

BRAND

LIKE YOU MEAN IT!

(and cut the fluff!)



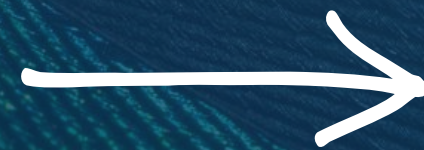
Thrive!

EMILY THOMAS

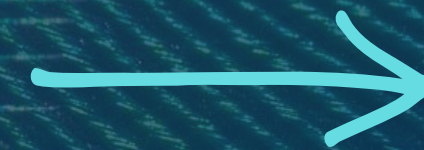
Brand & Comms Manager, Thrive Recruitment Marketing

- Kentucky to.... Wales? (yes, like the chicken)
- 10+ years of marketing experience, 2.5 as an in-house recruitment marketer
- Working with recruitment agencies globally in over a dozen countries across 3 continents (and counting!)

Name
Font
Logo
Imagery
Colour
Graphics
Strapline
Mission
Vision
Values



Voice
Promise
Story
Advocacy
Equity
Positioning
Perception



Strategy/Goals
Use of Data
Processes
Efficiency
Technology
EVP
Competitive
Advantage
AI/Automation
Value Creation

Everyone wants to know...

What's in it for them?



Emirates

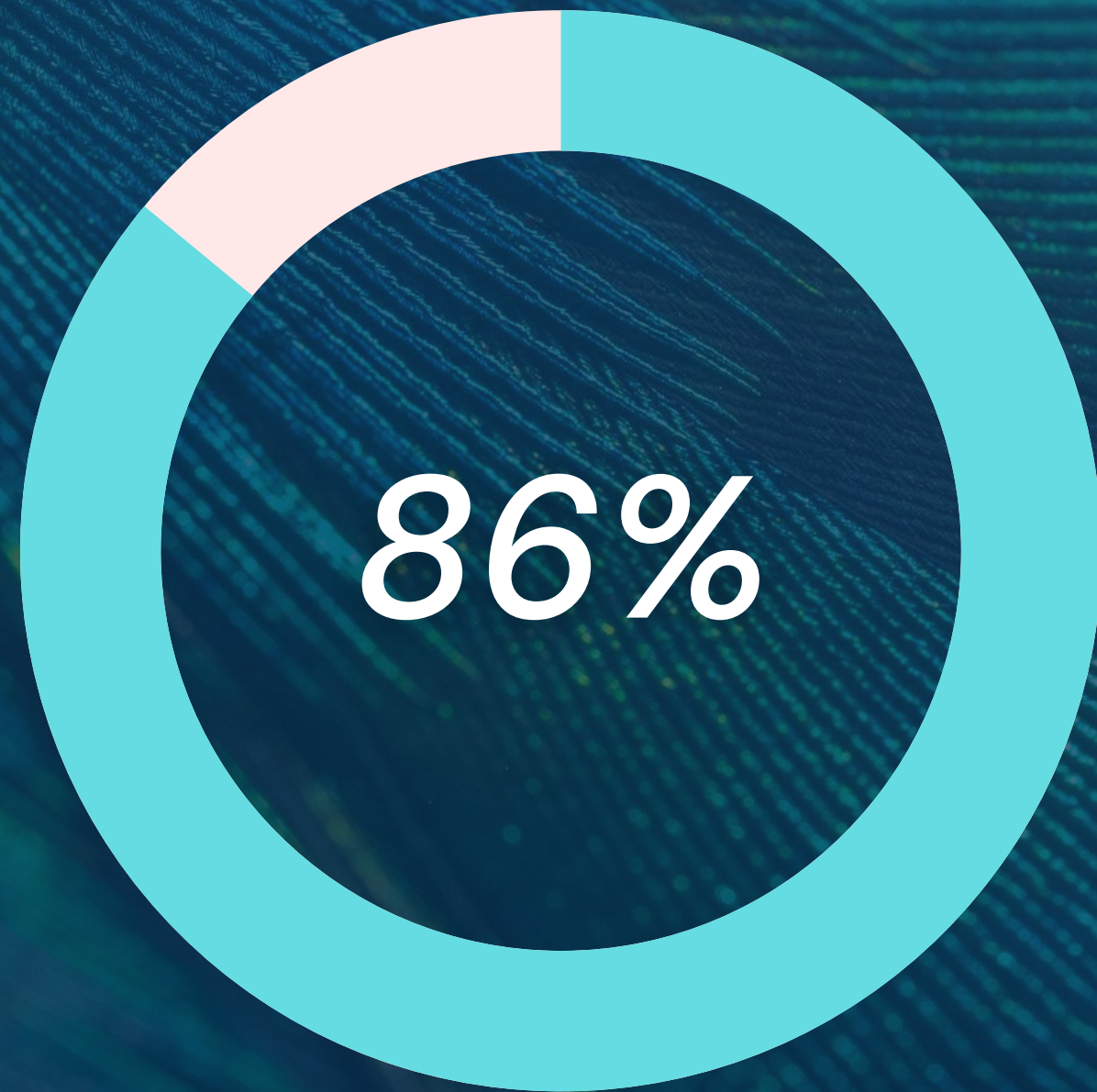


easyJet

At the end of the day, it's all about value.

WHAT IS THAT VALUE WORTH?

To you, your clients, your candidates...?



*86% of job seekers say
that an employer's
brand influenced their
decision to apply.*

Here's how you get

S.H.A.R.P.

and refine your recruitment agency's edge!

STRATEGIC VALUE PROPOSITION

What value do you offer?

Prove it!

HAYS

Then...

Recruiting experts worldwide

Now...

Working for your tomorrow.



Then...

Understand and solve your
challenges with us

Now...

Be More Than.



HARMONISE YOUR MESSAGING

One voice!

