

Bernard Hodes Group

Agency Overview

Presented to:



University of California
San Diego

by:

BERNARD **HODES** GROUP

OVERVIEW — BERNARD HODES GROUP

What began as a simple idea, revolutionized an entire industry. In 1970, Bernard S. Hodes founded Bernard Hodes Advertising with two employees, \$1 million in billings, and the intention of bringing solid marketing principles and image-building techniques to the world of “help-wanted” advertising.

In 1980, Doyle Dane Bernbach (DDB), one of the country’s leading general agencies, acquired Bernard Hodes Advertising. DDB merged with Needham Harper & Steers and BBDO in 1986 to form Omnicom Group Inc. An American-owned, NYSE-listed corporation (NYSE:OMC), Omnicom is a leading global advertising, marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

Today, as a growing subsidiary of the Omnicom Group, Bernard Hodes Group (renamed in 2000 to reflect its many offerings beyond advertising) is headquartered in New York City, has over 80 offices and affiliates worldwide and a staff of approximately 700 professionals.

Since our inception, we’ve surpassed the boundaries of traditional advertising to become a fully integrated recruitment communications and staffing solutions company. Through our international network, Bernard Hodes Group (www.hodes.com) offers solutions which often combine multiple service offerings from our core competency areas: Recruitment Marketing, Sourcing/Response Management, Hiring Process Re-engineering, and Staffing Technology (see <http://www.hodesiQ.com>). All solutions are developed and measured within the company's 360 degree process methodology.

We develop comprehensive recruitment and retention strategies for some of the largest employers in the world as well as smaller clients who may require our services less frequently

OMNICOM OVERVIEW

Bernard Hodes Group is a wholly owned subsidiary of Omnicom Group, Inc. (NYSE: OMC) (www.omnicomgroup.com). Omnicom is a leading global advertising, marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

Founded in 1986, Omnicom Group includes:

- **Three global advertising agency networks**
BBDO Worldwide, DDB Worldwide, and TBWA Worldwide.

- **Leading U.S.-Based National Advertising Agencies**
Arnell Group, Goodby, Silverstein & Partners, GSD&M, Martin/Williams, Merkle, Newman Harty|Partners, and Zimmerman Partners.
- **Diversified Agency Services (DAS)**
DAS consists of a global enterprise of more than 100 companies that provide services in direct marketing/consultancy, public relations, promotional marketing, and specialty communications.
- **Omnicom Media Group (OMG)**
Omnicom's leading media agencies are part of OMG. The Group consists of two full service media companies, OMD Worldwide and PHD Network, as well as several media specialist companies.

Recognition and Rankings

- Omnicom Group's agency brands are consistently recognized as being among the world's creative best. Omnicom global advertising agency networks, BBDO Worldwide, DDB Worldwide and TBWA Worldwide once again dominated the International Advertising Festival at Cannes, winning 57 awards, or more than twice as many of any rivals, including the Grand Prix, the industry's most prestigious.
- *FORTUNE* magazine has named Omnicom Group one of **America's Most Admired Companies** for 2004. Omnicom Group ranked number one in the advertising / marketing industry group and ranked number six in the top ten long-term investment category among all *FORTUNE* 1000 companies and the top 25 foreign companies in U.S. revenues. In the eight key attributes listing within its industry, Omnicom Group ranked number one in innovation, employee talent, use of corporate assets, quality of management, financial soundness and long-term investment and number two in social responsibility.
- *The Wall Street Journal* ranked Omnicom Group Number One in its peer group for our ten-year average annual total return to shareholders.

LIST OF SOLUTIONS

We offer our clients a full range of integrated solutions within our four core competencies: Recruitment Marketing, Sourcing/Response Management, Hiring Process Re-engineering, and Staffing Technology.

