Branding for Talent

Wendy Nemitz

Our Talent

Ingenuity Marketing Group focuses on helping you find the right new clients, improving margins with better clients and recruiting and retaining the right team.

Full Marketing Solutions

Wendy Nemitz
Founder / Ideation / Strategy
@IngeniusWendy

A BRAND IS

The intangible sum of a product's attributes: its name, packaging, and price; its history, its reputation, and the way it's advertised.

– David Ogilvy

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PAIR SHARE

What is one thing you love about your workplace?

BRAND MINIMUMS

1. A decent name

2. Key promises (3-5)

3. Tagline (emotional or explanatory)

4. Logo

5. Fonts, colors, visual library

6. Shared with everyone

TALENT BRAND MINIMUMS

1. Personas for top recruits

2. Key promises (3-5)

3. Logo

4. Brand stretch your fonts, colors, visual library

5. Shared with everyone, especially online

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Emotions and Decision-making

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EMOTIONAL DECISION-MAKING

Most people believe that the choices they make result
from a rational analysis of available alternatives.
In reality, however, emotions greatly influence and,
in many cases, even determine our decisions.

Peter Noel Murray, Ph.D
Inside the Consumer Mind

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EMOTIONAL DECISION-MAKING

fMRI neuro-imagery shows that when evaluating brands, consumers primarily use emotions (personal feelings and experiences) rather than information (brand attributes, features, and facts).

Peter Noel Murray, Ph.D
Inside the Consumer Mind

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EMOTIONAL DECISION-MAKING

When we are confronted with a decision, emotions from previous, related experiences affix values to the options we are considering. These emotions create preferences which lead to our decision.

Peter Noel Murray, Ph.D
Inside the Consumer Mind

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JUSTIFYING EMOTIONAL DECISION-MAKING

In our society it is generally not considered justifiable to make a decision purely on an emotional response… We want to be considered scientific and rational, so we come up with reasons after the fact to justify our choice. This process seems to be happening somewhat unconsciously… What is even more interesting is that people who claim that emotions are not that important, who consider themselves to be really rational, are actually more prone to fall into this trap.

Dave Wenger, McCombs Today

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Our services encompass nearly every aspect of financial life. We are experienced in all matters of accounting and taxation, IRS problem resolution, estates and trusts, business formation, financial planning and investment, real estate and business sales.

