

# ***DENT WIZARD***

JANUARY 22, 2025





# INDEX & PURPOSE

## PEOPLESCOUT & DENT WIZARD

As an RPO partner, we have forged a relationship with Dent Wizard that places meaningful collaboration at the heart of everything our teams do. We've achieved great things together in the last year, including an 11,000% increase in candidate flow, and an 89% reduction in Cost Per Application.

This deck sets out our proposal for the next chapter, by building on our existing knowledge of the Dent Wizard employer brand, expanding our partnership into talent advisory and employer brand strategy, and positioning Dent Wizard as the employer of choice for the best talent

Our relationship has thrived on collaboration, and with that in mind this presentation will outline the first steps in identifying solutions for recruitment marketing optimization, employer brand & EVP strategy, talent attraction, and transparent reporting & analytics.

**03 INTRO**

**04 STATUS CHECK**

**05 EMPLOYER BRAND**

**06 OUTTHINK INDEX RANKING**

**08 EMPLOYER BRAND SOLUTIONS**

**10 TALENT ENGAGEMENT**

**14 RECRUITMENT MARKETING**

**16 DELIVERY**

**18 NEXT STEPS**

**20 QUESTIONS?**



# MEET THE TALENT ADVISORY TEAM

Our UK office can be found in Tottenham Court Road in the heart of London.

We have an award winning in-house creative production team, digital and social experts and employer branding strategists.



**STEPHANIE CHITTY**  
Recruitment Marketing Manager



**AMY TURNER**  
Employer Brand Strategist



**AYO OGUNDE**  
Director of Innovation & Strategy



We've worked with:





# STATUS CHECK

## BRAND



Not enough of the best candidates know about how it feels to work at Dent Wizard.

## CANDIDATE FLOW & QUALITY



We've increased candidate flow significantly since February '24. The next step should refine candidate quality and identify solutions for low flow areas.

## ATTRITION



High attrition and candidate drop out.

## EVP STRATEGY



Adjustment of strategy to drive awareness and engagement from top talent, beyond RPO marketing & job board spend.



# EMPLOYER BRAND / EVP

## CAREER POTENTIAL

- Continuous learning & progression
- Defined role & responsibilities
- Opportunities to progress

## WORK ENVIRONMENT

- Technology tools & resources
- Hours and shift flexibility
- Disability accessibility

Employer brand is the amalgamation of multiple elements that define how it feels to work for Dent Wizard.

Understanding these different elements is the key to positioning your company as unique, relevant and compelling to work for.

## WORKPLACE CULTURE

- Values & ethics
- Company goals and objectives
- Team spirit
- Types of leaders / managers / colleagues

## SALARY & COMPENSATION

- Competitive pay
- Salary satisfaction
- Promotions / bonuses / salary progression

## BENEFITS

- Parental & family support
- Sick pay & health benefits
- Retirement planning





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**OUTTHINK INDEX**





# INTRODUCING OUTTHINK

We're experts in developing and measuring employer brands, how they perform and how they can stand out. The TMPW Outthink Index provides the data behind the decisions. Our industry leading benchmark provides a snapshot of how your organization is performing, through analysis of vital indicators – including social and digital optimization, candidate UX, employee experience and content.

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**TMPW**  
OUTTHiNK



# CASE STUDIES:

## NHS ENGLAND: NURSING ATTRACTION & PERSONAS

### Future Talent: Persona 1



**Science-loving students**  
Age: 11-15

**Location:** England

**Top 3 Career Motivations:**

Job Security

Work-Life Balance

Career Progression

**Education level:** Secondary school, pre-GCSEs.

**Career influences:** AI, Google search, teachers, parents and relatives.

**Social Media:** moderately active (13+ only) YouTube, Snapchat, TikTok, Instagram.

**Favourite English**

**Education Goals**

- Hesitant about financial requirements and fearful of finishing university with debt and no guaranteed job.
- Attracted to the idea of earning and learning e.g. Degree Apprenticeship.
- Enjoys science – want to find something they are both good at and enjoy.