RECRUITMENT MARKETING

- Advertising
- Employer Branding
- Media Planning/Buying
- Web Design (Career Sites, Micro Sites, Splash Pages, Banners)
- Online Relationship Marketing
- Diversity
- Human Resources Public Relations (HRPR)
- Research

SOURCING/RESPONSE MANAGEMENT

- Ad-Ons (response handled through URLs and/or 800 number)
- RESputin Internet Research
- Event Management (Invitational Open House and/or Recruiting Trip Management)
- Candidate Screening/Scheduling

HIRING PROCESS RE-ENGINEERING

- Advanced Assessments
- Human Capital Management Process Chart Consulting
- Exit Interviews
- Hiring Process Training for Recruiters and/or Hiring Managers
- Metrics Training and Implementation
- Post-Hire Interviews
- Offer Rejected Interviews
- Mystery Shopper

STAFFING TECHNOLOGY

- Hodes iQ
- Hodes iQPost
- ROAM
- Internal Mobility System
- Hodes Online ERP

BERNARD HODES GROUP DIVERSITY SERVICES

Bernard Hodes Group helps our clients recruit and retain a diverse workforce based on their diversity recruitment needs. We understand that opportunity for all goes beyond race and gender to encompass ethnicity, lifestyle, age, culture, education and other dimensions of diversity.

Bernard Hodes Group Diversity Services works with our clients on a variety of diversity initiatives, from launching diversity councils to publicizing client commitment, and minority vendor development to building long term relationships with colleges that are disability-friendly and/or have a majority of female, African-American, Hispanic, and Asian-American graduates.

The organizational vision and commitment to an inclusive, diverse workforce is sometimes difficult to implement. Bernard Hodes Group is perfectly positioned to be your diversity consultant and advocate. We can help you implement the vision. We can design a sound diversity communications program that will not only comply with organizational goals but will have a positive impact on the public perception of your

organization. Bernard Hodes Group provides the necessary resources and diversity expertise to our clients: consultation, primary research, media research, market analysis, strategic recommendations and creative implementation:

- Consultation may include primary research using focus groups or online surveys to determine your diversity image, and/or secondary research on minority markets and the labor force. We have access to over 800 information databases.
- Access local minority markets through our network of contacts, used to develop programs for our diverse range of clients.

We believe recruitment of a diverse workforce can be a complex task and is also a business imperative. Bernard Hodes Group will assist in the development and communication of an effective diversity recruitment process and advertising campaign. Our diversity services include:

- The identification and attraction of a diverse pool of applicants.
- Media planning with a focus on minority and/or female audiences.
- Internet media planning to generate interest and qualified leads from those sites most frequently accessed by minorities and women.
- Development of collateral materials targeted to diverse groups as identified in your recruitment plan and goals.
- Consultation, executive briefings, and diversity recruitment marketing workshops.
- Determining the most effective employee communications and community outreach tactics as well as the most appropriate collateral materials, such as recruitment brochures, posters, flyers, and diversity annual reports.

STRATEGIES FOR DIVERSITY RECRUITMENT

We have worked closely with clients on diversity programs since we opened our doors in 1970. Our approach in assisting clients to improve their minority applicant response rate takes a variety of directions, depending on the client and their brand and employer image in diverse communities. In many cases, we recommend that clients invest in integrated communications campaigns that enhance minority response to specific job openings when they are advertised. Building the appropriate image is particularly important on the college campus, where you have the opportunity to influence short and long-term prospective employees.

However, any successful diversity recruitment strategy must begin with research. We must understand the diversity initiatives your organization has had in the past—their success or lack of success, how your organization is perceived in minority and other diverse communities, and what your hiring objectives are vis-à-vis a diverse workforce. Then, once we have this information, we will develop a diversity recruitment and sourcing strategy that is integrated into your overall recruitment plan.

Much of our work today deals with diversity management as a client priority in all recruitment communications. Our diversity recruitment programs include complete communications strategies as well as the capability to source minority candidates

directly. These programs are an important component of the full service approach we bring to the management of your account.

M/WBE PARTICIPATION

As a company, Bernard Hodes Group is a supporter of minority organizations and businesses. This year, we will once again be a key sponsor of the Urban League's Annual Conference and Career Fair. We will be donating our creative and account services to help ensure a strong turnout at this important event. Our past efforts have not only increased attendance for the Urban League, but also garnered EMA Creative Awards of Excellence for Bernard Hodes Group.

We also recommend and place advertising for many of our clients in a multitude of minority media throughout the US (encompassing newspapers, trade publications, radio, TV, and the Internet).

Our Diversity Services Group partners with MBEs and WBEs on all projects that require a vendor to deliver services.

INTERACTIVE SOLUTIONS AND SERVICES

Our interactive story began in 1994 with the debut of CareerMosaic[®]—the first employment site on the Web. Our clients became the first generation of Internet recruiters. As the Web grew, we became strategists for our clients, leading them through the jungle of Internet recruitment and recruiting technology issues.

