

# Strategic People

Website Redesign & Rebranding Project

# The Brief

Rebrand *Strategic ICT* – a tech recruitment company – into *Strategic People*.

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Transform the old-fashioned and non user-friendly website into a vibrant, modern and easy-to-navigate online experience.

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Develop a new TOV that reflects the brand's culture and personality and apply it across the website and all branding materials. Split into internal & external voice.

# The Approach

Internal Persona: Use the company owner's background in and love of boxing as a theme around which to build an empowering internal persona for staff.

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External Persona: Use the brand's desire to be a people-first recruiter to develop an external voice that reassures clients and candidates that they will be treated as people, not numbers or commission opportunities.

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Use punchy, to-the-point language to deliver brand message and guide both clients and candidates through the website and convince them to work with the agency.

# External Voice: People-First

**Not your  
everyday  
people**



**We've got  
your back**

**We're  
different.  
Smarter.  
Faster.**

**In different  
we trust**



# We've got your back

Boutique, people-first recruitment in technology and business change

Role Search



**Find your dream job**

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**Looking for talent?**

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## Need something short term?

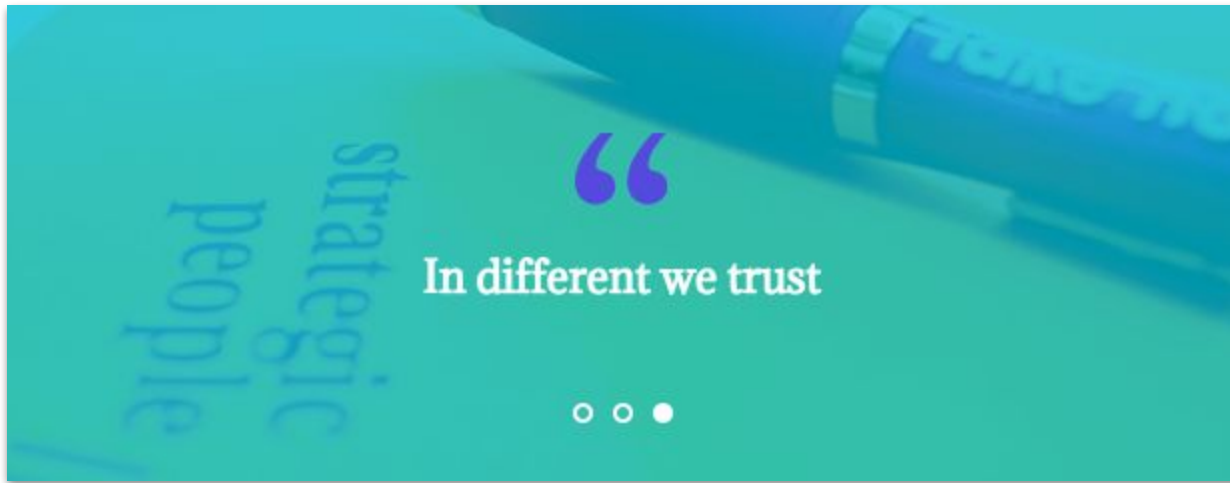
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## Looking for your forever job?

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Anywhere

Permanent

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If you have found a suitable position listed on our site please submit your CV here and one of our consultants will call you to discuss your next career move.

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# Internal Voice: 'Fighting Talk'



**Don't  
throw in  
the towel**

**The  
heavyweight  
champions of  
the game**

**Always in  
your corner**



**Don't count  
the days,  
make the  
days count**





# Introducing...

With a new look and a new home, Manchester's heavyweight recruitment champions return to the ring with even more clout.

Strategic ICT is rebranding as Strategic People: Always in your corner.

Watch this space - new website coming

**00.00.17**



# Ding Ding round 2

Back with a fresh brand and a knockout new home, Strategic People remains the heavyweight champion of Business and Technology Change recruitment.

With over a decade of experience under our belts, we know what makes people tick. Our tailored approach gives us the edge over all others, and we love what we do.

Strategic ICT is rebranding as Strategic People: Same strength, same skills, new look.

Coming soon - new website launches

**00.00.17**