

Plug & Play

How Recruitment Agencies Can Leverage Brand to Win New Business



“Brand is what people say about you
when you’re not in the room.”

“Brand is what people say about you when you’re not in the room.”

Alignment

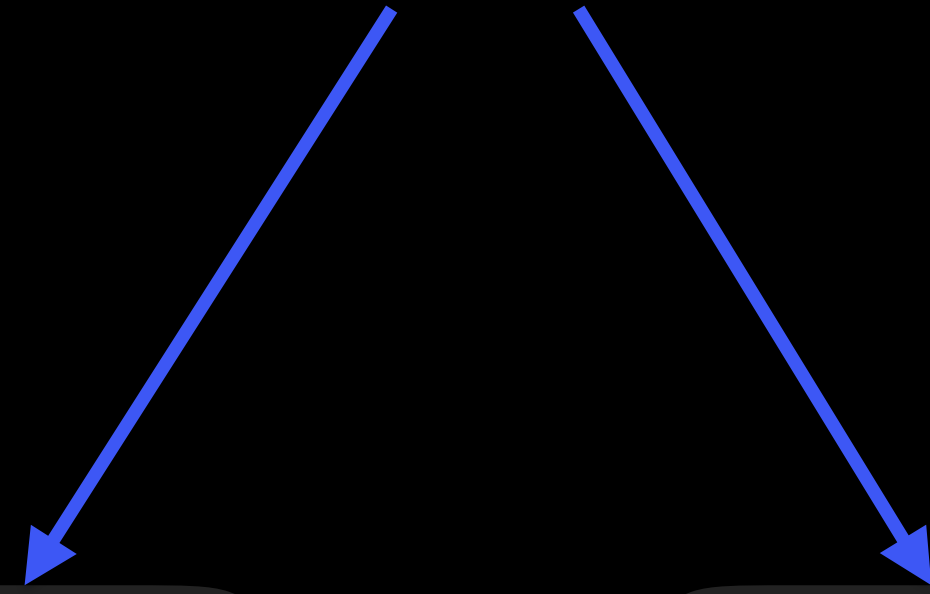
Enablement

Values

Positioning

Team

Referrals



Attracts high quality leads

Aligns with your target audience

Provides consistency

What does a good brand do?

Improves conversion

Enables your marketing team

