



WHAT'S INSIDE

Advertising

Experis Television Advertising

Television can be a highly effective method for increasing brand awareness and should support Experis' core message of accelerating personal and business growth.



Experis™
ManpowerGroup

Introduction

In order to transition from a group of businesses to a unified global brand, we need a consistent marketing look and feel that establishes Experis as the undisputed global leader in Professional Talent Resourcing and Project Solutions.

We want Clients to understand that through our experience and expertise, we will help them navigate the changing world of professional work in a way that accelerates their company's growth.

We want high-achieving Professional Candidates to know that we will accelerate their success by helping them fulfill the belief: "I am more."

In order to promote both creativity and consistency, we've developed a Fixed & Flexible Framework that allows you to design engaging marketing materials that are built on a common foundation to ensure our brand message resonates the same throughout the world.

These guidelines provide the information and framework you need to tell the Experis Story and our commitment to helping Candidates and Clients achieve all that is humanly possible.

The complete set of Experis guidelines is available on the Global Brand Center: <https://globalbrandcenter.manpower.com>.





Fixed/Flexible Framework

The Fixed & Flexible Framework has been created to ensure global consistency within our brand while allowing for some local adaptation.

The following framework for Experis Television Advertising sets out items that are fixed and what can be adapted to satisfy local requirements.

ELEMENT	FIXED	FLEXIBLE
Visuals	Local Countries are responsible for all costs associated with producing visuals (i.e., camera crew, stock videos, etc.). Visuals follow the tone of the Print Ad Campaign. Title cards should be translated. Television spots are in color. Do not use Black-and-White visuals.	Determine the length of the spot based on specific time needs. Choose what Experis imagery you use for TV. Candidate spots should only use Candidate imagery. Client spots should only use Client imagery.
Copy	Include "I Am More" for Candidate advertising and "Humanly Possible" for Candidate and Client advertising. Include a "Call to Action" in the TV commercial.	Specific content can be determined by market requirements.
Music	Countries are responsible for purchasing music rights.	Music can be selected by Country.
Talent & Rights	Countries are responsible for talent costs, including voice-overs. Print Advertising images can be used (rights have been purchased through April 17, 2016).	Talent can be selected by Country.
Obtaining Materials	Notify Global Marketing if you plan to use Television Advertising in your market. Requests to use advertising developed by other Countries and Regions must be approved by Global Marketing.	There is no flexibility in this area.
Lenticular Added Value	To be determined – may be available for local markets after producing a TV spot.	
Fonts (if needed)	DIN OT font family should be used for titles and other TV copy to maintain consistency with Print and Internet Advertising.	There is no flexibility in this area.

Creation, Layout & Construction

General Principles

Core Messaging Framework

The core messaging focuses on personal and business acceleration. Acceleration is about experiences, challenges, high-impact solutions and forward momentum. It is about what is possible, not what has already been done. It is about enhancing partnerships by helping people and businesses achieve all that is humanly possible.

Communications Objectives

Our global advertising campaign positions Experis as the global leader in Professional Talent Resourcing and Project Solutions. The campaign will be reinforced through the engaging, memorable and motivating marketing communications developed for other media.

Our objective is to generate brand awareness and engage Clients and Candidates with our brand message: that Experis is uniquely positioned to accelerate their personal success and business growth in the changing world of work.

Globally Produced TV Commercials

Global TV scripts and spots have not been produced. Country-produced commercials should follow the tone of the Print Ad Campaign and be produced in consultation with Global Marketing.



Client Print Campaign Examples



Creation, Layout & Construction

Using TV In Your Market

Each Country will be responsible for costs to cover talent and music rights for TV spots.

Print advertising imagery can be used in television spots through April 17, 2016; Voice-over and other talent costs are not covered.

Local editorial content should be kept to a minimum.



Candidate Print Campaign Examples