



spherion®

CASE STUDY



**INCREASED
LOCAL MARKET
& NATIONAL
AWARENESS**



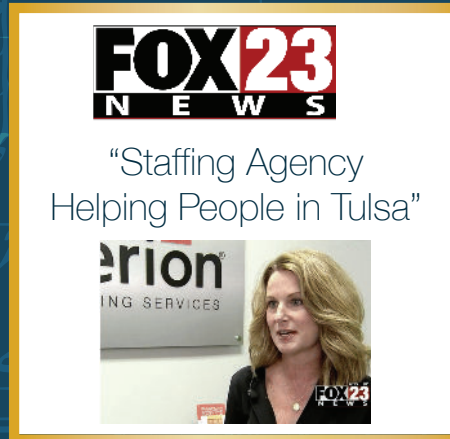
**DEEPEMED
CONNECTION
TO STAFFING
INDUSTRY'S
WEEKLONG
CELEBRATION**



**SHOWCASED
SPHERION'S
LOCAL ROOTS**

OUR APPROACH

A strategic integrated campaign blended media relations, social media and content marketing to create awareness for Spherion as the nation's leading staffing solutions provider.



785K+

UNIQUE MEDIA
IMPRESSIONS

31K+

LINKEDIN
IMPRESSIONS

598

NEW SOCIAL
FOLLOWERS

159K+

USERS REACHED
ON FACEBOOK

“All Points understands that Spherion's roots run deep in the communities we serve. Their work during National Staffing Employee Week reinforced our local ties and helped us thank the tens of thousands of Spherion employees in communities across the country.”

DAISY LILLEY

VP of Marketing for Spherion