A laptop on a desk with an email icon on the screen. The icon is a white envelope with a small '1' in a circle next to it. The laptop is open, and a person's hands are visible typing on the keyboard. A coffee cup and a pen are also on the desk.

Email

A close-up of a person's face, smiling and wearing a headset with a microphone. The person is holding the microphone near their mouth.

Verbal

A laptop on a desk displaying a website. The website has a dark background with white text and images. A smartphone and a coffee cup are also on the desk.

Website

A laptop on a desk displaying a social media website. The website has a grid of images and text. A person's hands are visible typing on the keyboard.

Social Media

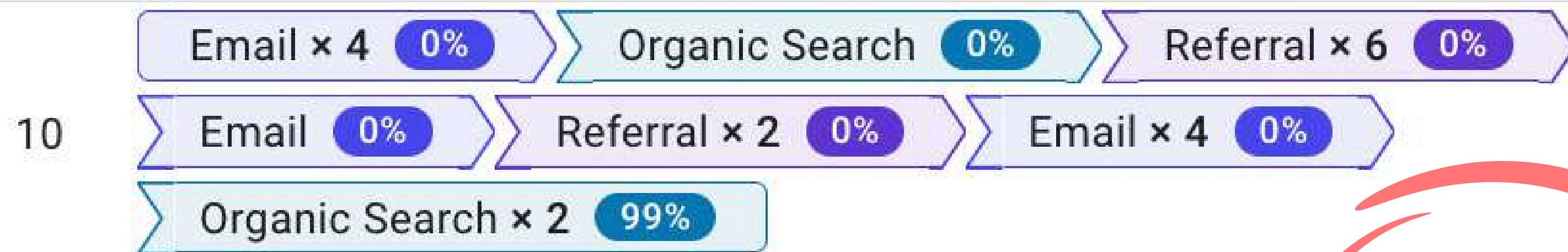
Two women sitting at a table, smiling and talking. One woman is wearing glasses and a striped shirt, and the other is wearing a dark top.

Referral

A person's hands typing on a laptop keyboard. The laptop is on a desk, and a blue folder is visible next to it.

Organic Search

20 touchpoints!



1.00

£0.00

55.00

20.00

AUDIT *YOUR BRAND* *PRESENCE*

Is your brand forgettable or

Unmissable?

*DO YOU KNOW WHAT YOUR
CLIENTS AND CANDIDATES
ARE SAYING ABOUT YOUR
BRAND BEHIND YOUR BACK?*



If your recruitment
agency were a
CAR BRAND,
what would you be?



Consultants



SLT



Clients



Candidates

Mixed messages = Diluted value



REFRESH REGULARLY!

Is your recruitment brand
the same as it was 5, 10, 15+
years ago?

Probably not...

CHAPTER 2.