**Career Goals**

- Love the idea of helping others and making a difference in the world.
- Work-life balance and strong mental health is important to this group, they are very aware of self-care and not attracted to overly stressful careers.
- Want a career where there's opportunity to progress, learn and develop their skills.
- Haven't ruled out a career in

**Perception of Nursing**

- View nurses as less important than doctors and as doing more work.
- Believe it's a highly rewarding and respected job that kind people do.
- Put off by the negative perception of the NHS – seen as underpaid and undervalued.

**Barriers**

- Prioritise work-life balance and self-care and don't believe nursing offers that.
- Hesitation around cost of going to university – especially those from working class backgrounds.

**Opportunities**

- Connect nursing to science subjects and educate on the professionalism of nursing as a career.
- Inform them of actions they can take now

### Future Talent Persona1: Key Messages



**Science-loving students**  
Age: 11-15

A full cycle campaign should aim to deliver all messages across multiple touchpoints to take talent from awareness through to action. The first messages will be important tools for engagement and should be prioritised accordingly. Rebranding nursing in England will help build a full picture that incorporates all.

Career motivation	Key message
Career progression: breadth and scope of nursing	There isn't only one type of nurse. There's a huge array of specialisms and environments you can choose to work in. And multiple ways to progress your career.
Academic and professional	Nursing is a respectable, professional career. Even once you're qualified, you'll never stop learning.
Daily variety in work	As a nurse, you won't be stuck behind a desk working 9-5, every day will be different.
Travel opportunities	It's a global career that provides the chance to work and volunteer in

**Awareness to Action:**

**Educate**  
What is nursing? How does nursing use science to solve problems?  
Highlight the variety and breadth of the profession e.g. different routes and specialisms available.

### Future Talent Persona 1: Activation Ideas



**Science-loving students**  
Age: 11-15

**Engagement and activation ideas**

**1. Highlight the academic side of nursing by sharing fun science facts via bite size video content to tap into curiosity.**

- Activate across a range of social platforms, such as Instagram, TikTok and YouTube.
- Drive engagement with polls, interactive quiz questions or live Q&As with existing nurses/key influencers.
- Partner with universities who offer nursing degree placements to amplify reach.
- Include a CTA that enables people to sign up to find out more about work experience opportunities and placements.

Change the association of nursing from solely caregiving to academic with age-appropriate content. For example, [an easy way to remember the difference between arteries and veins](#).

**GOALS:** increase awareness and shift perceptions of nursing and drive further research into nursing degrees/career options.

**2. Encourage work experience or volunteering placements within healthcare settings.**

Use the social campaign to generate interest in work experience placements within real healthcare settings.


Social channels could be used to advertise opportunities, locations, dates etc and encourage sign-ups.

Encourage participants to create and share content about their work experience or volunteering, for example, 'Day in the Life' style content or 'Volunteer Vlogs' to help increase reach among their peers.


Amplify the content by reposting from relevant key channels, such as NHS, universities, career channels, news outlets etc.

**GOALS:** exposure to real healthcare settings to shift perceptions around nursing and drive advocacy for nursing careers amongst peers.

## SYSCO: TALENT ATTRACTION STRATEGY



### Landing Page

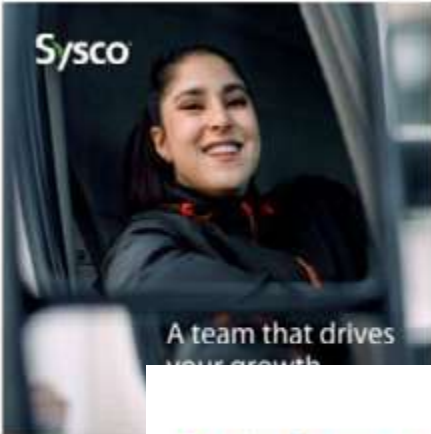


**A confidence that keeps you moving**

At Sysco, we deliver more than just food. Our careers keep our people moving – mile after mile after mile. Sysco Drivers are at the heart of our work. The friendly faces keeping our customers happy, come rain or shine. From Michelin star to local diners, they're the people bringing food to the table for millions of Americans. Because our Drivers can be anyone, from any background, with any number of unique skills and talents.