Helps you stand out from competitors

Create 'the feeling' that makes people want to choose you

Brand Identity

- Logo
- Colours
- Imagery & assets
- Patterns, shape & form
- Typography
- Icons

Brand Strategy

- Purpose
- Vision
- Mission
- Values
- Personas + archetypes

An effective brand combines
visuals & communication.

What does this look
like in action?

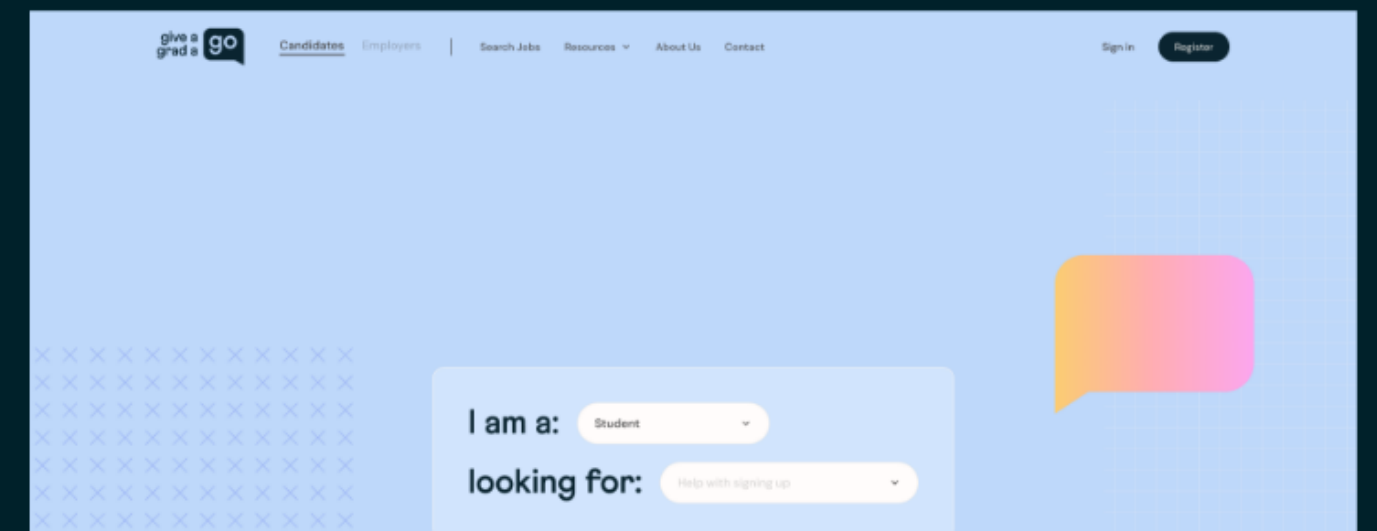
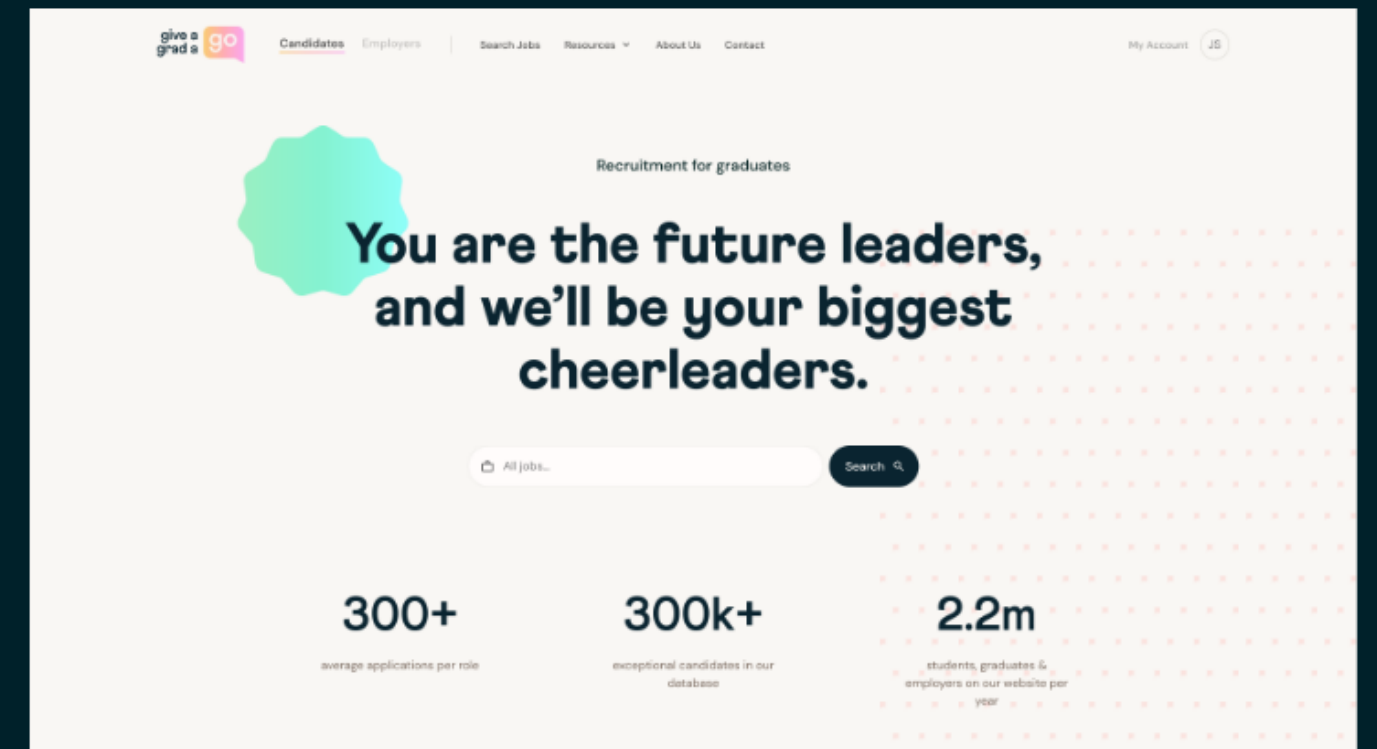
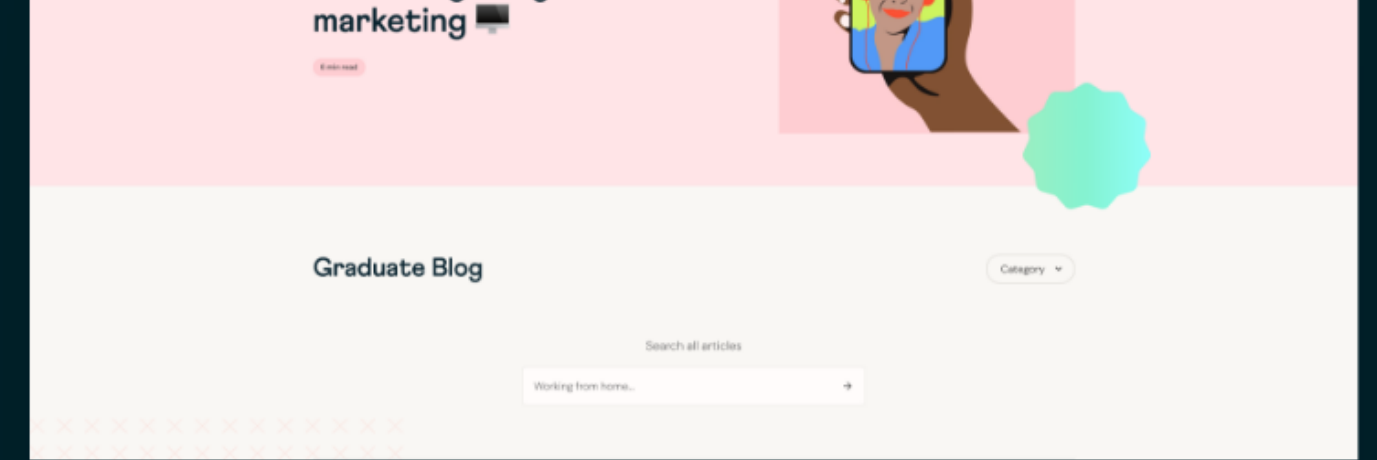
Give A Grad A Go

