

# Accessing top talent with TMP Worldwide

A presentation for The Ministry of  
Defence

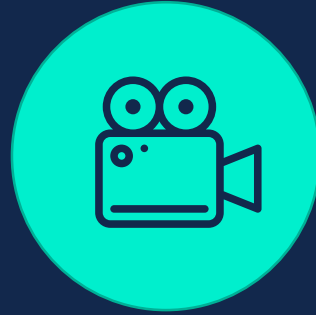
June 2022

Q: How can TMP help?

# Available Services



Audience Research  
& Insight



Creative Services  
& Film Making



Digital Development  
& Design



Media Planning  
& Buying



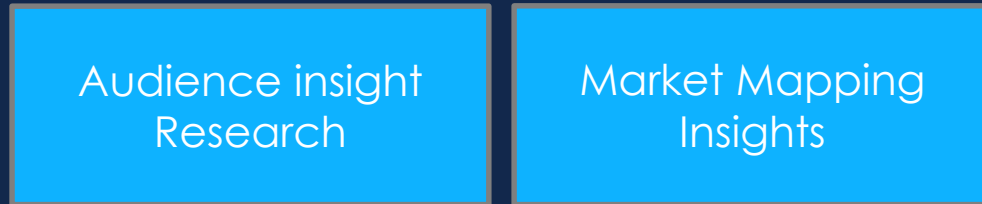
Social Media  
& Content Marketing



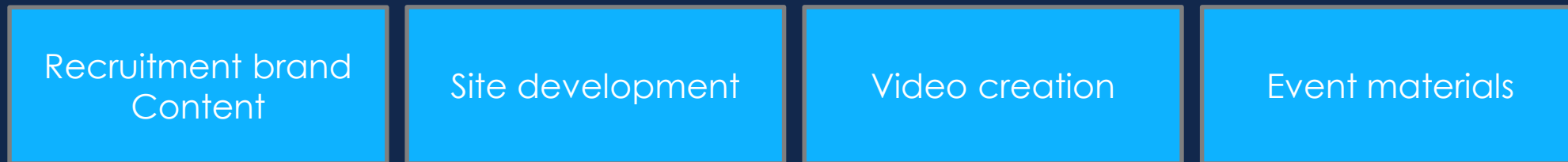
Campaign Measurement  
& Insight

# Activity Structure

## Phase 1 - Understanding



## Phase 2 – Content Development



## Phase 3 – Targeted Launch



# Phase 1 - Understanding

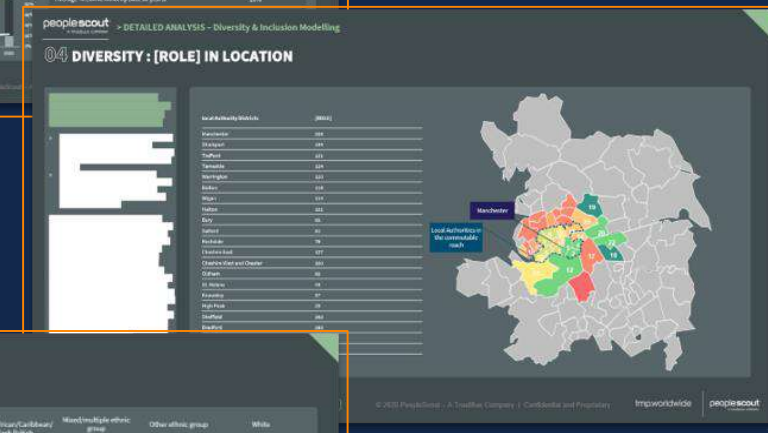
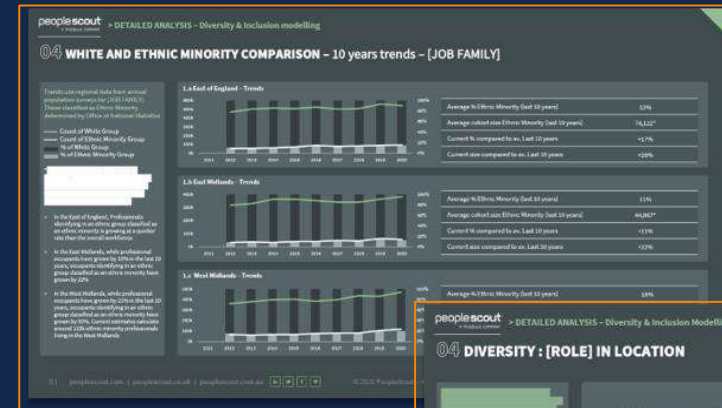