### Social Posts

**Facebook 1080x1080**




**A team that drives your success**

**Instagram 1080x1080**




**A culture that helps you shine**

### Static Banners




**A career that takes you further**

250x250




**A confidence that keeps you moving**

250x360



**A culture that helps you shine**

300x600



**A career that moves your way**

160x600



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**TALENT ENGAGEMENT**





# HOW SOCIAL MEDIA HAS TRANSFORMED EMPLOYER BRANDING



**ENHANCED VISIBILITY  
AND REACH**



**DIRECT AND  
ENGAGING COMMS**



**REAL-TIME BRAND  
BUILDING**



**TARGETED  
MESSAGING**



**EMPLOYEE  
ADVOCACY**



**COST  
EFFECTIVENESS**



**SHOWCASING  
COMPANY CULTURE**



**LEVERAGING  
MULTIMEDIA CONTENT**



**INFLUENCER  
PARTNERSHIPS**



**FEEDBACK AND  
IMPROVEMENT**



# ACTIVATION

## CAMPAIGN

### AWARENESS



Digital OOH



Prospect



Paid Media



Influencer content

### ENGAGEMENT



Organic Social Channels



IRL and virtual events



Interactive quizzes and polls

### CONSIDERATION



Job Ads



Interactive, personalised  
web content



Keep warm content, CRM and  
surprise & delight



Advocate

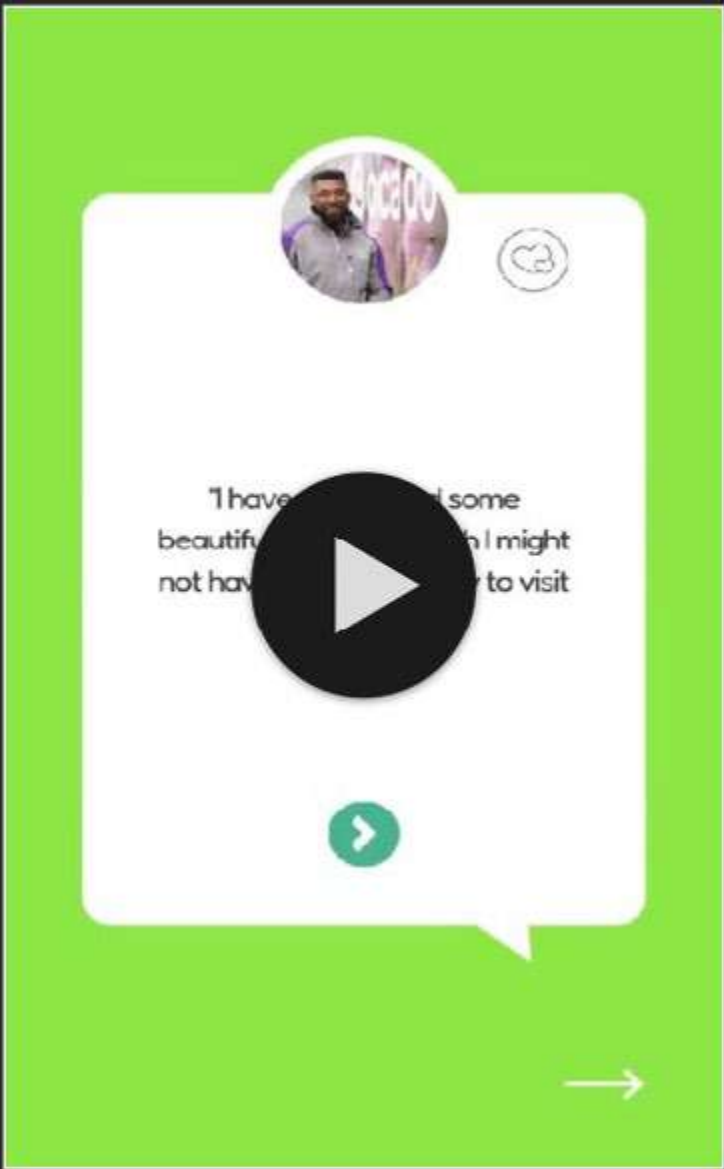


# CASE STUDIES:

Ocado Logistics: This major retailer needed to attract diverse talent and communicate the benefits of Driver and Warehouse Operative roles effectively, by creating a unique identity that helped the brand to stand out.

Our strategy focused on 4 key social pillars: People, Pride, Progress and Connection.

## RESULTS:



**+366%**  
ENGAGEMENT

**+58%**  
FOLLOWERS

**+4780%**  
REACH

Knight Frank: As one of the UK’s largest property agencies, Knight Frank wanted to challenge the property industrys traditional and exclusive image to attract diverse early career talent.

Our ‘Dream Property Competition’ leveraged the popularity of gaming amongst Uk students and asked them to design properties using Sims, Roblox or Minecraft. We also partnered with influencers across social media and gaming networks like Twitch to activate the campaign and amplify awareness.

## RESULTS:



**+1,461,609**  
IMPRESSIONS

**+17,288**  
CLICKS

**+1.18%**  
CTR



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# **TALENT ENGAGEMENT: RECRUITMENT MARKETING STRATEGY**





# CASE STUDIES:

A multi-national food manufacturer in the US were struggling to attract manufacturing & refrigeration technicians to their production warehouses across the US.

