

# Case study: Talascend



International research:  
'Women in engineering'



International research:  
'Candidate security'



US event: 'Speed recruiting'

International quality broadsheet & broadcast



International trade and industry coverage:



The business PR agency

One of the world's largest engineering recruitment companies, with a database of over 100,000 candidates. Client for over three years

## Brief:

Differentiate Talascend in the market and raise its profile with candidates and prospective clients, mainly in the UK and US

## Wide strategy:

Create a sustainable engine for earned print coverage (opinion research), attention-grabbing events (e.g. speed recruiting) and a unique owned platform to foster interactions with key audiences (a trade association)

## Campaign highlights:

- Database used as asset to drive research projects exploring industry issues: Results published by top trade titles, a Government-funded body & national business media

- 'Speed recruiting' event secured national broadcast coverage in the US & \$100K of business

- A global trade association founded to campaign for recognition of a professional category, leading to contract with a top five FTSE100 firm