

## [CLIENT] - BRAND AUDIT & MEDIA STRATEGY

### STAFFING & RECRUITING AGENCY

#### I. OBJECTIVE & PURPOSE

[Client]'s objective is to gain brand awareness within DFW in order to stand out among competitors in a very crowded market. This audit will seek to effectively position the [Client] brand within the marketplace and establish brand recognition through an effective paid media strategy and creative brief in support of [Client's] sales engagement and growth.

#### II. COMPETITIVE RESEARCH & AUDIENCE INSIGHTS SURVEYS

##### **CUSTOMER: Client-Side Hiring Decision-Makers (HR/Personnel/Training)**

Demographics: National - 49.6% men / 50.4% women; local - 78% female | Majority age 25–54; approximately 57% hold a college degree | Majority married; about 75% earn \$60,000+ per year

Insights: [Client] provides a level of service others do not. They are thorough in learning about the company and roles they are filling and diligent in screening Talent to the requirements. Their follow-through is excellent, communicating often and consistently checking in. They provide helpful reporting and are looking to continuously improve. They make clients feel like they are their only client.

##### **TALENT: Individuals Seeking Employment**

Insights:

Frequently registered with multiple staffing agencies simultaneously

- Primary needs: fast, consistent placement and an easy, low-friction application/timesheet and job search process
- Rely on referrals and online research to determine agencies they will register with.

Work with [Client] because they get placed and feel they are treated well by them

#### III. BRAND ANALYSIS

Client Input:

Current perception: Client believes they are seen as a capable, high-service partner that consistently delivers quality candidates. No significant negative perceptions were identified.

Desired perception:

The audience should recognize [Client] as a leading Metroplex staffing option – passionate, capable, and proven – that does business with integrity, reliability, and respect.

Single most persuasive idea:

[Client] makes companies successful, because a company is only as good as the people it has.

Survey Insights:

Brand Descriptors (all audiences)

Professional • Knowledgeable • Customer-service Driven • Focused • Dedicated  
Personable • Consistent • Integrity • Honesty • Hands-on / Face-to-face • Caring  
Respectful

Key Differentiators

- Ability to make every client feel like their only client and talent feel like they care about their success – note: unique in a business where success hinges on quantity and speed.
- Tenured staff with deep experience -note: unusual as high rate of turnover is typical in industry
- Look at [Client] time to fill and retention stats as differentiators as these are important indicators for customers.

*Document includes qualitative survey notes.*

## IV. KEY MEDIA FINDINGS

### Competitive Spending

Total category spends measured across Spot TV, Spot Radio, Newspaper, and Outdoor was approximately \$497K, led by two large industry players who represented 44% share of voice). The [Client]'s measured spend was minimal (~0%), reflecting an opportunity to build share of voice deliberately rather than compete head-on with the largest national players.

### Media Usage Priorities

Ranked by popularity among heavy users of the target audience, Outdoor, Internet, and Radio index highest, followed by Magazines, Newspaper, and TV. Notably, 97% of the target has used the internet in the last 30 days, and radio listening peaks during weekday morning drive (6–10 a.m.).

*Document includes detailed media research including competitive spend and share of voice for employment staffing, spending by media type, seasonality and target audience media usage.*

## V. RECOMMENDED MEDIA STRATEGY

## VI. CREATIVE BRIEF