At Bernard Hodes Group staffing solutions are our only focus, and our interactive services bridge the gap between the recruiting and staffing function and information technology. We are solutions providers who specialize in helping our clients find just the people they're looking for.

We have a network of strategists, Web developers, and technologists building a new set of tools for our clients. From Web development to applicant management and technology workflow situations, our interactive group offers an integrated suite of solutions and services.

Our products and services are organized into four categories:

- Interactive Media - Media planning, rich media development, search engine strategies, wireless advertising
- Analysis - Web site assessments, usability and user studies, advanced return on investment analyses
- Web Development - Everything from landing pages to relationship marketing
- Multimedia - CD ROM development and multimedia Web sites

Interactive Media Planning

Interactive Media Planning

Good media planning can make the difference between a successful interactive campaign that reaches and delivers qualified candidates and one that completely misses the mark. With millions of Web sites available for advertising, companies need experienced interactive media planners to help make sense of all the options and recommend the media that will make the most of their budget and target the best quality of candidates.

Interactive media has several advantages over other mediums:

- Better targeting capabilities:
 - Geography, industry, occupation
 - Gender, income
 - SIC code
 - Top level domain (.mil, .edu, .org)
 - Domain (microsoft.com, Harvard.edu, af.mil)
- Better metrics - almost all campaigns can report metrics to determine success
- More immediate - For most companies the application process is online, reaching candidates while they are online allows for immediate action.
- More cost effective - Online campaigns are cost effective and allow clients to extend their reach
- More interaction - unlike offline campaigns, the interactive medium offers the opportunity for candidates to interact with the client and for the client to build relationships with candidates. Based on our extensive experience, Interactive Media planning tools, and research capabilities, Bernard Hodes Group will select from the following media types to build an effective interactive media plan:
- Job Boards - We can recommend the best general, niche, diversity, and local job boards for the clients needs.
- Standard banners, buttons, and tiles - The most common form of advertising on the Web. These banners are either static or animated with 468x60 and 120x60 units being the most common.
- Large format banner ads - Larger ad formats generally produce better results. These banners can be static or animated. The most common large formats are:
 - Large rectangles; 300x250
 - Skyscrapers: 120x600 or 160x600
 - Leaderboards: 728x90
 - Monster ads: 425x600
- Rich media ad units – Rich media ads, often built with Macromedia Flash, are generally interactive in nature and produce a much higher response rate than standard banners. The following are common formats:
 - PointRoll
 - Eyeblander
 - Unicast/Ad4Ever
 - EyeWonder
- Email Marketing - Email remains the most popular online activity. We will research appropriate lists and ensure that all vendors comply with CAN-SPAM guidelines and ensure that we only recommend reputable vendors.

- Search Engine Marketing - Through the use of GoToast, our Search Engine Marketing management tool, we can purchase keyword buys for our clients across all the main search engines. We will recommend appropriate keyword buys and monitor keyword bidding.
- Wireless - Although this medium is relatively new, early-adopters have been reaping big benefits. Ads on wireless devices are usually combined with follow-up emails and email addresses collected in these campaigns are property of the client and can be used for future relationship marketing.

Implementation and Analysis

Bernard Hodes Group will negotiate and place all media buys. We use advanced ad serving technology to traffic, serve, and analyze interactive media. We closely monitor campaigns to ensure that we are maximizing every investment the client makes. We will constantly review campaigns and make placement and creative adjustments to improve results. We can provide a metrics report weekly, monthly, or quarterly depending on the campaign and the client's needs.

Analysis Tools

Analysis is an important part of any interactive solution. Because the Web provides a large amount of data (site logs, banner stats, etc) and offers easy ways to get more (online surveys, advanced tracking), we offer our expertise in evaluating the effectiveness of your Web site and interactive media campaigns. We offer the following services:

Advanced Return on Investment Package - The online medium provides an extraordinary opportunity to measure the success of all campaigns. Through the Atlas Digital Marketing Suite, Bernard Hodes Group has the ability to track almost all online ad formats including job postings. Although most sites can provide click-through rates, the ROI package provides extensive data that will allow us to optimize all campaigns to their fullest. The ROI Package includes:

- Click-through tracking – Many sites use different reporting system, but Atlas allows us to view metrics in one place, with comparable data.
- View-through tracking (users who viewed an ad, but did not click on the ad) – up to 36% users don't click on an ad, but do go visit the site at a later time. We are now able to measure the impact of an ad that was not clicked on.
- Conversion tracking – We can track user through their usage of the Web site. We will be able to tell how many people submitted a resume after viewing an ad, or how many people visited a specific page. This is accomplished through the placement of action tags on important pages of the Web site.
- Creative tracking – See which creative elements are producing the best responses, remove creative that it underperforming, use the data improve creative implementations.