Target audience:
Graduates and graduate employers

Tone of voice:
Youthful, trustworthy, witty

Brand:

- Playful
- Nostalgic
- Youthful
- Fun
- Bright
- Energetic

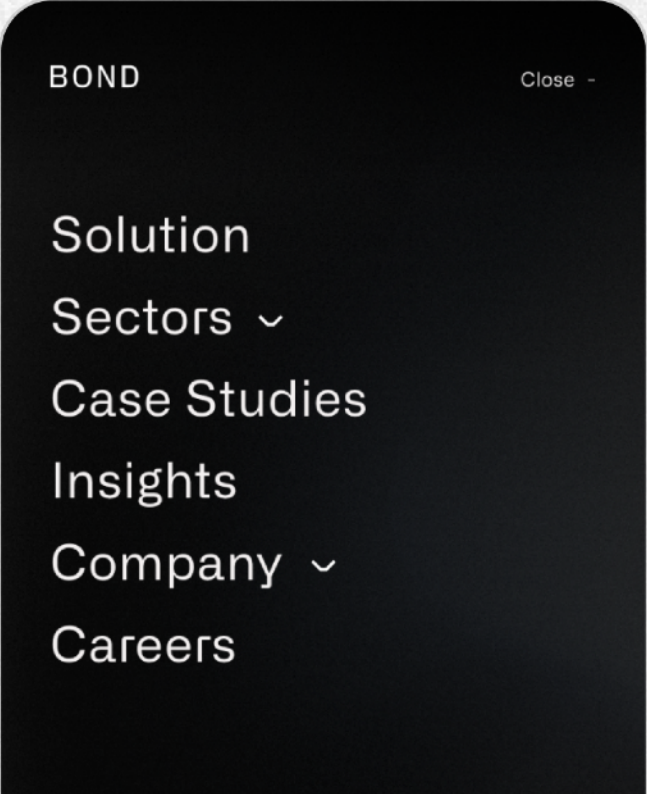
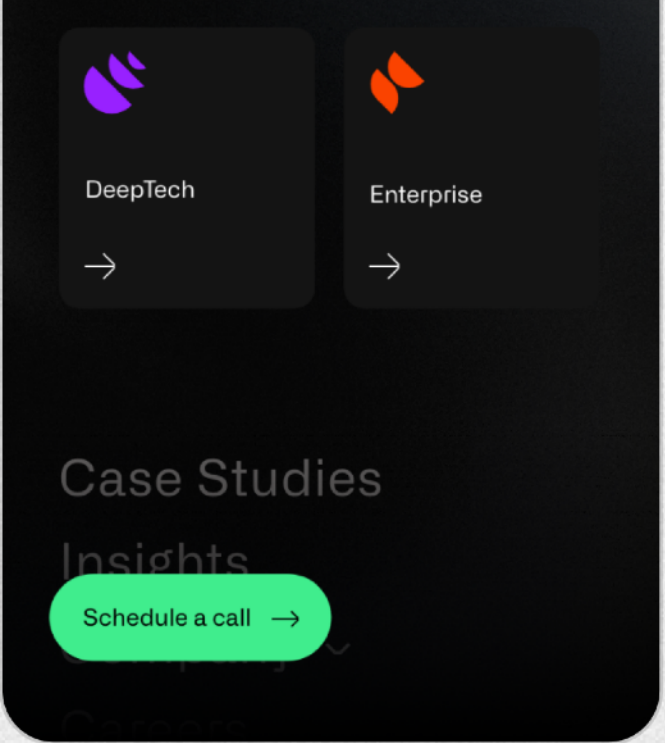
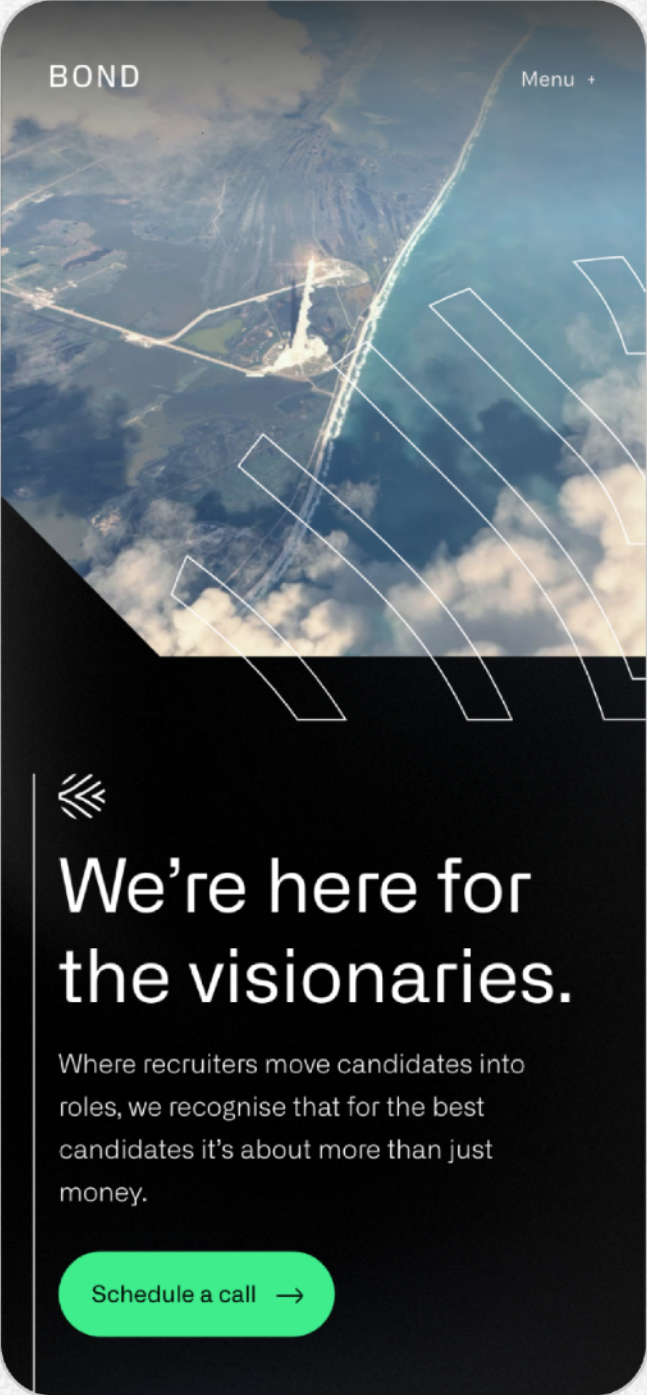


Bond Global

Target audience:
Innovative, rapidly scaling tech entrepreneurs

Tone of voice:
Provocative, passionate & direct

- Brand:
- Futuristic
 - Tech & science
 - Simple
 - Environmental
 - Big picture



