

CREDIT SUISSE

Capturing the attention of top talent

About Credit Suisse

As one of the world's leading banks, Credit Suisse provides its clients with investment banking, private banking and asset management services worldwide. Credit Suisse offers advisory services, comprehensive solutions and innovative products to companies, institutional clients and high-net-worth private clients globally, as well as retail clients in Switzerland. Credit Suisse is active in over 50 countries and employs approximately 47,000 people. Credit Suisse's parent company, Credit Suisse Group, is a leading global financial services company headquartered in Zurich. Credit Suisse Group's registered shares (CSGN) are listed in Switzerland and, in the form of American Depositary Shares (CS), in New York.

Business Challenge

When you've been a bit inconspicuous, how do you get the best people to notice you again?

Credit Suisse may be a huge, successful investment bank. But it hadn't been telling prospective graduate recruits that for a couple of years. There had been little, if any, campus marketing and dramatic cut backs in recruitment. As a result, the bank found that

when it did need new, raw talent, it was competitors who were getting all the attention – and all the applications – from the best candidates.

Solution

Make a splash right across the globe with a highly targeted message.

Differentiation and visibility then, were key. As was the chance to make an impact within the firm (so our research told us). As was diversity (so Credit Suisse told us).

Our multi-media campaign, based around the line 'Fit in. Stand out', successfully addressed all of these points – as well as preconceptions about what working in an investment bank is really like. The message was as simple as the executions: people who are good enough to fit into Credit Suisse will be developed, noticed, taken seriously and given training that will help them shine – whatever their background or degree discipline.

The 'Fit in. Stand out' headline also worked as a branding tool, creating an identity for the campaign. To boost its visibility – and that of Credit Suisse – we not only applied it to a cool, crisp brochure, an information-rich website and a bold exhibition stand plus wing

banners. We also used it eye-catching double-sided hanging banners, lenticular postcards, a series of posters and presentation materials.

Giveaways included a branded USB port – something that people were sure to keep and use, as well as guaranteeing that Credit Suisse would never be far from our target audience's thoughts.

Result

The campaign has achieved record levels of response across the UK, Europe and the US. Importantly, awareness of Credit Suisse as a destination employer in the graduate market has increased in all the markets it recruits in.

Another indication of success has been the 'Fit in. Stand out' theme being incorporated in a number of speeches by the CEO about people at Credit Suisse.

The campaign was so successful it was extended across all markets in 2006/07.