

elevate



# HUMAN RESOURCES

Case Study #09:

## ATTRACTING NEW GRADUATES

IDEAS FOR: Human Resources, Staffing & Recruiting Marketers, Event Managers, Business Leaders, Education

One of Elevate's recruiting strategies for attracting talent is focusing on MBA students from top schools around the country. They employ a small marketing team that focus on highlighting the culture of their business at job fairs, campus activities, and other recruitment events.

Elevate wanted simple yet functional products that provided messaging and imagery that promoted their social media outreach, as well as their corporate culture.

- Research shows that **8 in 10 millennials recall the messaging from a promotional product** and **social media was at the top of their preferred calls to action.**<sup>1</sup> Given that data, each design included various social media hashtags or any applicable landing pages that promoted the company's corporate culture.
- The trendy and colorful design of the Elite Slim Frost pen was a perfect match for Elevate's brand. Their program allowed each recruiter to select from a handful of different designs/photos that best **represented the diversity of the student body** from each school.

1. PPAI, Consumer Study, 2017.



Full Color 360° Imprint Area: 3.25"x1.29"

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