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Brand Strategy

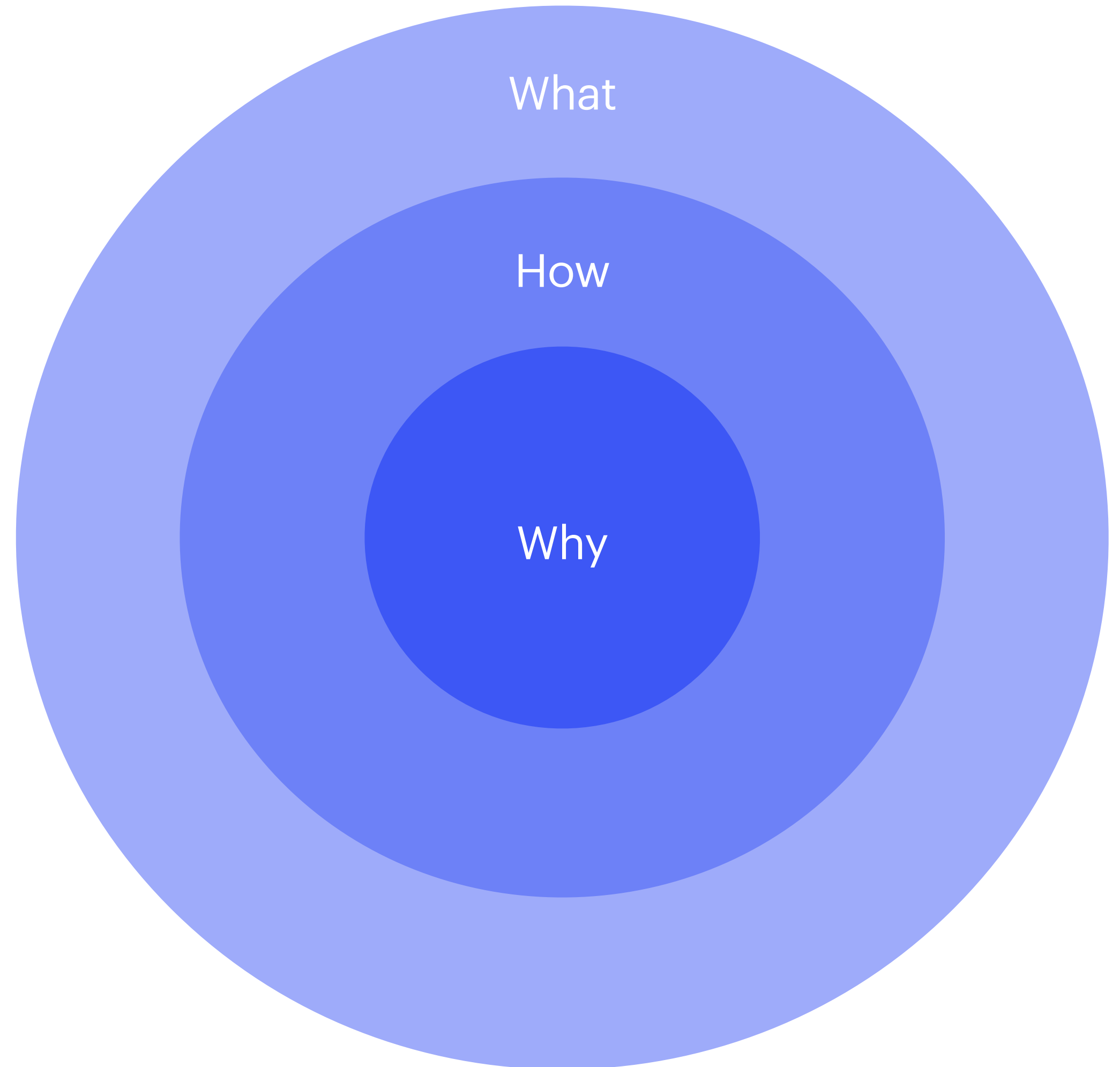
Finding Your 'Why' is finding alignment

Your 'why' is at the core of your brand strategy and determines:

- Why clients will hire you
- Why candidates trust you to place them
- Why your employees will come to work for you

Bond Global's 'why' is because they want to leave their print on the planet for the next generation.

- Clients with the same vision work with them
- Candidates with the same passion for the environment want to work for Bond's clients
- Bond's employees are passionate about driving change



Senior Talent Partner - Engineering & Techn...
1mo · 🌐

Mission Rebrand COMPLETE.

nd of applause for the Marketing team here at Bond Global! You really have
aged to capture the true vision and values Bond offer, no one can deny
Bond are here to leave a huge print on our planet. 🌱🌍

sten, at Bond we do incredible things to live that mission and in so many
erent capacities to, from being the first Certified NetZero embedded talent
ner out there, to having some of the most defidicated mental health and
rity squads I've ever seen.

me though personally, I love bonds approach of encouraging us to leave our
t out way. 🙌🌍

me it's my boys, I want to Instill the right values and morals and show them
the world is better place when you are kind and respectful to EVERYONE.

y are my world, so Its my role to help the world be the best one it can be for
n. 🌍👨👩👧👦

d Global you make me a better person ❤️

Beth Payne · 2nd
Marketing Analyst at Bond Global
1mo · 🌐

uper exciting day for us at Bond Global with our rebrand and website launch 🚀

t Bond our mission is to leave our print on the planet, helping visionaries today
uild game changing tech for tomorrow 🏡

ve been working on an exciting project since starting at Bond which has been to
unch our new merch along with the rebrand!

was important to create products that were sustainably sourced, to align with
ur values which are driven by the future 🌍 (oh and we are also the worlds 1st
et Zero talent solutions company!)

super rewarding project for me to see everyone wearing and sharing their
orgeous merch selfies today 😊

ond-global.com/net-zero

leaveyourprint #bondglobal #rebrand

om Foreman (MSc) Laura Affleck Nikita Evans Ela Salih

Sam Rathbone · 2nd
Principal Talent Partner at CarbonChain (via ...
1mo · 🌐

Anddddd we're off 🚀 The Bond Global rebrand has finally launched!!

"Who are Bond" I hear you ask, we're a talent solutions consultancy with a
mission to leave our print on the planet 🌍

Everything we do is with the future in mind (including our brand new
sustainably sourced merch that Scarlett and I are repping below), a future
where technology and people will drive a happier, healthier and sustainable
world.

Working for the worlds 1st certified Net Zero talent solutions company got me
thinking about the affect Bond has had on my life and what I've done to
contribute to unf*cking the planet...

We recently reduced the number of cars in my household from 2 to 1 to
encourage more walking. This may only have a small impact in the grand
scheme of things, but it's something none-the-less. It has also done wonders
for our mental and physical health 🧡👊

Bond has also given me the opportunity to support on some of most forward-
thinking and innovative projects out there. It's amazing how many of these
leave a positive print on the planet and I can't wait to see what the future holds
🏡

bond-global.com/net-zero/

#BondGlobal #LeaveYourPrint #Rebrand

Ben Rutter Lauren Peake Robert Hussey Paul Distill David Warren Dan Bisset
Tom Foreman (MSc) Laura Affleck

Laura Affleck · 2nd
Marketing Manager at Bond Global
1mo · 🌐

New Month ✅ | New Merch 🎀 | New BRANDING 🚀

Super excited to finally share that Bond Global has launched its new branding!

I have LOVED being part of the rebranding process and seeing the Bond team
come together to bring this all to life! 🏡

Here at Bond, our mission is to leave our print on the planet, helping the
visionaries of today build game changing tech for tomorrow! 🏡

Everything we do is with the future in mind, one where technology and people
will drive a happier, healthier, and sustainable planet 🌍

So, how will I leave my own print on the planet?...

Well, for me, I hope to leave a positive print with everything I do and with
everyone I meet ❤️

Can't wait to go on this new Journey with Bond, and deliver some super
exciting Marketing; to take us into the future 🚀🏡

Or more succinctly:

🏡 "Flexible, on-demand internal talent teams." is what we provide.

It's been a brilliant team effort to get to this level of clarity. 🙌🏡

"Our mission is to leave our print on the planet, helping the visionaries of today
build game-changing tech for tomorrow."

As we rebrand the Bond team has been challenged to think about how we will
leave our print on the planet 🌍

Leaving my print on the planet comprises 2 elements:

My work self, as a Marketer

👉 Better connecting our awesome talent partners with cool tech companies.
"Helping them scale... from the inside"

👉 Doing this by building out our marketing machine with my wicked team
Laura Affleck, Ela Salih, Beth Payne, Nikita Evans

🏡 That includes capturing more juice from the partnership stories we have

Alex Shawe · 2nd
Senior Talent Partner at Tokamak Energy (vi...
1mo · 🌐

Super excited to FINALLY have my hands on our new merch as part of the
Bond Global rebrand 🚀

Here at Bond our mission is to leave our print on the planet, helping the
visionaries of today build game changing tech for tomorrow! 🏡

Whilst my colleagues work out how to surgically remove my new favourite
hoodie, we've been challenged to think about how we're going to leave our
print on the planet 🌍

Immediately I think of the incredible team that we've helped build at Tokamak
Energy over the last 3 years. Working on such a cool project and one of, if not
THE biggest, challenges humanity has to conquer makes me very proud and
confident there's meaning to what I do.

It's been very rewarding to see the team nearly treble in size from 70 to over
210 in the years I've been supporting the project, hitting key milestones such
as 100m degrees - a first for a private fusion business!