By doing a full analysis of their recruitment marketing strategy, researching competitor and candidate behaviors, and leveraging our partnerships with Indeed, LinkedIn and Zip recruiter, we were able to achieve the following results:

## RESULTS:

**+159%** Clicks from Q2 to Q3

**+119%** Increase in apply starts

**+144%** Increase in applies

Our long term RPO client hires over 5k diesel mechanics per year, however there is a huge shortage of mechanics in the US, which triggered large media costs and above average time to hire for this role.

By working closely with the RPO team in the US, and utilizing our in house data tools, our recruitment marketing team were able to optimize their Diesel Mechanic talent attraction strategy to achieve the following results:

## RESULTS:

**45.6%** market penetration

**34%** Lower cost per apply start than market average

**\$13** Cost per apply start



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## **DELIVERY**





Senior Governance  
team

**Travis Furlow**  
Executive Sponsor

Digital & Social  
Strategy team

**Ayo Ogunde**  
Strategy Director,  
Digital & Social

Employer Brand &  
Insight team

**Amy Turner**  
Employer Brand  
Strategist

Client Services team

**Heidi Webster**  
Account Director

**Jo Eddy**  
Client Manager

Recruitment Marketing  
team

**Daniel Balmforth**  
Recruitment Marketing  
Lead

**Stephanie Chitty**  
Recruitment Marketing  
Manager



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**NEXT STEPS**





# ANY QUESTIONS?





PeopleScout, a TrueBlue company, is the world's largest RPO provider managing talent solutions that span the global economy, with end-to-end MSP and talent advisory capabilities supporting total workforce needs. PeopleScout boasts 97% client retention managing the most complex programs in the industry. The company's thousands of forward-looking talent professionals provide clients with the edge in the people business by consistently delivering now while anticipating what's next. Affinix™, PeopleScout's proprietary talent acquisition platform, empowers faster engagement with the best talent through an AI-driven, consumer-like candidate experience with one-point ATS and VMS integration and single sign-on. Leveraging the power of data gleaned from engaging millions of candidates and contingent associates every year, PeopleScout enhances talent intelligence for clients across more than 70 countries with headquarters in Chicago, London and Sydney and global delivery centers in Charlotte, Toronto, Montreal, Bristol, Krakow, Gurgaon and Bangalore.

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