

Intel Recent Graduate Recruitment

Intel China

Recent College Graduate Recruitment

Brief

Intel China was facing another year of RCG recruitment with existing materials but had recently benefited from the results of some internal and external research into their positioning as an employer.

With the results in hand, Intel engaged HodesOxus to deliver an Employer Branding concept that met the research findings and delivered key messages about both Intel as a company and Intel as an employer to a younger audience in China.

Messaging Strategy

Intel wanted to move away from the perception that they are just a maker of “chips.”

They wanted their target audience to see them instead as a builder of “platforms” upon which high-impact technologies and applications are based. The resulting message to potential candidates was one that allowed them to see how their contributions made an impact on the everyday lives of people all around the world.

The tagline “create the new normal” inspires potential candidates to see that they can work on futuristic technologies whose impending implementation will see them become “normal.”

Four “Stories” were selected that could highlight the impact of Intel technologies when applied to work, education, play and the arts. The stories were selected for a Chinese audience and delivered in both English and Mandarin Chinese.



Visual Strategy

As a company, Intel are very strict with their external communications look and feel.

As such, Oxus was required to work within the parameters of Intel's brand guidelines to deliver these messages.

The stories and visuals were designed to attract the attention of a younger crowd whilst the ensuing copy delivered key messages about the offerings of Intel as an employer.



Design / Implementation

Again within the framework of Intel's guidelines on exclusive image use, HodesOxus managed photo shoots for the production of all images used in the campaign.

Working together with the clients marketing department, we then incorporated them into the Intel "full-bleed image" look and feel.





Create the new normal
Ultra Mobile PCs for botany classes in a park

Result

This campaign is still being implemented and will continue to serve Intel for their 2008 Campus Recruitment road show and online campaigns.