It's been great to see the impact we've had so far, and I hope to continue to
the journey to get fusion DONE ✓ so we can turn the dream of energy security
for all into reality 💖

Check out the new website <https://bond-global.com/> 🏡

Dan Bisset · 2nd
Talent Operations Manager
1mo · 🌐

Hand's up if you've got an awesome new website and a new merch drop 🏡

We're focusing on the future and how we can #leaveourprint on the planet. It's
all down to leaving it in a better place for those who come after us. From
working with Fusion businesses which are changing how we produce clean
energy, to carbon capture initiatives making positive steps to clean up our
atmosphere. All in the name of un-f*cking the planet!

Here's half of my team branded up in the new Bond Global gear. (Apparently,
you can't get a 7-year old to play along as well)

The Bond team has been challenged to think about how we w
on the planet 🌍
I like to think I help my global print on the planet by "sharing"
Bond Global merch with my wife! Although it is already becom
will not get a look in when it comes to actually wearing it myse

#BondGlobal #Leaveyourprint #Rebrand #DeepTech

Callum Callard · 2nd
Senior Talent Partner @ Bond
1mo · 🌐

🚀 It's Launch day of the Bond Global rebrand and buzzing to g
merch! (All sustainably sourced may I add!)

The rebrand has a deeper meaning which is focused around lea
the planet 🌍

Everything we do is with the future in mind, one where technolo
will drive a happier, healthier and sustainable planet.

I couldn't be happier to work for the world's 1st Certified Net Z
Solutions company but also the cool companies we work with t
to changing the world for the better!

What can you change today that's going the leave a positive im
planet?!

Have a look at some of the amazing work we have done so far:
<https://bond-global.com/>

Tom Foreman (MSc) Laura Affleck - amazing work!

#bondglobal #leaveyourprint #sustainability #technology #futu
#talent



Simon Wood · 2nd
Lead Talent Partner at ChargePoint (via Bon...
1mo · 🌐

So excited that today is the day for Bond Global's new merch
rebrand!! 🚀🔥

Yes that is a picture of me giving the new website a massive 't
looks INCREDIBLE!! And of course, everyone knows the 'bond
Peggy (she is definitely a mans best friend) and she was keen
merch too 🏡🙌

Here at Bond our mission is to leave our print on the planet, h
visionaries of today build game changing tech for tomorrow!

Persona & Archetype Development

A Customer Archetype is the combination of the Persona and the Business.

- Key traits
(job title, age, company size, company turnover, budget)
- Pain points
- Goals
- Purchasing process



Archetype Example

Name	Tim the tech entrepreneur
Job Title	Founder + CEO
Age Range	25-45
Interests	Coding, technology, science, the outdoors
Company	Turnover of £10-20m Team of 40-100 that is rapidly growing
Goals	To grow the business To reduce cyber crime To retire early To secure investment
Pain Points	Doesn't have enough time to do everything Doesn't have the connections needed to scale the team Only partially funded - needs to invest wisely in the business Needs to demonstrate growth to secure the next investment Needs to trust team implicitly
Needs	Fast response times - once he moves on from a task it's hard to get his attention again Clear status reports Transparency Direct contacts - better to call or text than email



Communication Example

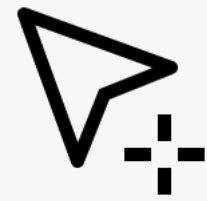
Name	Tim the tech entrepreneur
Communication channel	Calls + WhatsApp
Communication style	Direct, short, concise
Language	Use active language
Value proposition (Why this persona works with us)	Archetypes like Tim use us because our recruiters have deep sector experience and excellent networks. They rapidly find and place high quality candidates on an embedded basis which quickly delivers value while enabling his team and business to scale.
Key messages	We've got the network We've got experience We've got this handled - leave it with us Refer to commercial objectives & ROI



Brand Strategy Overview

Purpose / why	<p>The 'why' of the business</p> <p><i>Apple: Think different</i></p>
Vision	<p>The direction of the brand and what it hopes to achieve in the future</p> <p><i>Apple: To make the best products on earth and to leave the world better than we found it</i></p>
Mission	<p>Communicates the purpose of the brand and what you do to achieve your objectives</p> <p><i>Apple: To bring the best user experience to customers through innovative hardware, software, and services</i></p>
Values	<p>What your brand stands for (typically 3-6)</p> <p><i>Apple: Accessibility, Environment, Privacy, Supplier Responsibility</i></p>

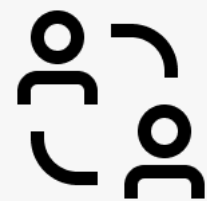
What can you do?



Create personas & archetypes
for your target audience.



Develop your 'why'.



Consider why your clients and
candidates choose to work with you.



Roll out the outcomes of your
strategy throughout the
business.

