

# BlackRock

## Employer Branding

### SITUATION

BlackRock, a global investment management and risk management firm, expressed a desire to build an employer brand and to recruit campus students who may not have heard of them.

### STRATEGY/SOLUTION

Our initial assessment identified distinctive traits that defined our client's culture. BlackRock's structure is flat, and their management style is characterized by a more personal treatment, where individuals succeed based on their own merit. The atmosphere is collaborative and casual—a definite antithesis to the “cut throat” customs normally associated with some financial service institutions.

Our strategy was to advertise their exceptional culture. Their employer value proposition became: “At BlackRock, we maintain a culture that is truly inspiring, which enables you to accomplish your most ambitious career goals while enjoying showing up at work each morning.” Based on this evocation, we developed the tagline: “BlackRock. Because Work Should Inspire You.” This would be used as the overall brand line, encapsulating the proposition. We also knew this would resonate with graduating college students who represented Generation Y, and who according to research, long for an employer who will not curtail their individuality.

We consistently developed their employer brand via an integrated media plan, which included a campus brochure, print ads, posters, giveaways, and interactive media. The commanding campus brochure used energetic, non-corporate copy and design, providing students with facts about the culture from the company and employee perspectives. The style was fresh, daring, smart, and creative, reflecting the attributes of both BlackRock employees and the candidates they were seeking.

### RESULT

By providing a positive feeling about BlackRock's unique culture, the campaign effectively shaped their employer brand and drove traffic to their Web site. Their HR staff was extremely pleased with the increased recognition and qualified resumes they were receiving as a result of the campaign. No wonder it landed an EMA award for creative excellence in print advertising.

sales & marketing  
portfolio management  
account management  
risk analytics  
information technology  
global operations

For a detailed listing of job descriptions, visit [www.blackrock.com/careers](http://www.blackrock.com/careers)

Here, "business casual" doesn't only mean wearing khakis. It's a state-of-mind.

BlackRock. Because work should inspire you.

It means being part of a corporate culture that truly respects one another. And having the freedom to run with new ideas. Make no mistake—we do wear khakis. But it's the atmosphere that makes us all the more comfortable.

Join BlackRock, a world-class asset management firm with unparalleled growth potential. Founded in 1988 and already managing over \$70 billion in assets, we've got it all—high energy, cutting-edge technologies, excellent benefits and more.

We are seeking recent college graduates or experienced professionals for all areas. All positions require strong PC proficiency; some also require programming experience (C++, Java, PERL, SQL). For consideration, please email, fax or send your resume to: BlackRock, Dept. MVS, 101 East 52nd Street, 7th Floor, New York, NY 10022. Fax: (212) 409-3123. Email: [ajyoung@blackrock.com](mailto:ajyoung@blackrock.com)

**BLACKROCK**  
BlackRock is proud to be an equal opportunity employer.

Inspired yet?

BlackRock is proud to be an equal opportunity employer.

Who's the Vice President?

You know how all most companies the Vice Presidents are the people in their corner offices? The ones you're afraid to share an elevator ride with...or the ones you only know have their offices on the 102nd floor of the same building as you? They aren't right in. So much so that you may be sitting next to one of them at your next meeting. And approachable? How about all day, every day. You can't say that about most companies. But then again, we're not most companies.

[hodes.com](http://hodes.com)  
888.438.9911  
[info@hodes.com](mailto:info@hodes.com)