

# Not everyone will win the talent war!

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

BE GREAT TODAY.  
BE GREATER TOMORROW.

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

DARE TO INNOVATE

We don't believe in business as usual. Only through creative, new ideas can we grow as a company, and ensure the best results for our clients.

Corba Group

SHARED VISION.

When we have a common goal, we will go to great lengths, using our passion and expertise to ensure the best results for our clients.

Corba Group

THERE IS AN "I" IN INTEGRITY.

When we have a common goal, we will go to great lengths, using our passion and expertise to ensure the best results for our clients.

Corba Group

WE ARE A COMMUNITY.

When we have a common goal, we will go to great lengths, using our passion and expertise to ensure the best results for our clients.

Corba Group



*"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."*

-R.J. Gerber, Gerber Collision & Glass





**73%**

of employers are struggling to find relevant candidates



**89%**

of employers think their people leave for more money when only 12% actually do



**84%**

of job seekers say reputation of a company as an employer is important



**55%**

of job seekers abandon applications after reading negative reviews online



Candidates trust employees

**3X**

more than companies for credible info on what it's like to work there

## 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:**



**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



To learn more, email Tim Padgett at [tim@peppergroup.com](mailto:tim@peppergroup.com) or call 847.907.3383



***“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