Web Site Assessment/Heuristic Evaluation - The majority of Web site usability issues can be identified by a small number of reviewers. Bernard Hodes Group can perform an assessment of the client's web site and evaluate it based on common usability principles (heuristics). We will also assess the site across four main components:

- Content – The goal of the content on a site is to help the job seeker make a decision about whether or not they want to work for your company. Ideally, the content provided should convince top candidates to apply. However, it is also important to help candidates that are a poor fit with the organization, make a decision not to apply. Important content sections include: benefits, culture, areas of employment, employee testimonials, college recruiting, diversity, recruiting events, locations, and the application process.
- Navigation – A consistent and clear navigational system is one of the most important elements of a recruitment Web site. No matter how brilliant the copy, creative the design, or impressive the technology, if candidates cannot find the information they are looking for, the site has failed. Good navigation is consistent on every page, follows generally accepted standards (both in naming and structure), reminds the user of their current page, and always allows the user to find “home”.
- Branding/Design – A recruitment web site is an extension of the employer brand. The site should convey the brand through the tone of the copy, the progressiveness of the design and the experience it provides the user.
- Functionality – It is extremely important that all of the technology on your Web site works. A large percentage of users abandon the application process before submitting a resume because of site errors, incomplete directions, and poorly designed interfaces. Any technology employed on the site must, at the least, function correctly, and at best make the job seekers tasks easier and hassle-free. Most employers should offer a job search and an online application at a minimum. Relationship marketing tools, events databases, recruiter chats and discussion forums are other technology solutions that might be part of an online recruitment presence.

User Studies - Although Bernard Hodes Group can perform several types of Web site evaluations, the most valuable data always comes from the user perspective. A recent study by Wetfeet.com, a survey of job seekers revealed the importance of a well-designed, effective recruitment site. Ninety-four percent of job seekers reported that they use corporate Web sites during their job searches and 70% indicated that they used those sites to determine where to interview. The study also proved that a company’s Web site could have a positive or negative effect on their recruitment efforts. Forty-three percent of job seekers indicated that they became interested in working for a company because of the company’s Web site. Conversely, one out of every four job seekers rejected potential employers based solely on their Web site. Based on this data, it is very important to get feedback from the user. Our basic user studies include introductory questions, set-up of two tasks that the user will need to complete (ex. Find and apply for a specific position) and wrap-up questions. The success and failure rates during the tasks, the paths taken through the sites, minutes per task, page views per task, will all be captured and reported. The deliverable is a complete report that details the responses to all questions and provides recommendations based on the research. Included in this level of survey:

- 50 completed surveys
- 15 Introductory Questions
- 2 Tasks with 15 follow questions for each
- 15 Wrap-up Questions

- Recommendations for improving the Web site

Web Development

Bernard Hodes Group has been developing Web sites for clients since the term was coined in 1994. Today, most of our clients have some sort of Web site with their careers section on it. Our clients expect from us a new level of innovation and sophistication for their recruitment sites and other interactive communications. And we've been giving them just that. Over the past few years, sites that we created have garnered numerous awards from Interbiznet, EMA, the Web Marketing Association and others.

Bernard Hodes Group has the ability to help clients with any web development project, from a simple landing page to a 200 page career site. Our team of project managers, interactive designers and programmers can help with the planning, design, development, hosting, and maintaining of a client's site. As a leader in the development of recruitment Web site "best practices", Hodes has won numerous creative awards for our site development efforts.

