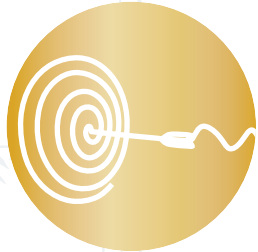




spherion
STAFFING SERVICES

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