→ **Embedded
Talent Partners**

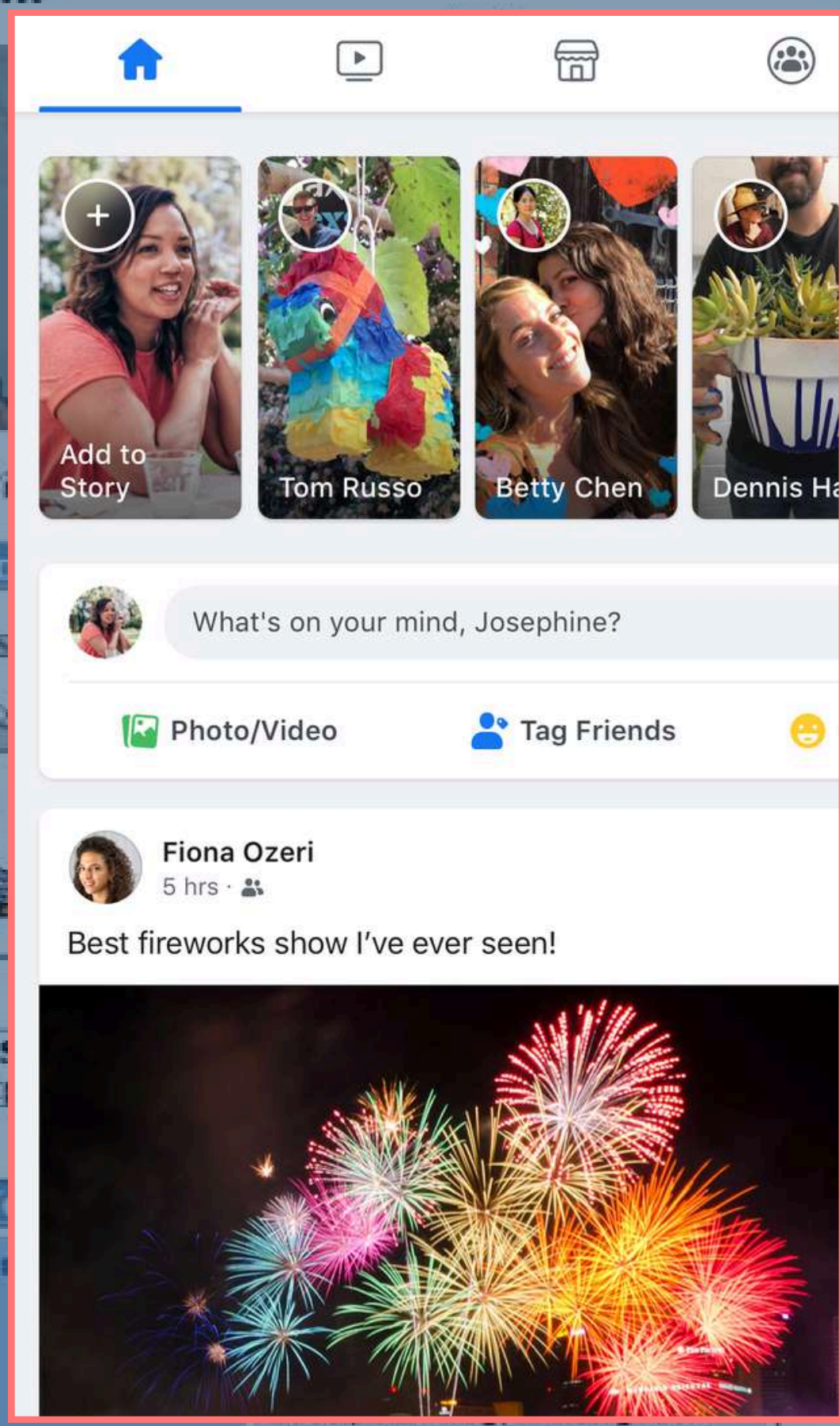
→ **Intelligence**

→ **Employer
Branding**

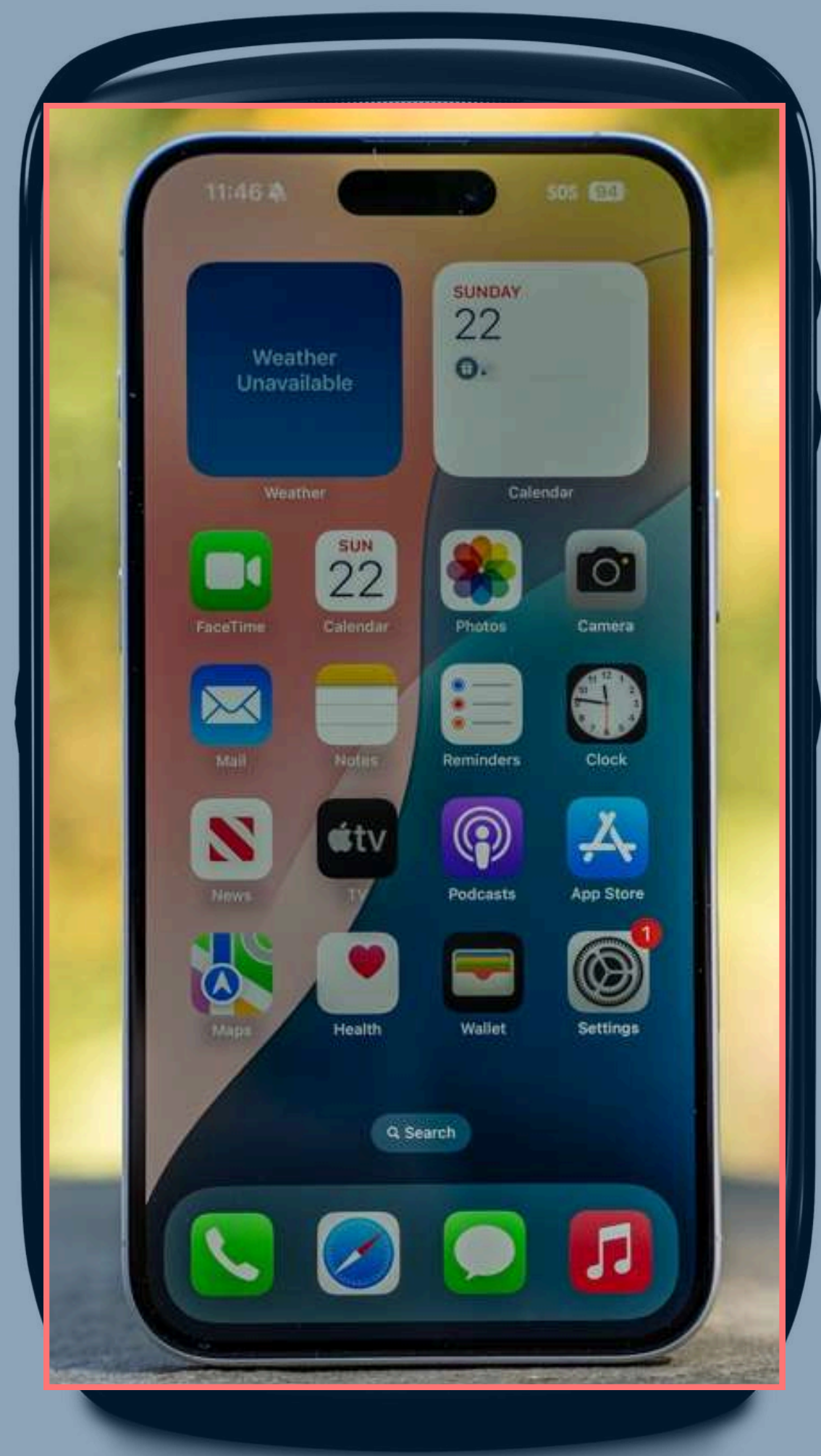
*WHAT HAPPENS IF
YOU FAIL TO **EVOLVE**
TO CHANGING
DEMANDS?*

(and expectations!)

Tom



Food, Hiking, WWI Aviation, Travel, Building alternate communities





PRIORITISE INTERNAL ALIGNMENT

What experience are
people having with
your brand?

(Not just with your Sales team)

*Consistent branding can boost
revenue by up to 23%.*

LucidPress

Business goals?