Most of our Web development work results in a custom solution to fit that particular client's needs, however projects usually fall into one of the following categories:

Corporate Career sites

A well-designed career Web site is an extremely cost effective and efficient channel for disseminating and collecting information, receiving resumes from interested candidates, and serving as the hub of your employer branding and recruitment marketing strategy. The dynamic nature of the Web allows for the site to adapt to meet the needs of your organization as they change and grow. A quality career Web site will enhance and reinforce your employer brand through its content, features, usability, navigation and creative design. In addition, the careers site is consistently a top, measurable and credible hiring source for candidates in the recruiting and selection process.

Landing pages and Micro Sites

Micro sites are an effective, measurable and cost effective way to support and promote hiring events, new locations, virtual career events, community initiatives and more. Quickly implemented and able to focus directly on the audience and message at hand they are perfect for any initiative or event that needs to carve out its own niche and make a splash.

Diversity Sites

Often a client wants to dedicate media dollars to attracting diversity, yet rarely does a client have good content on the receiving end. A true demonstration of a company's commitment to diversity is represented in the development of a site designed specifically for its diversity program. The company's entire diversity media run can direct people to this site emphasizing the company's commitment to embracing and promoting diversity.

Employee Referral Sites

A good ERP site isn't just a solid application on the back-end, it's a detailed and well thought out front-end that provides users with important information. Rules and regulations, nomination/referral forms, prize/award description, a separate section for

HR and manager information, can all combine to increase participation in your ERP program. For resume submittal, Bernard Hodes Group can integrate with existing applicant tracking systems, create an online application form, or use the Hodes iQ employee referral module.

Alumni Sites

The main goal of an alumni site is to keep your alumni in touch with the company in hopes that they may be re-recruited for a new position in the future. Alumni can be valuable new hires, having both the experience of the company with new and diverse talents and information from wherever they went. Using the site to conduct online exit interviews is a great way to introduce it to your alumni while collecting important information on your outgoing employees. Alumni sites can include:

- An alumni membership database to help former employees keep in touch
- Company news
- Benefit information, as it pertains to former employees
- Events calendar
- Alumni profiles

Our Methodology

Although certain time frames may cause us to consolidate some of these steps, we follow a four-phase methodology during the web development process.

1. **Assessment.** During the Assessment phase, we define business goals and objectives, develop site architecture, determine what content will be included in the Web site and identify the technologies to be used. The deliverable at the end of this phase is a formal project plan that includes a detailed timeline, content list, site map, and cost detail. Adjustments to the plan and approvals are needed from the client at the completion of this phase.

2. **Creative.** During the Creative phase, our creative group develops a "look and feel" for the Web site. Content development and copy writing also begins using the raw materials provided by the client. The deliverable for this phase is a prototypical look and feel for the Web site presented for client review.

3. **Production.** During the Production phase, we take client comments from the Creative phase and begin to develop the Web site. We create the Web site's templates and develop the technologies identified during the assessment phase. We then deliver an alpha version of the Web site; a portion of the Web site that is built-out, staged, and made available to the client. Requests for adjustments and edits as well as approval to proceed with development are needed after delivery of the alpha version of the site.

With the client's approval, we then begin to integrate technology used for the Web site with the alpha test version and make any adjustments requested at the end of the alpha version review. We continue to build out the entire Web site. We work with any third party vendors to see that databases, applicant management systems or any other applications are integrated seamlessly into the new Web site. Depending on the scope of the project, usability testing is conducted during this phase. Quality control continues in earnest, links are checked and rechecked; programming scripts are analyzed and

tested. The deliverable at the end of this phase is a beta version of the site -- a completed Web site staged and available for client approval.

4. Delivery. In this phase, we prepare the site for delivery. Our final rounds of quality control are conducted during this phase. Any necessary adjustments discovered during usability and quality control testing are incorporated. The deliverable at the end of this phase is a completed Web site approved by the client and pushed live for the public.

Online Recruitment Tools

Bernard Hodes group has developed a number of products in response to our client's needs. Although each project is customized to meet each client's goals and objectives, we have developed the core technology for the following tools that are proven to support varied recruitment communications.