# Talent Mapping

Understand where diverse talent with the right skill sets is located and how to engage

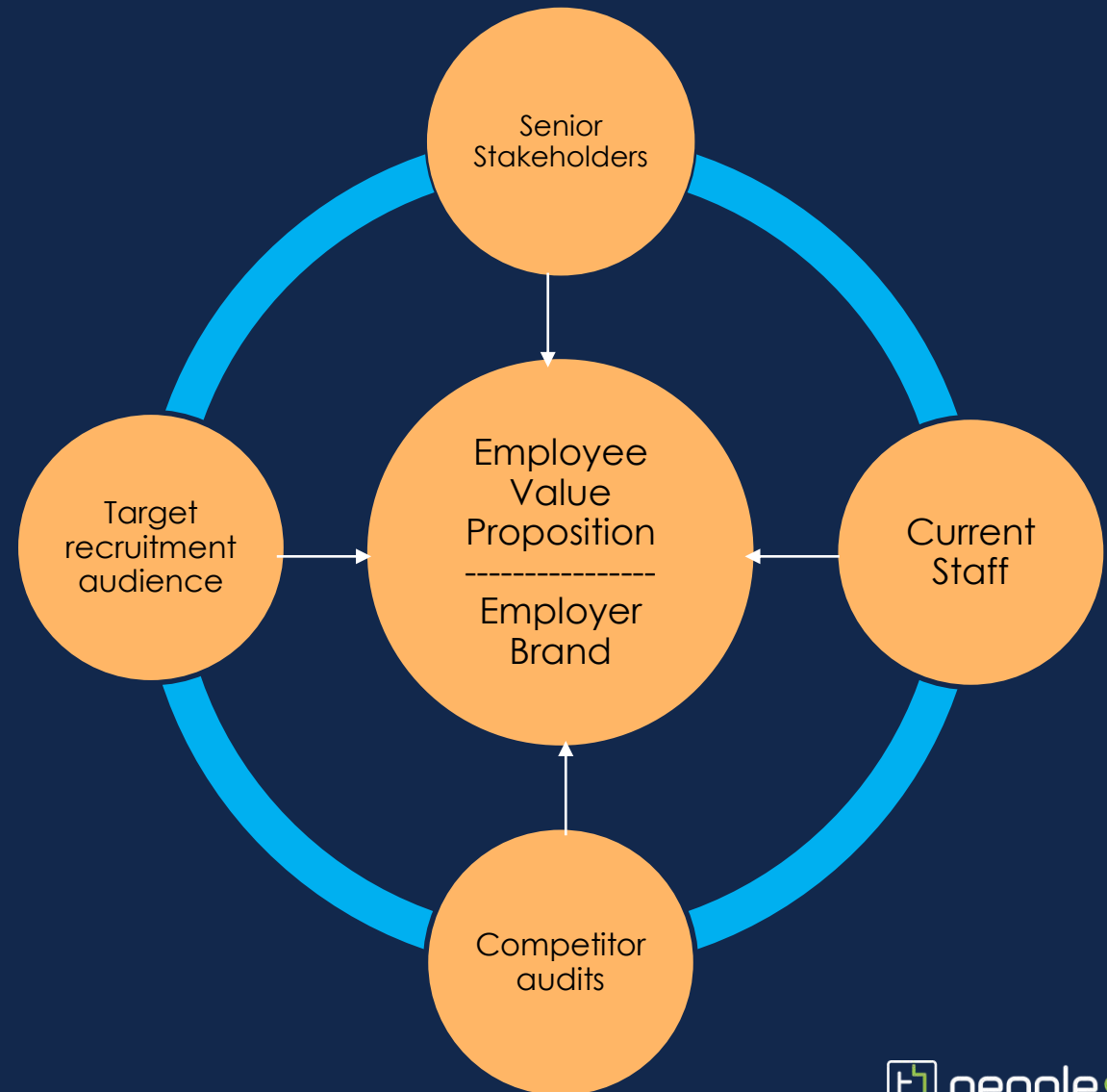
What can be explored?

