

## ADT Recruitment Collateral

### THE SITUATION:

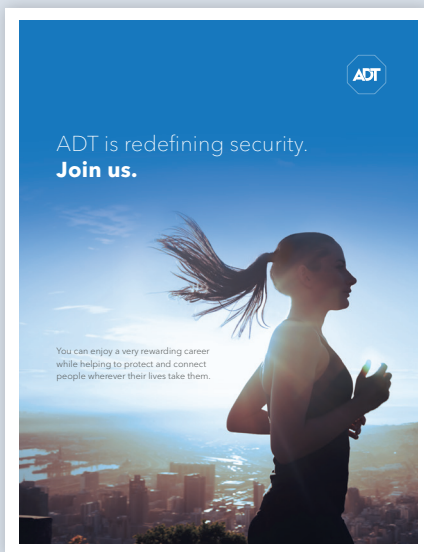
The ADT residential and small business teams were looking to improve the quality and number of candidates they recruit for their sales organization. They wanted to WOW top-tier candidates and get them excited about the possibility of a career with ADT.

### OUR SOLUTION:

After learning our client’s needs, we identified a few strategies that would help bring in the higher-quality candidates they were looking for. We developed a printed brochure along with a set of business cards which offered flexibility to the recruiting teams handing these items out. These printed pieces used emotional visuals that portrayed the caring and family-like culture at ADT. We also used messaging that resonated with a broad audience and highlighted the benefits of working at ADT.

### THE RESULT:

It turns out this collateral was an effective and much needed tool for their recruiting teams. At one point, it was one of the most downloaded pieces on their corporate collateral download store. The Zeller team and the client were extremely happy with the finished product.



**“I wanted to send a note to let you know that one of our best sellers right now in our e-store is the brochure and recruiting cards. Everyone LOVES this piece and it’s proven to be very effective for the field. Keep up the great work!”**

*—Senior Marketing Communications Specialist at ADT*