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Brand Identity

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Dynamic assets

Colour palette

Brand pattern and shape

Brand Identity

Imagery & Icons

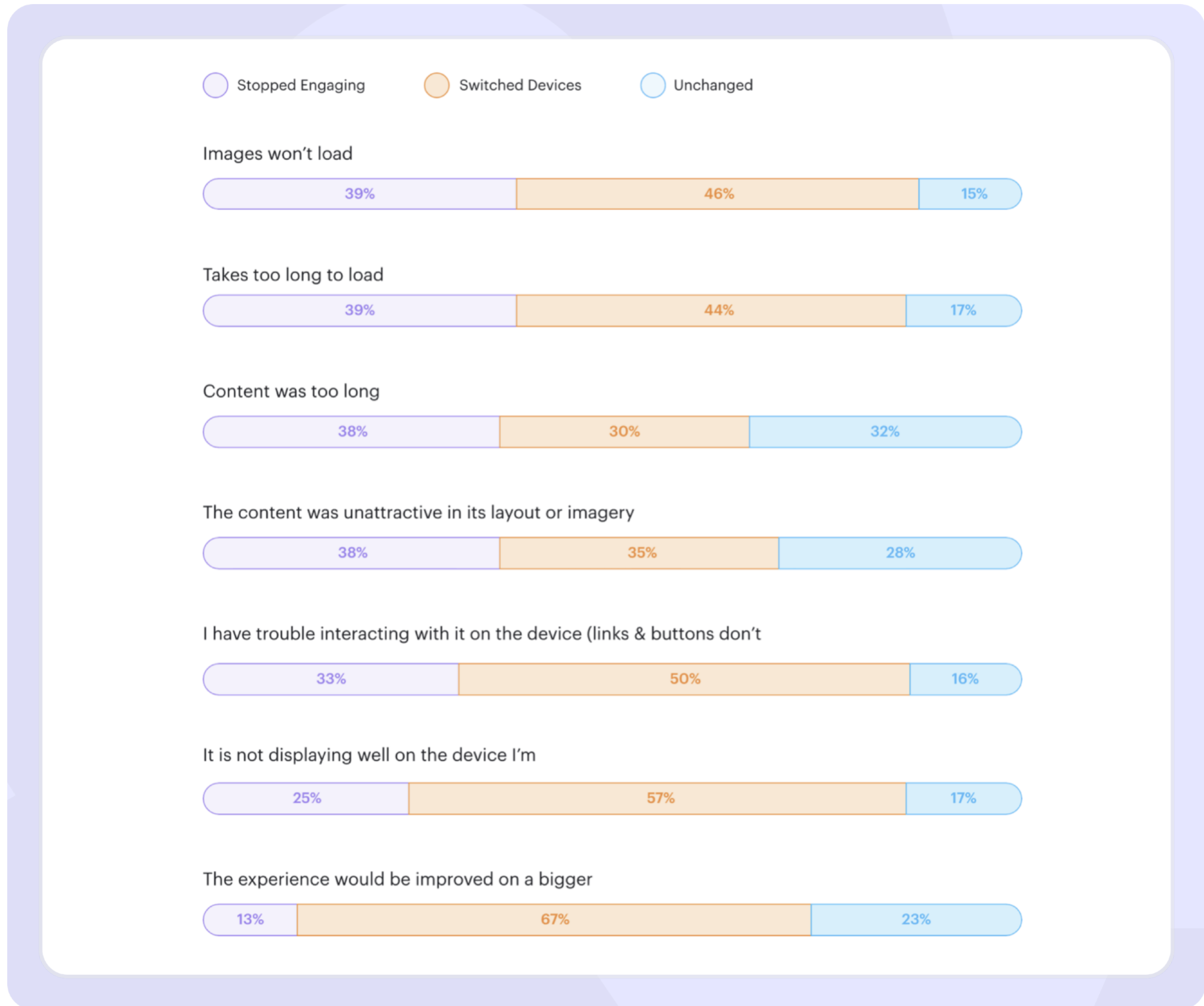
Typography

How assets are combined

Logo

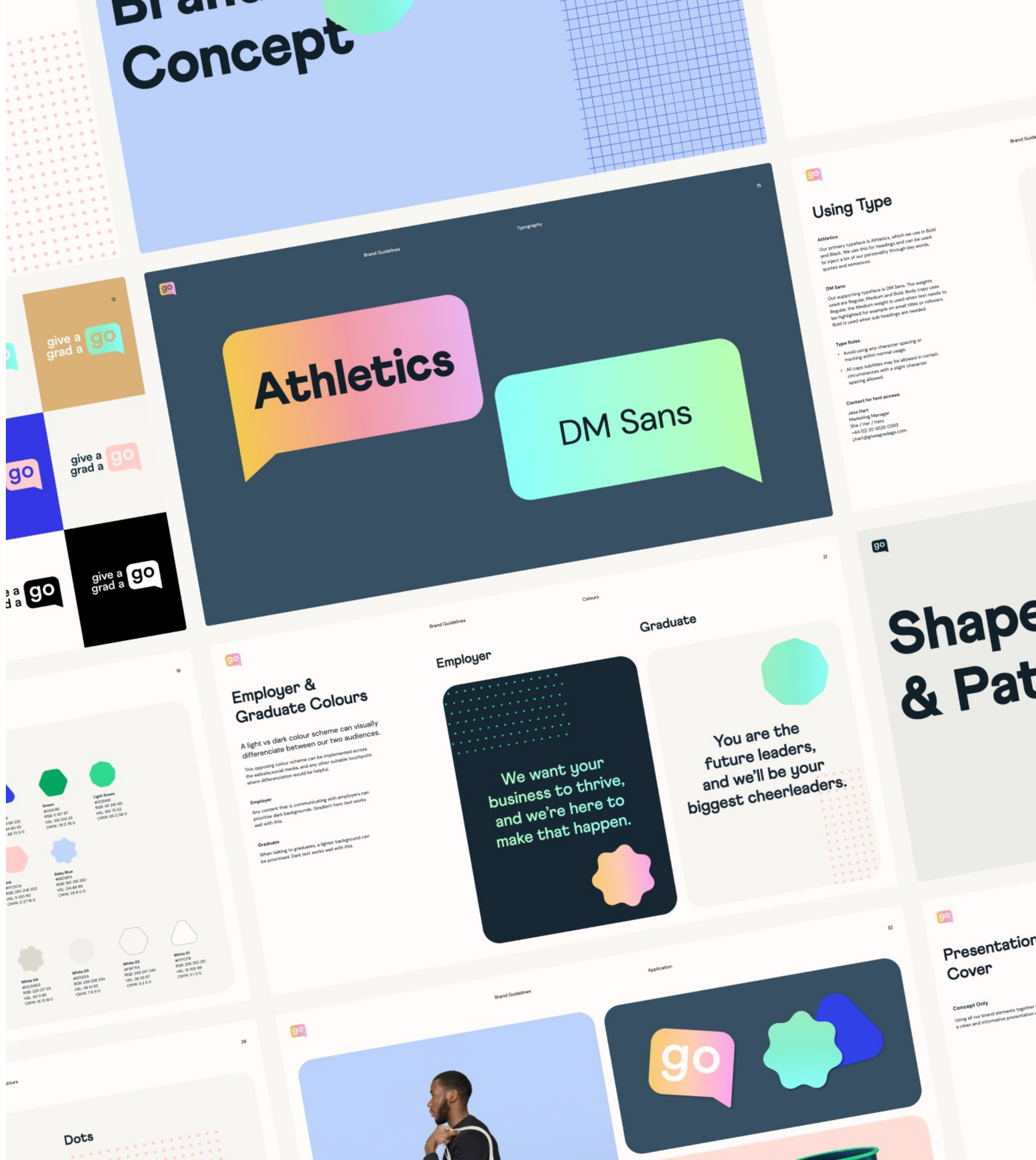
38% of users will leave a website if they do not like the design.