- **Gender** by occupation (Grouped by Male and Female)
- **Age** by occupation (Multiple groups from +16 to +65)
- **Ethnicity** (Grouped by Asian, Black, Mixed, Other and White and/or BAME)
- **Social Mobility** and Deprivation of total population
- **Education** levels of workforce (Broad Job Families)
- **Religion** by occupation



# An insight-based approach

- Focus on brand and tone of voice
- Understanding of candidate motivations
- Understanding of organisational USPs
- Consolidation of your proposition and shaping of content to develop a content (video, microsite, collateral) brief



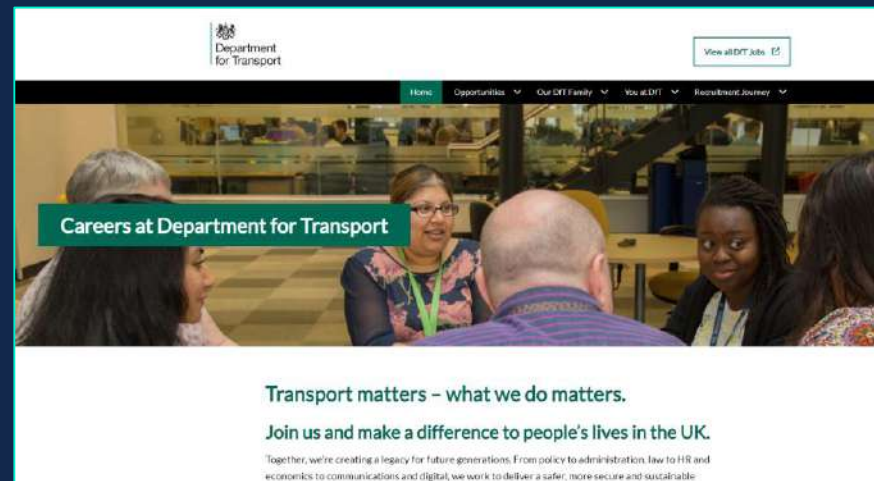
# Phase 2 – Content Development





# Careers Sites

[www.careersatkingss.co.uk/](http://www.careersatkingss.co.uk/)



<https://careers.dft.gov.uk>

[www.greatermanchesternurses.co.uk](http://www.greatermanchesternurses.co.uk)