E-Card System - This application provides a simple online form that recruiters can use to create and send a customized graphical HTML e-mail message either directly to an individual or to a group. The form allows the recruiter to enter the candidate name, change the body copy of the message and even insert a photo of their self with their name and e-mail link. We provide multiple message designs from which the recruiter can choose the most appropriate design for that particular message. Messages can even allow the recipient to link directly to the client's career site from within the e-mail message. Used as an initial contact, or as a way to keep potential candidates interested and informed, this application can be very effective in setting you apart from your competition for talent. This system has been used for the following solutions:

- Online Employee Referral Programs – We have set up the system for employees to use to spread the word about the company's opportunities. We can include in the message all the information a candidate would need to give credit to the referring employee.
- Follow-up for events – The system can be set up so that a group list can be entered (such as a participant list from a job fair) and the email can be sent out as a follow up.
- Recruiter contact – The system can be set up so the recruiter can send e-cards to potential candidates, as a way of setting themselves apart from their competitors.
- External Site/Refer a Friend - Use the client's current Web site visitors to push their messages to their friends and colleagues.

Events Database - Our event databases empower the client to add, edit and delete events without having to contact us or to staff a programmer. The recruiter can even create "pop-up" windows with descriptions of each event, all through a Web-based administrative module that they can access from anywhere with an Internet connection.

Events Database with Relationship Marketing Module - The additional functionality of a relationship marketing tool allows for users' to subscribe and unsubscribe to receive e-mail reminders for events in their specific area of interest, or other electronic communications. Candidates can also subscribe to an event agent, to be alerted whenever a new event that matches their criteria is added to the system. Data such as

skill-set, area of interest, location, years of experience, etc. can be collected and used to target specific groups of individuals with pertinent, targeted information.

Relationship Marketing Database - This application allows visitors to the career site to subscribe to an e-mail mailing list through an online form. A customized message and delivery component allows you to select certain segments of the mailing list based on two separate criteria, such as the subscriber's skill set, location, licensing status, years of experience, etc. You can then deliver e-mail newsletters and targeted messages promoting current opportunities, news events, open houses, etc., to subscribers.

This application can be designed to send graphical HTML messages or plain text messages is used for smaller candidate databases where any given message is being delivered to less than five hundred individuals. For larger candidate databases we can provide message delivery using our listserv.

Virtual Career Event System – This system provides a customized virtual recruitment solution to allow companies to personalize the online recruitment experience and build relationships with candidates. By combining a landing page or micro site, an online scheduler and a chat application we create a unique recruiting event. This is an exceptional tool for attracting, meeting and screening candidates in remote locations. Once the system is in place, companies can run additional events at a minimal cost.

Screening and Scheduling System – This system provides a customized candidate screening and scheduling application. By combining a landing page or microsite, an online screening questionnaire and an interview scheduling application we help clients build and manage a pipeline of incoming candidates. This is an exceptional tool for screening and scheduling candidates for rapid, large-scale hiring initiatives or for positions that require a regular flow of new candidates. Once the system is in place, the client can add, edit and delete interview sessions through an online administrative module.

Multimedia

The interactive medium allows us to bring together audio, video, and text to create a compelling experience for the user. CD-ROMS and Web cards can be used to merge the offline and online, by diving candidates to the client Web site. Experience sites can be developed to create a simulation of the client's workplace or to provide a completely unique method of learning about an employer. Games can be added to CD-ROMS and Web sites to engage users and encourage them to invite others to visit and play.

Multimedia CD ROMS and Web cards bring recruitment brochures into the next generation. They function as non-traditional and compelling collateral pieces that introduce detailed content contained in the discs. CD ROMS and Web cards enable companies to market themselves visually to candidates with video tours, employee testimonials, and messages from CEOs. Linking the discs to the careers Web site that provides current job databases, event calendars, and other corporate information, puts timely information at the job seeker's fingertips. CD ROMS should offer a compelling

experience that would be difficult or impractical to try to provide on the web site, due to bandwidth issues.

Experience Sites and Games - Online gaming is one of the largest industries on the Internet. The popularity of this activity has led to the creation of the advergaming concept. Advergaming combines advertising with online games, to provide an entertaining experience that exposes the user to the client's brand. While playing the games, users are constantly interacting with the client's brand.

RESEARCH CAPABILITIES

Effective research has never been more important. In today's scarce talent market, top candidates are interviewing companies. Not vice versa. Positioning yourself as an employer of choice calls for delivering the right message, in the right media, at the right time. And that takes more than guesswork.

At Bernard Hodes Group, we believe that solid knowledge is the foundation upon which all recruitment and HR communications solutions must be based. To this end, we offer our clients a full range of market research services, including primary and secondary research.

