypes, scripts, tag lines,



Advertising Jargon

Unsold Inventory

Comp, Comping

Tag line

Tear sheet

Over-Delivery

Bonus Exposure

Terrestrial Radio

Streaming

Web Stats

HTML Template

URL (Uniform Resource Locator)





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