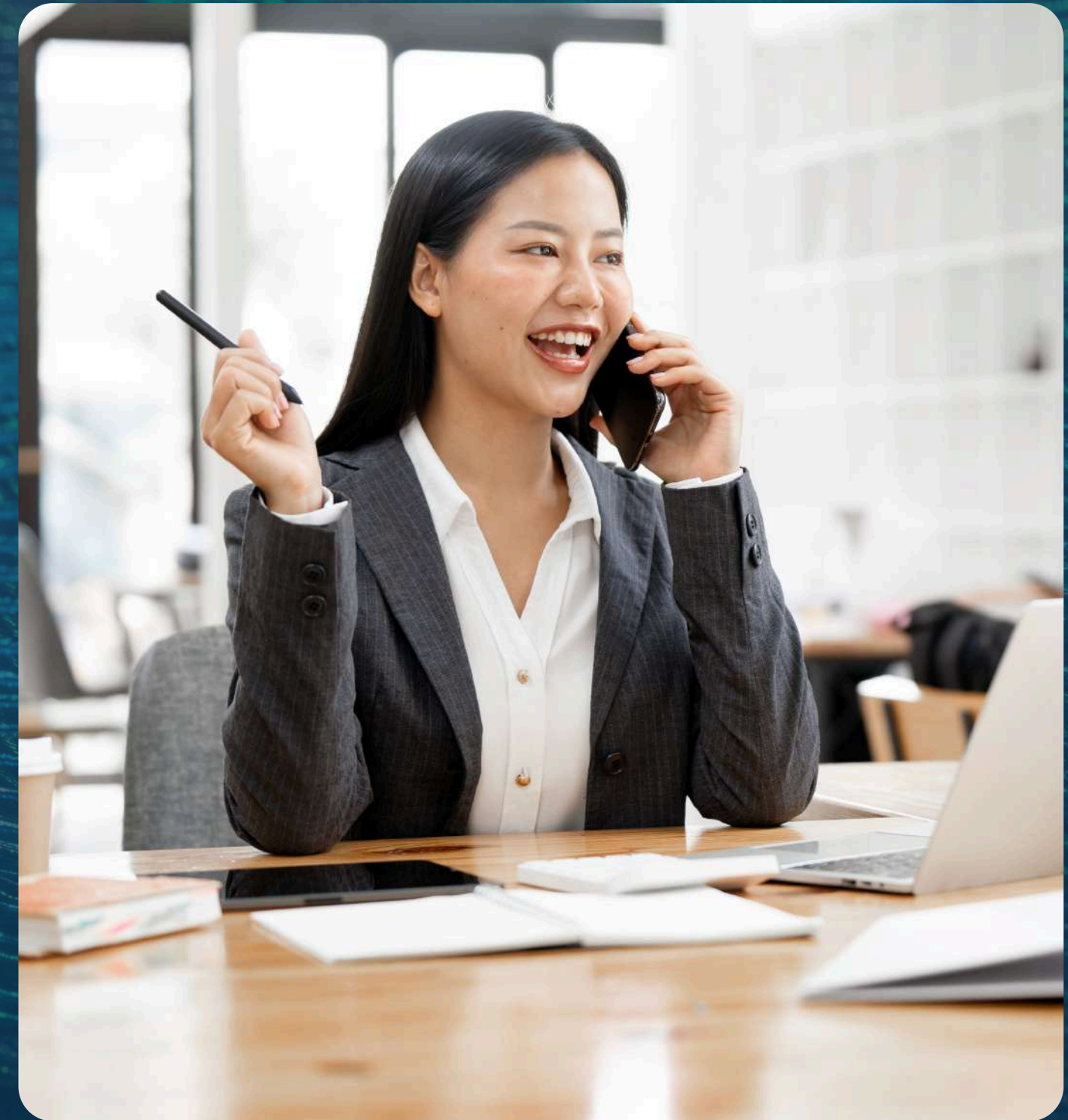
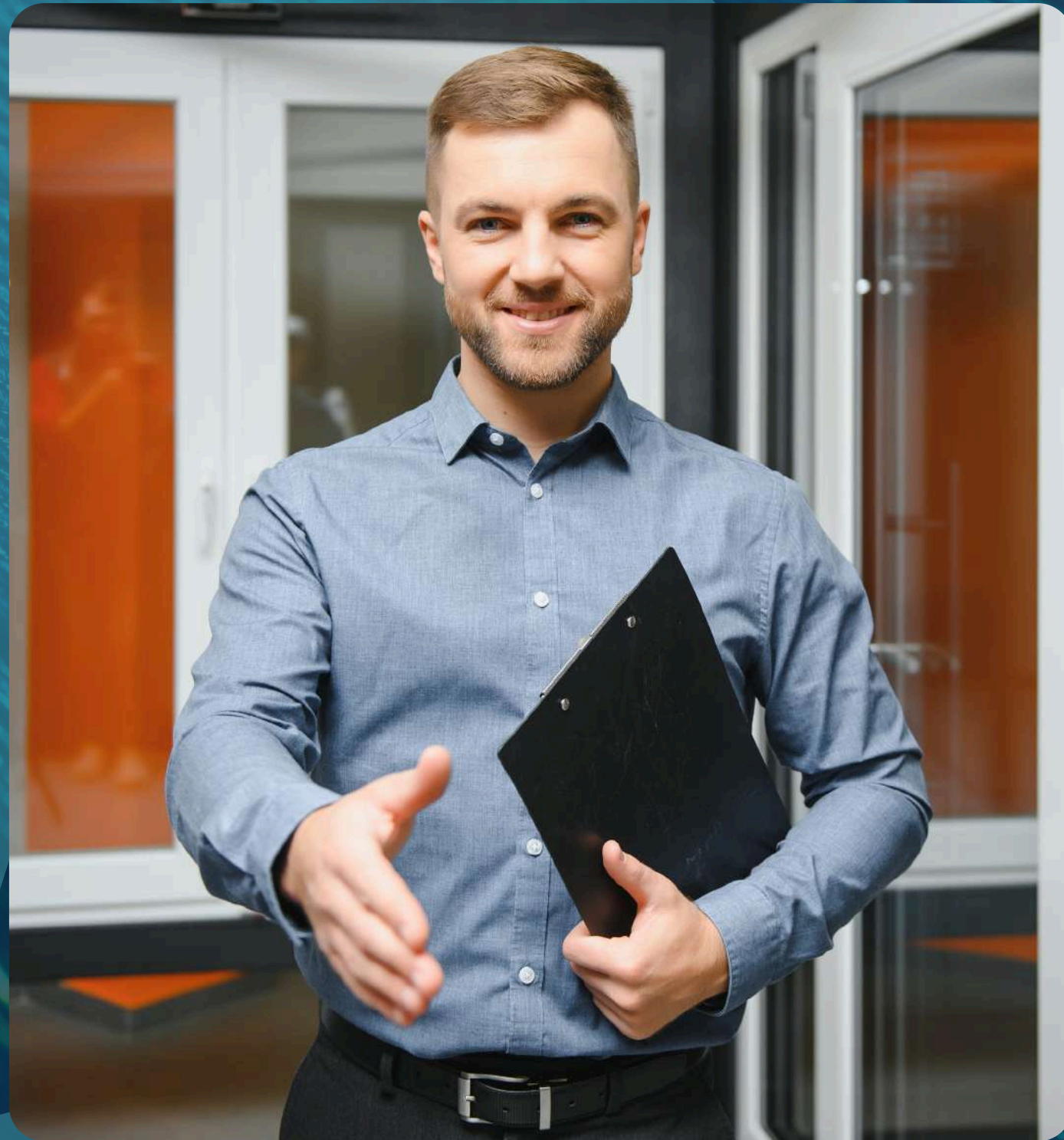
*Your brand
supports
them.*

Sales pipeline?

*Your
messaging
influences it.*

*Culture &
Retention?*

*Your EVP
drives it.*



Sales Manager → *Accounts Executive*
Every touch point matters.

Talk is cheap,

***PROOF PAYS
THE BILLS!***

→ A compelling brand attracts higher-quality clients and candidates.

→ It reduces cost-per-hire and increases retention.

→ It speeds up sales cycles and boosts conversion rates.

→ Your EVP keeps your team engaged, aligned, and performing.

S

Strategic VP

- Tie your value proposition to business goals.
- Does your messaging support what you're trying to achieve commercially?

H

Harmonise your messaging

- Sales, marketing, recruitment—all need to speak the same language.
- One voice = trust, recognition, and momentum.

A

Audit your brand presence

- Look beyond marketing: how are operations, delivery, and even onboarding reinforcing your brand promise?

R

Refresh regularly!

- Strategy shifts? Your brand needs to evolve with it. Don't let it go stale.

P

Prioritise internal alignment

- Your people need to understand and believe in the brand if they're going to live it.

THANK YOU

Scan to download the presentation

