



## CareerOne Advertising Excellence Awards Queensland

July 21<sup>st</sup> 2011

The Talent2 Queensland Recruitment and Contracting team have been awarded the prestigious *CareerOne Recruitment Agency of the Year Award (for agencies of more than 13 consultants)* at the 2011 CareerOne Advertising Excellence Awards in Queensland.

The judging panel, which included key industry players such as Michael Harvey, Chief Executive of CareerOne.com.au and Steve Granland, CEO of RSCA, were particularly impressed that our established team continue to have the passion and energy of a newcomer.

Another key factor in our win is our dedicated focus on our people, from staff to candidates, and our demonstration of strong partnerships with clients.

As a global brand, with a strong footprint in Queensland, the panel was also impressed with our innovative use of media, particularly from a branding perspective. Our high staff retention was also acknowledged, as was the deep industry experience and knowledge of our consultants.

In more exciting news, Talent2 was also awarded the *Excellence in Print Advertising TCM Award* for our Talent2 Horizons campaign. This award recognises innovating print recruitment advertising in The Courier-Mail, encompassing unique conceptualisation, presentation, visual impact, the client's image and appeal to the intended audience, as well as the success in conveying key messages and information.

Talent2 were named as the stand out entry in this category as we addressed every part of the criteria comprehensively. Our unique approach, with strong client involvement at every level was seen to position our client as a leader in its field. Our strong branding also topped off the front running entry.

Congratulations to the Queensland Recruitment and Contracting team, the deserving winners of both these highly respected awards. It is clear that our team embodies our values of *People First*, and it is fantastic to be acknowledged for this in the market.