<https://www.defrajobs.co.uk>

# Recruitment Film Content

<https://www.youtube.com/watch?v=g9u2qZWQeco>

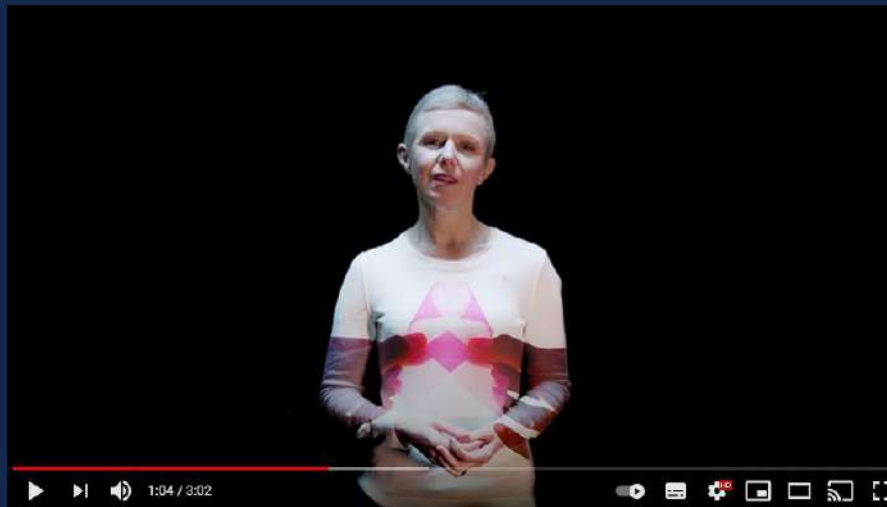


**CAREERS FOR  
THE CURIOUS**

<https://www.youtube.com/watch?v=2RnDiQljlXI>



<https://www.youtube.com/watch?v=wMQhl6N9Sk4>

