## Not everyone will win the talent war!

Attracting, hiring and retaining top talent is the biggest challenge facing today's businesses.



## BE **GRE**AT TODAY BE GREATER TOMORRO

We are constantly challenging ourselves to pre do more, be more. We embrace

Instagram

P

llision & Glass

OUR FUTURE

 $\overline{\mathcal{A}}$ 

0

CONTROL

vill train

 $(\neq)$ 

OU fo

0

OQP 50 likes

ov mes Love working on cars? Gerber will b us as an auto body technician. Unlik you in a reat, working shop—not for vour tools. so vou won't have to b

Criffith

"We knew we had a great place to work, and a lot to offer new team members. Pepper Group helped us pull it all together with a cohesive message, and tools and tactics that allow us to communicate that message effectively."

CERTER OF REAL PROPERTY.

CiorbaGroup

NNOVA

SHARED

VISIO

()

(/ Contairou

E

(:#i

AN T

INTEGRIT

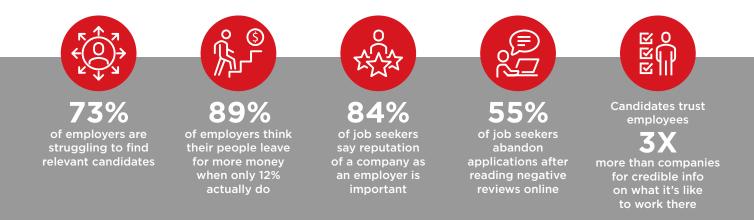
() Intains

-R.J. Gerber, Gerber Collision & Glass

#### WELCOME, LISE! Enjoy this box of goodies; we hope it makes your first week spicy!

LA.





#### There's a talent war going on. You can win it with talent marketing.

It's getting harder and harder to attract and keep the best talent. And, more and more, your talent brand plays a vital role. What is a talent brand? It's what your employees think and feel about their jobs, and what they share about your company as a place to work. Influencing this talent brand in a positive way is the purpose of Talent Marketing, and can include office signage, social media, website development, collateral, videos, newsletters and more.

### Since 1994, we've helped businesses succeed through advanced digital science, strategic branding and results-oriented creative.

Pepper Group, a B2B marketing agency with 25 years of experience, has helped top companies communicate their Talent Marketing in dynamic ways. Using our proprietary Talent Marketing Framework™, our seasoned team will work closely with yours, helping your business uncover and communicate the values and culture that build loyalty and attract outside talent.

# These are some of the companies we've helped compete for the best talent: NAME Image: State of the companies we've helped compete for the best talent: Image: State of the companies we've helped compete for the best talent: Image: State of the companies we've helped compete for the best talent: Image: State of the companies we've helped compete for the best talent: Image: State of the companies we've helped compete for the best talent: Image: State of the companies we've helped compete for the best talent: Image: State of the companies we've helped compete for the best talent: Image: State of the companies we've helped compete for the best talent: Image: State of the companies we've helped compete for the best talent: Image: State of the companies we've helped compete for the best talent: Image: State of the companies we've helped compete for the best talent: Image: State of the companies we've helped compete for the best talent: Image: State of the compete for the best talent: Image: State of the compete for the compete for the best talent: Image: State of the compete for the compete fo

#### With our proprietary Talent Marketing tools we can help you:

Define and create engaging and lasting messaging your team will own

Produce an office environment that shares your culture with all visitors

Design your office so it's not just a showplace for your products or services, but for your employees

Create a Culture Kiosk™ or multiple display areas to tell your story

Make your employees your best recruiters and natural evangelists







*"The interior art was installed yesterday. It looks great! What a beautiful job you have done. Sincere thanks!"* 

-Jeff Bronswick, Bronswick Benjamin P.C.

*"I feel comfortable reaching out to Pepper Group regardless of the need. They truly understand Griffith at its core and continue to deliver fresh, creative ideas on everything from strategy to design."* 

-Emily Plutov, Griffith Foods

