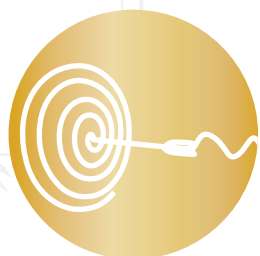




**spherion**  
STAFFING SERVICES

## CASE STUDY



### POWERFUL IMPACT ON SWEEPSTAKES GOALS



### SOLIDIFIED STATUS AS NATIONAL STAFFING LEADER



### DROVE INFLUX OF STAFFING HIRES

## OUR APPROACH

All Points PR developed a national and local market PR strategy to share news of the sweepstakes campaign with major media outlets coast to coast, generating positive press and awareness for Spherion and its 200-plus offices across America.

**Midland  
DAILY NEWS**

“Spherion Staffing  
Midland Lead Summer  
Recruitment Effort with  
Sweepstakes”



# 37.5%

INCREASE IN #  
OF WEEKLY PRESS  
PLACEMENTS

# 25

MEDIA  
PLACEMENTS

# 8M+

MEDIA  
IMPRESSIONS

# 15K+

JOBS  
FILLED

“This summer’s Spherion Works Sweepstakes helped us ignite a change for America’s workforce and aided in our franchisee’s recruitment and retention efforts. The All Points team played an essential role in sharing the news of the sweepstakes, garnering an increase of +37% in press coverage during the campaign and helping us place nearly 15,000 job seekers in meaningful career opportunities.”

**DOUG DELOR**

VP of Marketing for Spherion