Source: Adobe



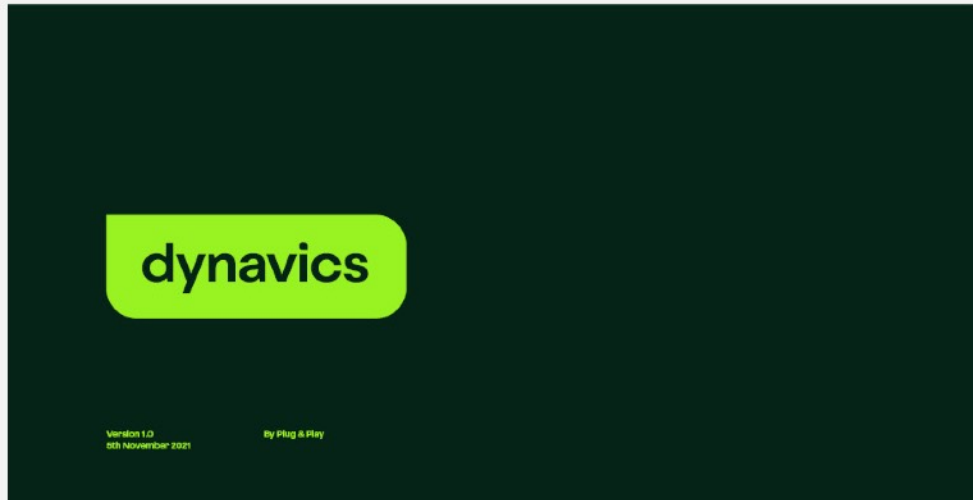
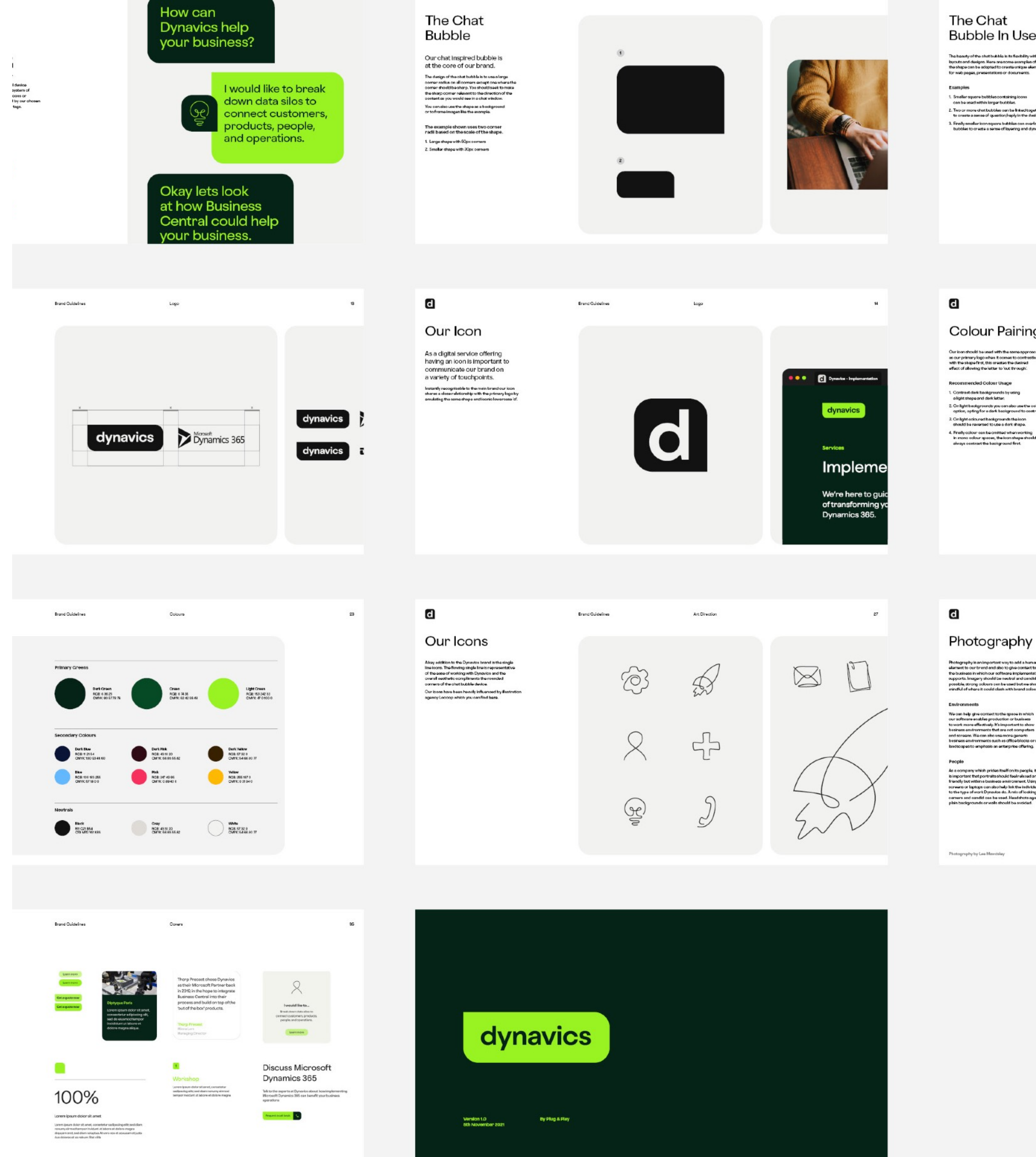
Brand Identity

- A visual language that appeals to your target customers and reflects your brand strategy
- Creates a recognisable look outside of your brand name or logo
- Enables your marketing and design team

