



Case Study :

Go Big

Making a **grand entry**

The landscape:

Late 2017, a global health sciences (clinical research) firm forayed into India with its first Centre of Excellence in Bangalore. They acquired an Indian player that had ~300 employees with a view to growing the centre by 10X in 2 years. This translated into fairly aggressive hiring targets, a quick ramp up plan. They needed a partner who understood Employer Branding and the Indian talent space to help them build awareness, attractiveness and meet the numbers. Given the nature of the industry and work, the organisation was looking for quality talent with a niche skillset.

The Scope:

Carpediem partnered with them to –

- a. Help localise and fine tune their global EB to appeal to the talent here
- b. Build a market outreach plan from Nov 2017 till Mar 2018 to help them meet their initial hiring target of 200 employees by end of Quarter 1, 2018



The Carpediem Way:

Phase 1

Finalising the brand messaging and ensuring alignment with the global employer brand. After a careful understanding of the business, target segments (their needs and aspirations) and the vision for talent, specific messaging for the Indian market was developed.

Phase 2

The second phase focused on taking this messaging to market through various channels. In order to meet the aggressive hiring targets, Carpediem focused on a few critical channels:

1. **The JDs itself:** All company JDs were re-drafted to ensure adherence to a common employer brand language so as to convey the elements of the employer brand and build credibility
2. **Paint the town Blue:** They wanted to go big! In their key catchment areas, Mumbai, Bangalore and Hyderabad we focused on two main mass media channels:
 - a. **Print:** The talent segment we were targeting, largely came from humble backgrounds. What mattered was how the families perceived the organisation they worked for and how well known or how big a brand it is. We advertised in selective dailies with the twin objective of increasing brand awareness & credibility as an employer amongst target segments and influencers
 - b. **Outdoor:** We identified strategic locations for the organisation and picked hot spots where the company put up hoardings. e.g. near IT parks, opposite competitor firms, around popular transit routes/junctions
3. **Storytelling:** We used the leadership and young talent to champion a focused storytelling effort on LinkedIn; each talking about their experiences and journey
4. **The careers page:** A specific page was built for the Indian talent for a period of 3 months that featured great employee stories, messages from the leadership, key employer brand elements and all available job opportunities.
5. **On the ground:** Two recruitment drives were organised which saw a better than expected turnaround. The drives went on for 3 days.
6. **Candidate engagement:** A strategy was devised to strengthen pre-onboarding engagement with selected candidates. Whether it was leadership interaction, assigning mentors, community building, engaging with families or ensuring transparency of process and role; we ensured we kept interest levels high

The Result: The organisation managed to hire 170 candidates in a matter of 3 months

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