We also provide Qualitative Research. Our goal is to provide clients with research support that adds optimum value. We work with clients collaboratively to meet their research needs, and to that end offer complete qualitative research services that include establishing study objectives, selecting interview methodology (e.g., in-person/phone, group/depth), recruiting participants, designing moderator guides and materials, arranging and conducting the research (on- or off-site), and analysis and presentation of results. We have well-established relationships with external focus group facilities as well as specialized moderators nationally. Additionally, we are able to offer in-house moderating capabilities and use of our own facilities where appropriate.

Primary Research – Hodes Research Online

Our customizable Web-based surveys are an excellent way to gain insight into the minds of your employees and potential candidates. We can design an appealing, easy-to-use survey that will allow you to gather serious, statistically relevant data quickly and provide you with information that can define and justify your recruitment strategy. Hodes Research Online is primary research designed specifically for the HR industry.

Approach to Survey Development

- After an examination of your needs and concerns, a customized Web-based survey consisting of up to 35 multiple choice and open-ended questions is designed.
- Survey takes respondents 10-15 minutes to complete and has an easy-to-use interface.
- Survey can be administered worldwide via the Internet.
- Survey includes demographic questions such as region, functional area, gender, or ethnicity. These questions are used to segment the data.

- We determine a sample size representative of the population and appropriate for your research objectives.
- We will drive traffic to the survey through a variety of means, which may include: placing banners on the client's career Web site or on selected niche Web sites, and utilizing internally-generated or subscription-based opt-in e-mail lists.
- The media will drive respondents to a URL housed on our Hodes Research Online server. Once there, we will pre-qualify candidates to ensure that only those in our target market complete the survey.
- To encourage a higher response rate, we recommend offering respondents an incentive. Incentives could be in the form of (a) a drawing to win a prize or (b) an individual incentive to each respondent.
- Based on survey results, we will create a tailor-made report with targeted recommendations.

Here's an overview of the studies/surveys Hodes Research Online can create:

Employer Branding

Whether conducted among employees, potential candidates or both, this survey can help you understand your Employment Value Proposition (EVP) and how to position yourself as an employer-of-choice.

Media Habits

By providing insight into the media habits of your current or potential employees, this study can help to develop a strategy to reach more of the same types of individuals.

Retention

Keeping your best employees can be as challenging as hiring them in the first place. As an objective outsider using an anonymous, secure system, we can survey your employees to understand their perceptions and concerns.

Employee Satisfaction

Find out what your employees honestly think about working for your company – as an overall group or by any number of chosen subgroups. By storing your data, we can run year-to-year analyses to gauge changes in employee satisfaction over time.

Recruitment

Whomever you target, whatever the job description and wherever the need, we can help you gain insight into the minds of the talent so critical to your company's success. And we're experts at finding your hard-to-find targets and driving them to your Web-based survey.

Creative Testing

Is your creative approach on the mark? Could it be better? We can help you test the effectiveness of your creative efforts among the talent you'd like to hire most.

What You Get

With your Hodes Research Online study, you'll receive a complete report including our findings and conclusions, as well as a comprehensive analysis of the results (including subgroup analyses). You'll receive the raw data, and our recommendations on how to move forward in the development and execution of your recruitment strategy.

Primary Research – Hodes Spot Metrics

Web-based surveys utilizing the backbone of the Hodes Research Online technology, Hodes Spot Metrics are composed primarily of rating questions that capture and benchmark basic company metrics.

Advantages:

- **Faster**—*project turnaround, including time online, is typically two weeks.*
- **Strategic**—Hodes Spot Metrics provides ad hoc diagnostics as well as tracking capabilities.
- **Economical**—less expensive than standard Internet-based research.
- **Convenient**—respondents can complete questionnaires in minutes.

Annual subscriptions include quarterly reports and can be hosted on our servers all year. You can modify questions each quarter and obtain spot reports throughout the year.

Secondary Research – The Information Center

The Bernard Hodes Group Information Center maintains the HR industry's most comprehensive store of published information and puts that information to work for our clients. From cost-per-hire metrics to comprehensive benchmarking reports, we deliver information that is current, on target, and customized to fit your hiring needs.

- Media information
- Turnover or time-to-fill rates
- Cost-per-hire metrics
- Ratings reports
- Statistical collection
- Best practices
- Industry articles
- Research studies
- Company profiles