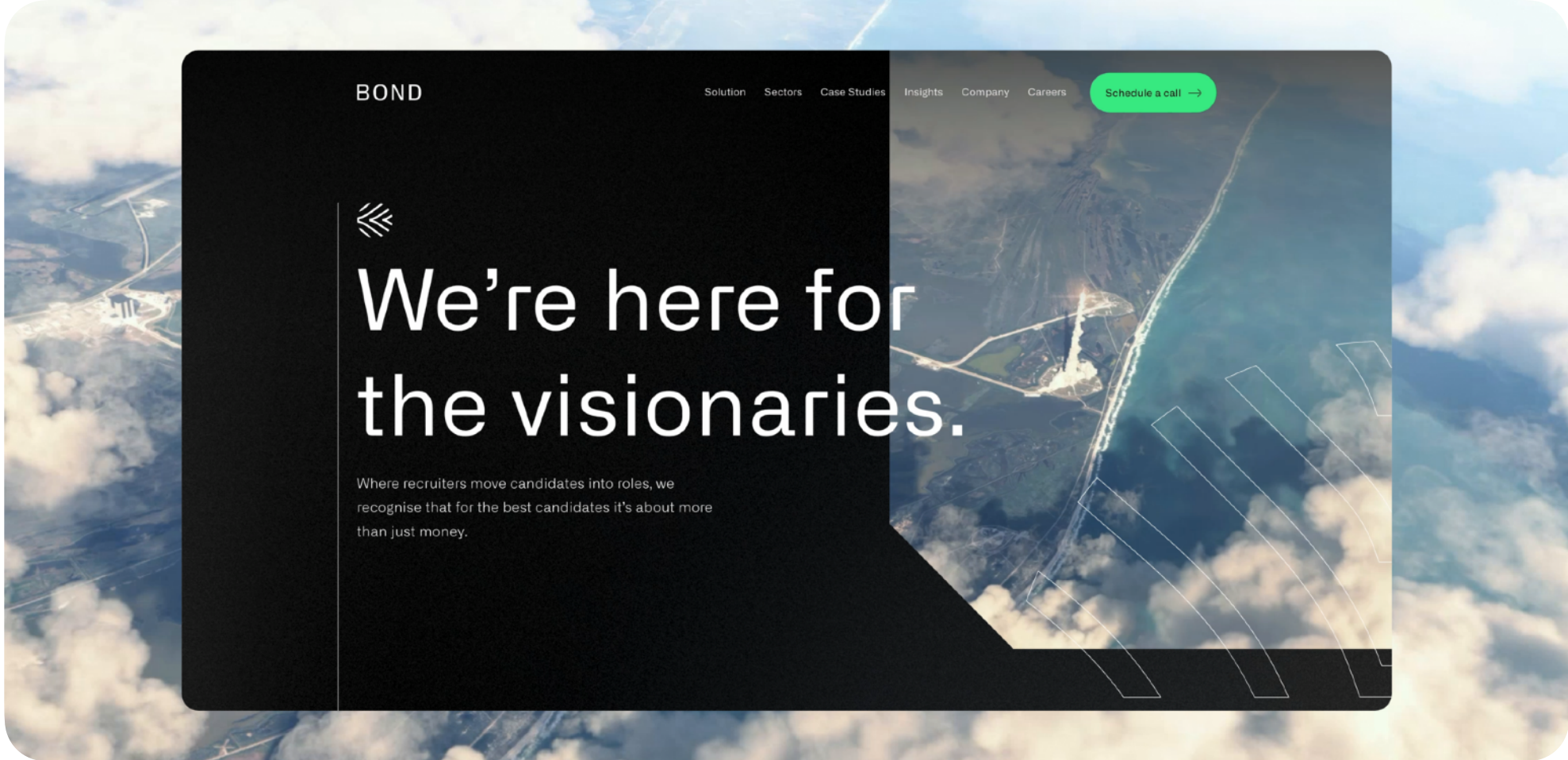
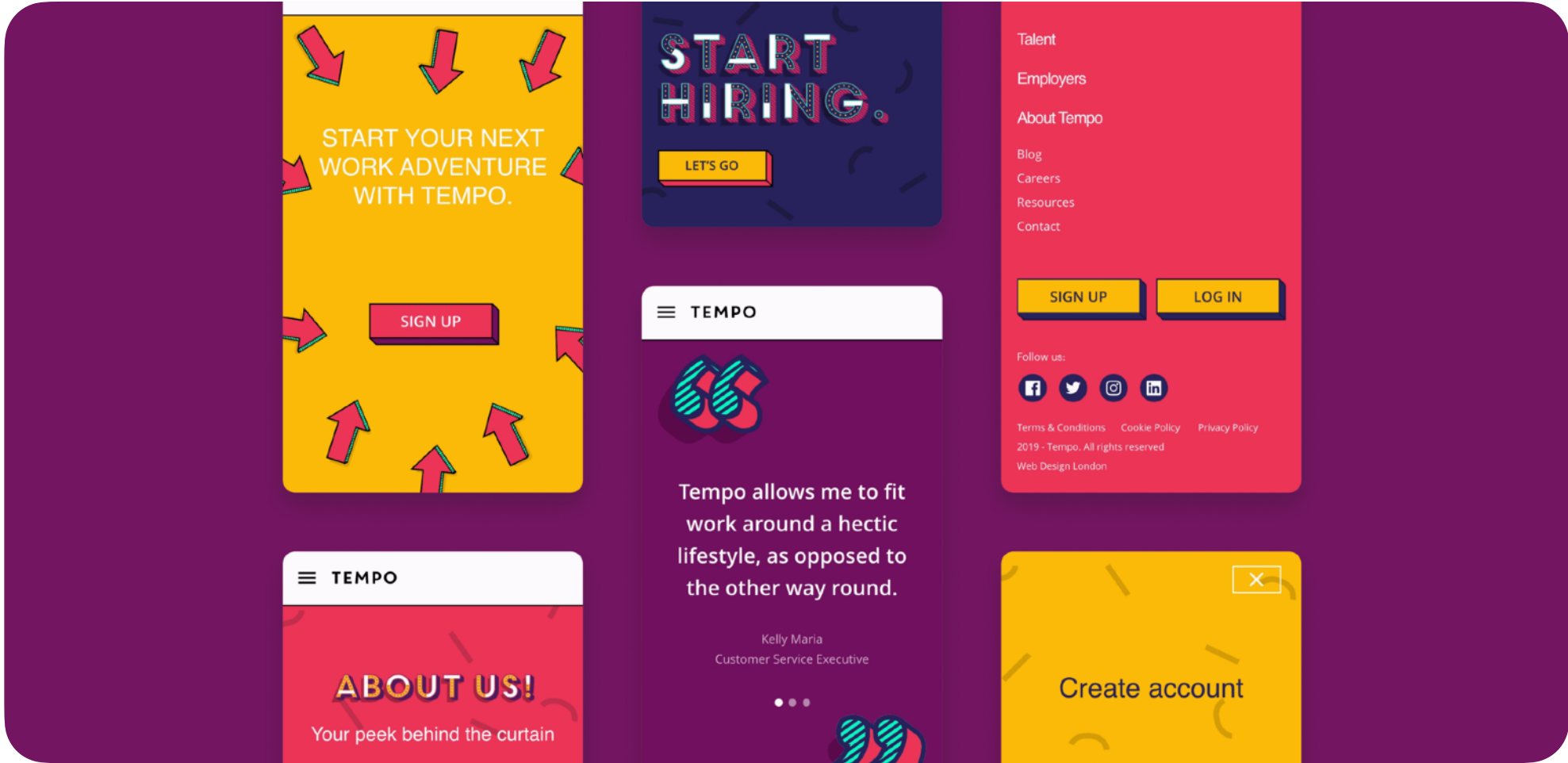


The Anatomy of a Brand Identity

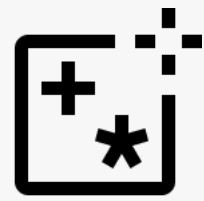
- Logo
- Brand pattern and shape
- Colour palette
- Typography
- Imagery & Icons
- Dynamic assets
- How assets are combined



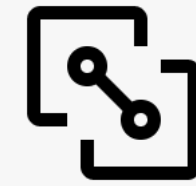
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What can you do?



Align your visual brand with your niche.



Consider how your brand elements be combined.



Create dynamic brand assets.



Enable your team.

Thank you for your time

Plug & Play

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