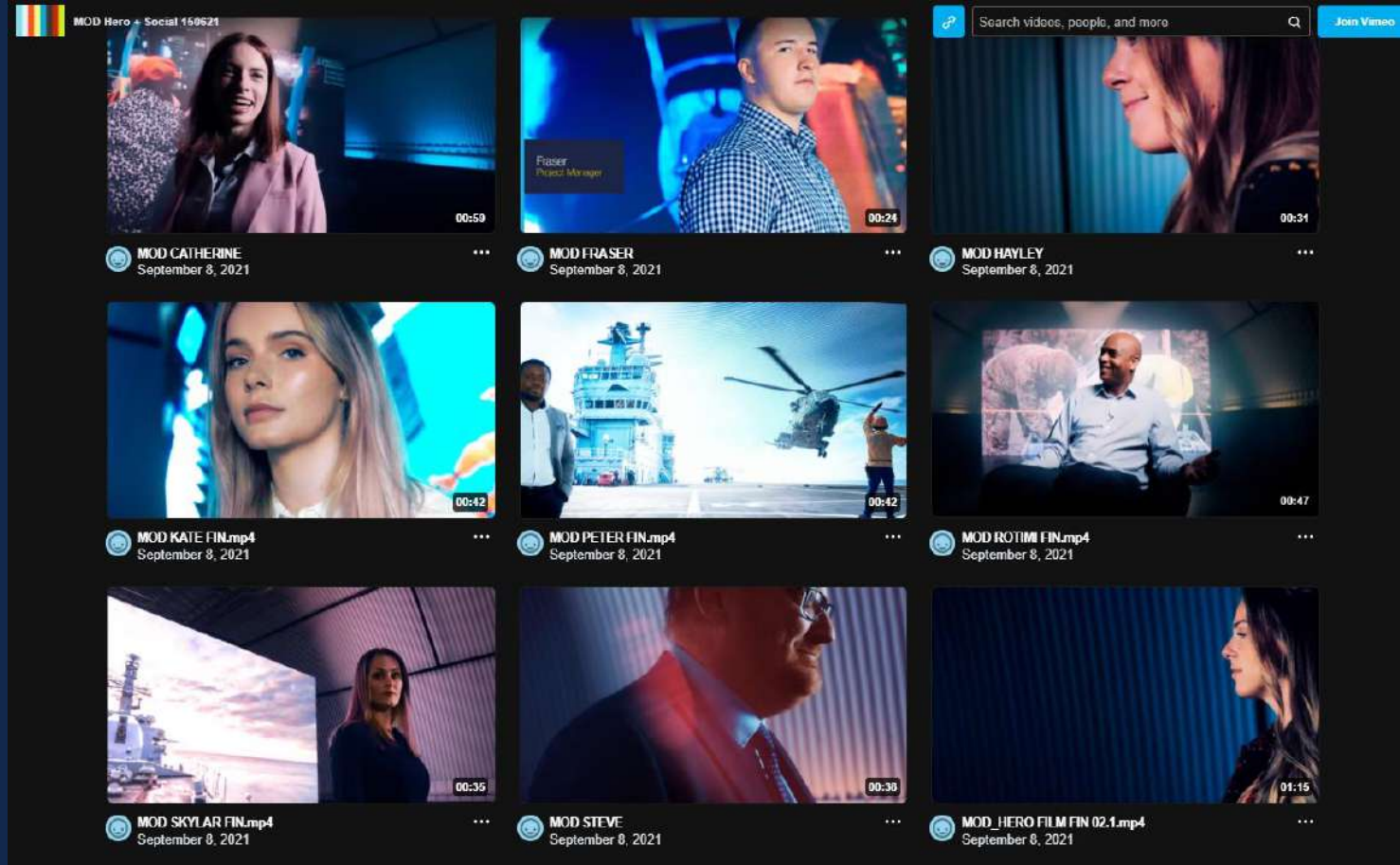


<https://www.youtube.com/watch?v=Epm5mZLQhpk>



# MOD - Project Delivery

## Film outputs



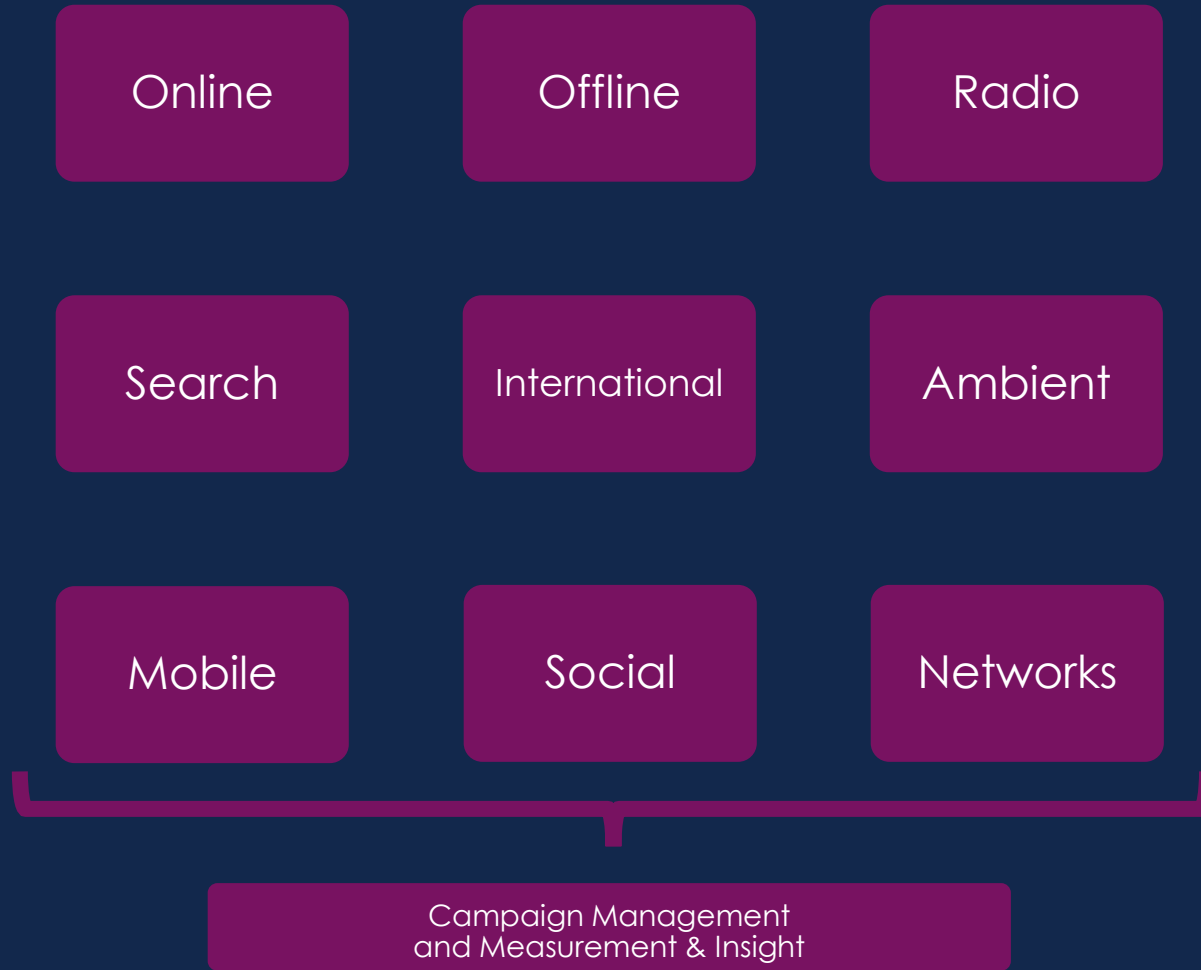
- Content suite for all films
- Continued use for rec team
  - Unlimited use across MOD social channels
  - Authentic storytelling

