

Date: Feb 2, 2006

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| <p><u>Communication Objective</u></p> | <ul style="list-style-type: none"> - To launch new global branding campaign for Manpower in Thailand - To create quick awareness for Manpower in Thailand and differentiate from competition |
| <p><u>WHOM</u> are we talking to?</p> | <p>2 broad audience:</p> <p>1) Candidates, especially professional and middle level candidates, with whom we want to develop an awareness that Manpower, contrary to current perceptions, has something valuable to offer by way of jobs, career advice and insight into the future world of work (1. General market Candidate: Female, 22-30 years old / 2. Industrial market candidate: Male, 18-25 years old (Casual) / 3. Professional Candidate: Male, 30-50 years old)</p> <p>2) Client and prospect companies, with whom we want to develop awareness that Manpower offers higher level candidates than what are normally perceived to be available through Manpower.(4. HR director: Female, 35-50 years old 5. Funtional business manager: Male, 30-40 years old)</p> |
| <p><u>WHAT</u> do they currently believe and do?</p> | <p><u>BELIEVE:</u></p> <ul style="list-style-type: none"> - They do not know WHAT Manpower IS ABOUT? And WHAT it has to offer? <p><u>DO:</u></p> <ul style="list-style-type: none"> - They do the recruitment themselves. |
| <p><u>WHAT</u> do we want them to believe and do?</p> | <p><u>BELIEVE:</u></p> <ul style="list-style-type: none"> -Manpower as the authority on “What’s now and What’s next in the world of work,” will offer insight and information that help companies and candidates navigate the challenges in the changing world of work. <p><u>DO:</u></p> <ul style="list-style-type: none"> - Call/ Select Manpower today. |
| <p><u>WHY</u> should they believe us?</p> | <ul style="list-style-type: none"> - Manpower is the world’s leader in the employment service industry, offering customers a continuum of service to meet their needs throughout the employment and business cycle. - Manpower has the expertise and knowledge to understand your needs & business environment. |

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| | <ul style="list-style-type: none"> - Manpower worldwide network of 4,300 offices in 67 countries and territories enables Manpower to meet and satisfy the needs over 400,000 customers. - Manpower placement services are cost effective, practical and guaranteed. - Manpower understands the important of investing in its people and we offer a range of direct training tools. Direct training not only helps employees to update their skills, but also serves as a powerful on the job reference tool. This allows FREE access to more than 2,500 courses that assist transition into their workplace. - Manpower of GCL is a powerful recruiting & retention tool. It helps us build a stable, ever-expanding pool of highly motivated individuals with the talents you need. |
| <p>WHAT must be included in the execution?</p> | <ul style="list-style-type: none"> • Adaptation of Global template. <ul style="list-style-type: none"> 1. Copy focused on a contemporary working issue 2. Photographic (Asian people) 3. Logo MANPOWER 4. Tagline: "What do you do?" • Look: Simple, fresh, inclusive, professional • Feel: Practical, but not safe/ Fresh thinking and innovative/ Who we are plus where we're going. • Medium: PRESS AD (Thairath, BKK Post, The Nation) • Size: Strip ad. - 2 pieces. |

Working Schedule :

- Creative Brief Thu. Feb 2, 06
- 1st Present copy & Layout
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- Tracing
- Finish Artwork Thu. Feb 9, 06