Our firm's reputation for providing quality service reflects the high standards we demand of ourselves. Our high standards, responsive service and specialized staff spell the difference between our firm and the rest.
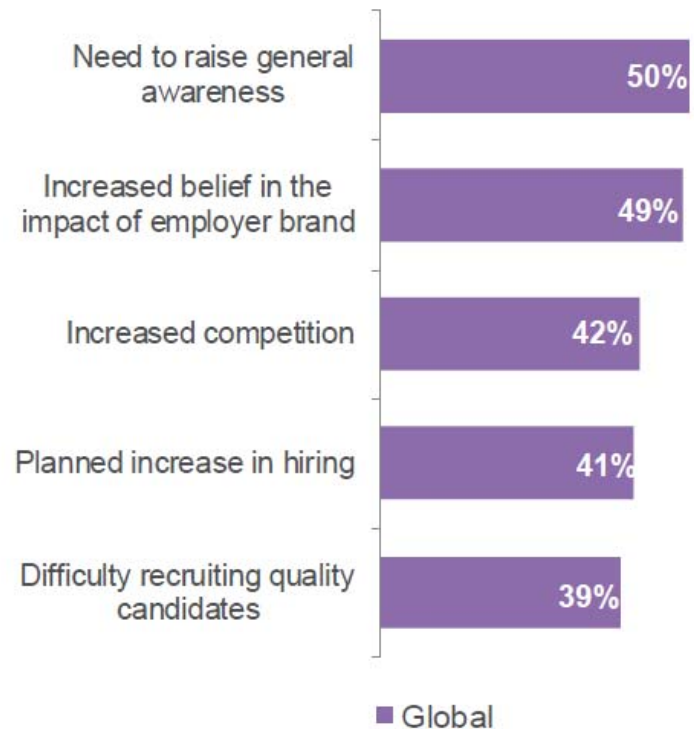
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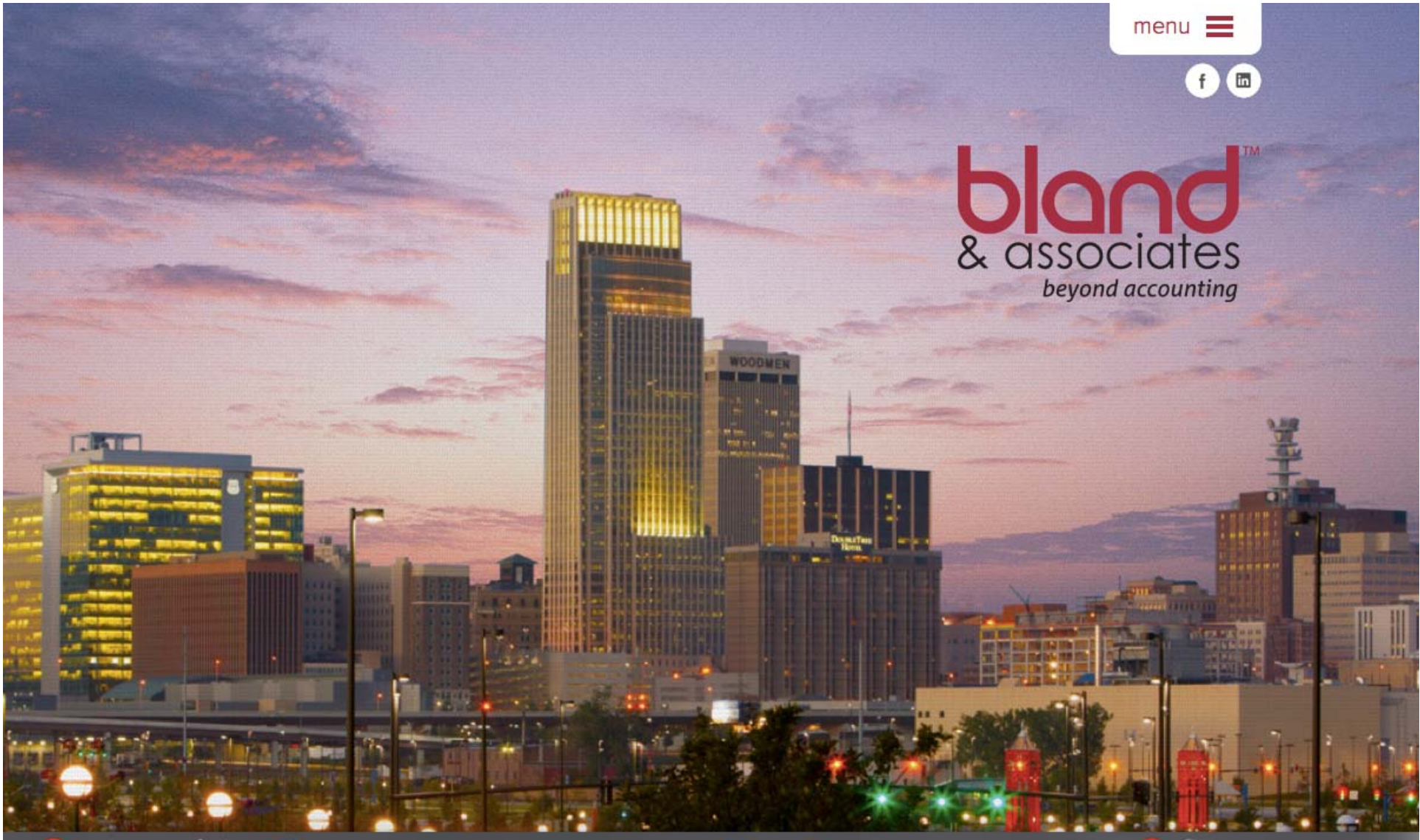
TALENT BRAND ROI

Why companies invest in talent brand

Global companies agree on the top 5 reasons for investing in talent brand. These reasons form the foundation of a good business case to secure talent brand resources.

Reason	Global
Need to raise general awareness	50%
Increased belief in the impact of employer brand	49%
Increased competition	42%
Planned increase in hiring	41%
Difficulty recruiting quality candidates	39%

■ Global

01

Attract more of the talent you need

Companies with a strong talent brand attract on average

50% more quality applicants on average. For example, Vista Projects doubled their applications after investing in their corporate website and a talent branding campaign.

02

Keep the talent you've won

Companies with strong talent brands have

28% lower turnover rates

than those of companies with weaker talent brands.*