<https://vimeo.com/user/13091914/folder/4736029>

# Phase 3 – Targeted Launch

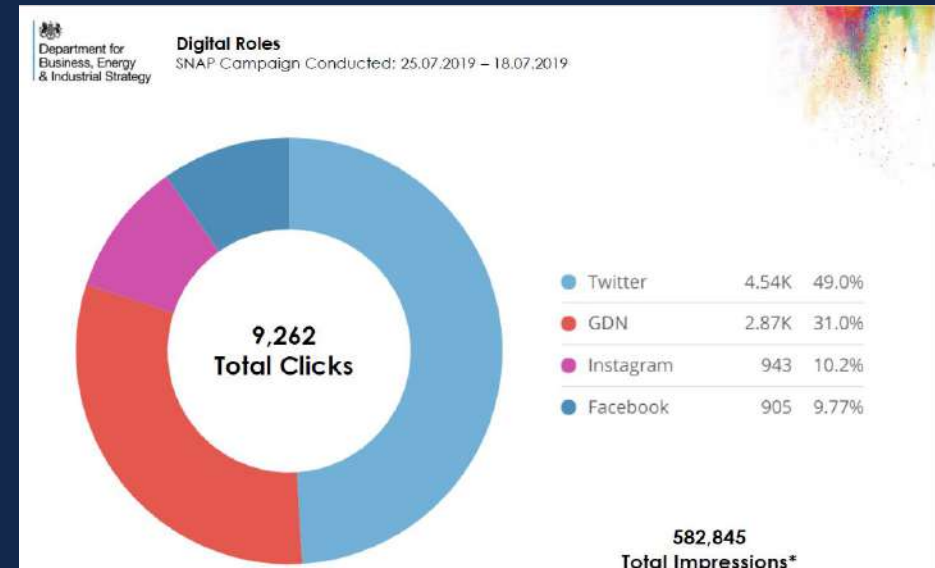


# Channel Options



# SNAP

TMP's Social Network Amplification Product, or SNAP, seeds your opportunities to your target audience through social media. The tool compliments traditional advertising channels as it gets in front of passive candidates – those who may not be actively looking for new roles, or those who may not have considered you as a viable option for their next role.



