

bluivy



Case Study:  
CGI

# CGI Case Study

## The Challenge

- Attract and retain the best talent / help recruiters fill open positions
- Desire to be recognized as a best in class employer
- Member\* engagement and pride
- Elevate external employer brand awareness and perceptions
- Elevate overall brand awareness

## Solutions Delivered

- ✓ EVP Research, build and strategy
- ✓ Employer Brand Creative Brand Concept Development, Taglines, and Copy.
- ✓ Internal and External Activation Strategy and creative for Driving Engagement and Talent Awareness
- ✓ Photography and Videos
- ✓ Careers Site revamp
- ✓ Top Employer Awards Applications
- ✓ Social Media Strategy, Content Calendar and Branded Content for Employer Brand marketing on LinkedIn
- ✓ Internal Communications campaign for employees at each stage of life
- ✓ Employer Brand Playbook
- ✓ Posters and PATHWAY advertising

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#CGIready CGI.ca/careers

Build true partnerships.

## Ready for this.

At CGI, we believe in building long-lasting relationships. For over 40 years we've partnered with our clients and our colleagues. Our human approach has made us Canada's largest IT and business consulting services provider and we are just getting started.

**We're looking for builders.**  
**We are ready for you.**

CGI

#CGIready CGI.ca/careers

Push for what's possible.

## Ready for this.

At CGI, we're empowered to think and act like owners. As Canada's largest IT and business consulting services provider, our sights are set ahead, getting up for change, shaping the future.

**We're looking for ambitious thinkers.**  
**We are ready for you.**

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#CGIready CGI.ca/careers

Have a meaningful impact.

## Ready for this.

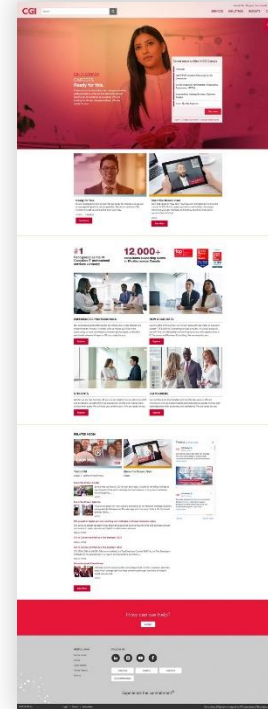
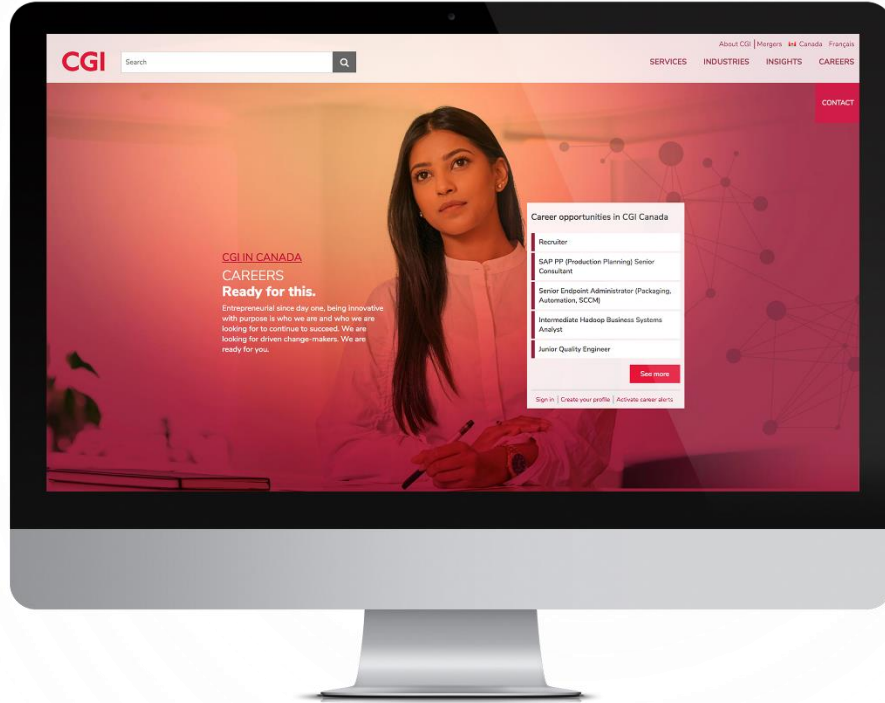
"At CGI, you have a great opportunity to build a career in a world class IT company. The openness to ideas and the ability to influence and drive that play out on all levels in CGI."

**We're looking for driven change-makers.**  
**We are ready for you.**

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Creative Concept Imagery – A mix of individuals and emerging technology

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Creative Activation - Website



**CGI**

**Ready for this.**

I have learned a lot about emerging technologies such as Robotic Process Automation, IoT, Blockchain, Analytics and Cybersecurity amongst others.

- Chioma, Emerging Technologies Business Analyst

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**CGI**

**Ready for this.**

I create value, every single day. All of us are the catalysts for growth at CGI.

- Nawal, Consulting Delivery Manager

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**CGI**

**Ready for this.**

Being a shareholder means having a personal stake in the continued success of the company.

- Daniel, Director, Consulting

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**CGI**

**Ready for this.**

Joining CGI, it's like joining a family. You'll be surrounded by the most skilled professionals and mentors. Your determination and great work will propel your career in ways you couldn't have imagined.

- Ismael, Consultant, Security Analyst

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Creative Activation – Employer Brand Playbook

# Impact



**200%** Increase in Talent Applications through Social Media

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**15%** Jump in Engagement Scores

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**50%** Improvement in Quality of Hire Metrics

Won **Great Place To Work and TOPS** employer awards

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**100%** Jump in Employee Brand Ambassadorship and Content Marketing

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