

IC CASE STUDY

Reflection & perspective

Integrated Marketing Campaign | Autumn 2010 | Poolia UK



Building Brand Momentum through:

DEVELOPMENT

Branding: imagery

DELIVERY

Online: EDMs

Print: direct mail, booklets

PR

About the client

Founded in Stockholm in 1989, Poolia Group is one of the leading recruitment consultancies in Europe.

IC Design were appointed at the start of 2010 to raise the profile of Poolia UK, with the first challenge to tailor new global brand guidelines set by Stockholm HQ to the UK market. A successful sales and PR campaign to prospective clients followed, introducing the refreshed Poolia UK brand and achieved 900% return on investment.

Campaign objectives

Having introduced the updated Poolia brand to existing and prospective clients in Q2 2010, the challenge for Q4 was to build on the Poolia profile and position them as thought leaders in their specialist sectors.

Campaign solution

The campaign centred around a recruitment survey for clients to take part in. The proposition was reflecting on 2010 (analysing recruitment movements during the year) and providing perspective for 2011 (forecasting for the year ahead). The survey would provide information on how the company stood in relation to their industry.

Building on the brand equity already established, IC Design developed the look and feel for the campaign. The Poolia image library was adapted to reflect the campaign's proposition, by creating a montage on different facets of glass. Variations of the

montage were then rolled out onto a combination of print and electronic communication.

Each item produced was tailored to the relevant business area, from a piece of direct mail to introduce the survey, an EDM linking through to the online survey, to booklets analysing the results. The designs were made to look as user-friendly and engaging as possible, to encourage participation in the survey and to present the results clearly.

How did it address the problem

The survey generated content for articles and PR, which raised the profile of the brand. It also demonstrated the value of the service Poolia offers to its clients - a bespoke approach to recruitment as well as providing insight and advice.

Results

2 months after the campaign launched:

Almost 30% of meetings booked resulted in a job being picked up.

10% of jobs picked up had been placed, generating a 500% ROI.

By the end of the campaign, 61 jobs had been picked up and momentum was built to deliver the best ever January 2011 sales results.

"The general comments from the team and our clients have been so positive. The campaign will also assist relationship building and future business in the new year."
Marketing & PR Manager, Poolia UK.