**582,845 Total Impressions\***  
 \* refer to the number of times the post was viewed



Reactions: 34  
Shares: 11

Reactions: 1  
Retweets: 2

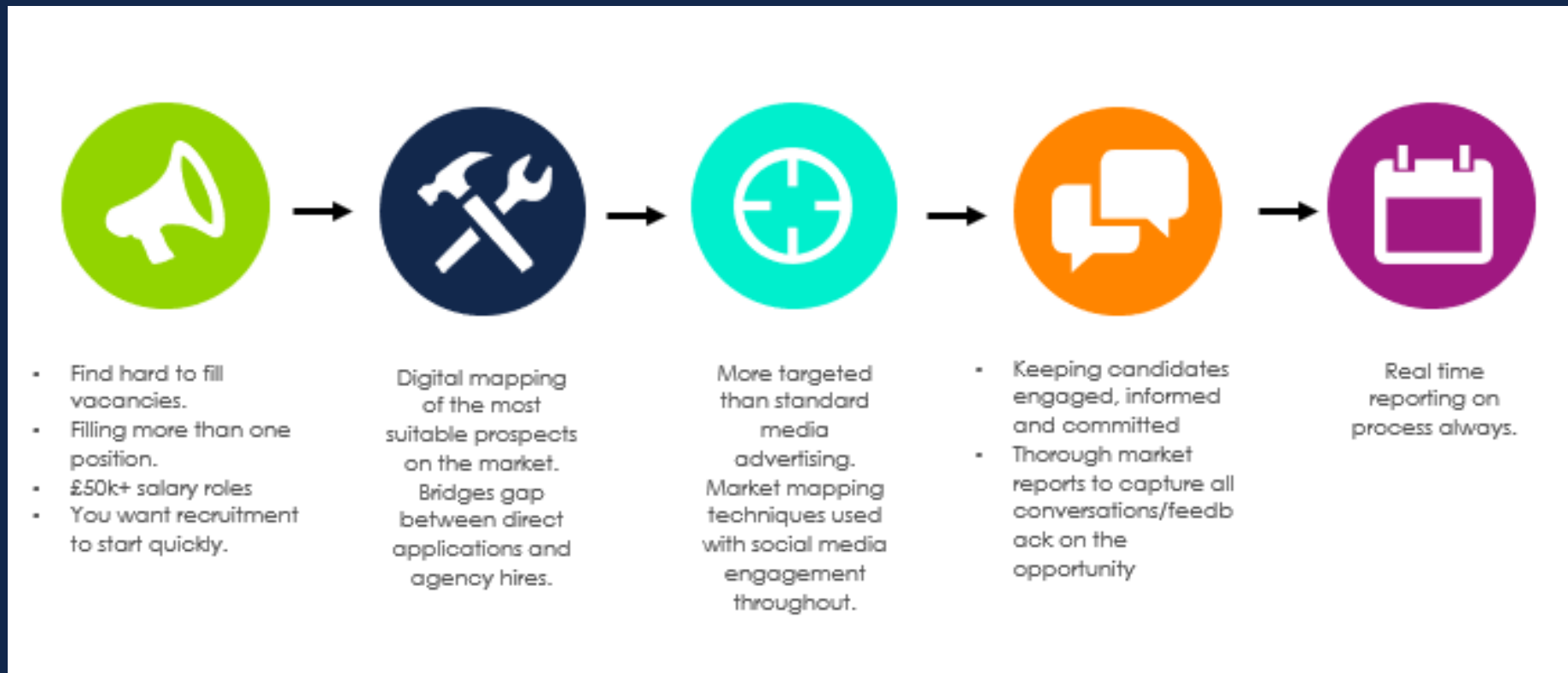
Likes: 97

tmp.worldwide

people scout  
A TRUEBLUE COMPANY

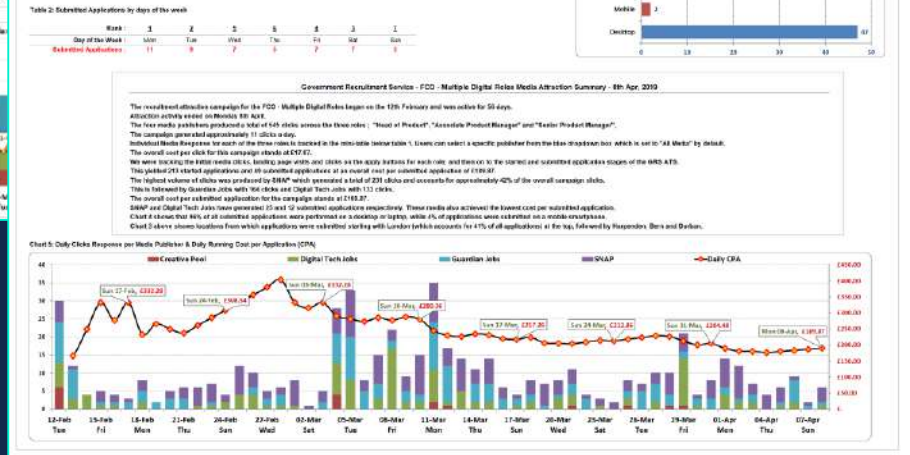
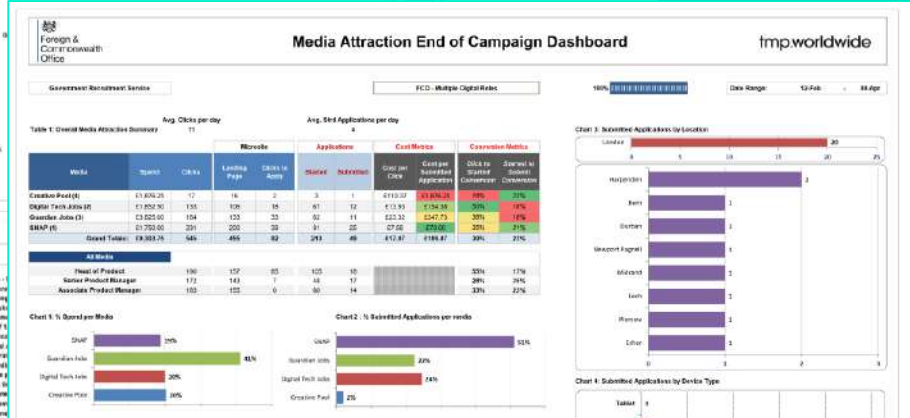
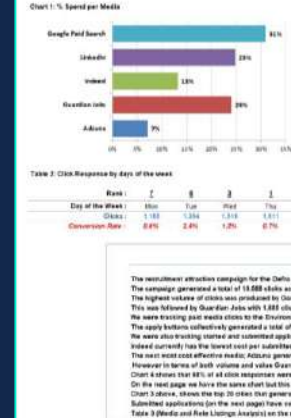
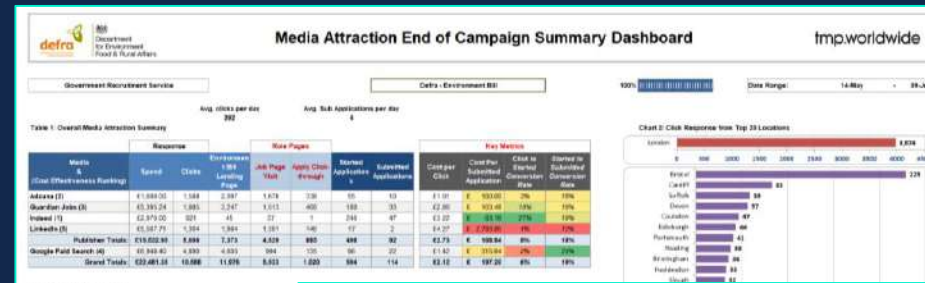
# Social Engagement Solution

TMP's social engagement solution uses social media to identify, reach out to and engage with potential candidates, before directing them to apply through your own application process.



# Campaign Success Measurement

- Continually monitor media effectiveness
- Ongoing optimisation to maximise ROI
- Weekly reporting
- Device usage reporting and future proofing
- Insight into product usage by time of day/day of week
- A/B testing







# Thank you

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