Project Brief: Advertisement Design for Go Recruit Remote Construction Staff Service

Client: Go Recruit

Project Objective:

Create an attractive and engaging 2-page A4 spread advertisement for Go Recruit's remote construction staff service. The advertisement will be featured in the 2024 State of Residential Construction Industry Annual Report, catering to both print and digital media. The design should be click-responsive for digital platforms and include a QR code for seamless redirection to our website, gorecruit.io.

Key Information:

Client's Branding: Utilize Go Recruit's brand colors and logo for a consistent look. Please use the colour palettes as shown in the brand guidelines books and include the pink, blue and gold HTC’s but only use the green GoRecruit logo

Target Audience: Professionals and decision-makers in the residential construction industry.

Style and Tone: Make the advertisement visually appealing to capture the reader's attention.

Incorporate QR Code: Include a prominent QR code for easy access to the Go Recruit website. Ensure the code is scannable and linked correctly.

Contact information :

Website: GoRecruit.io

Telephone: + 61 2 9034 4333

Email: info@gorecruit.io

Content and Messaging:

Highlight the key features and benefits of Go Recruit's remote construction staff service.

Emphasize reliability, efficiency, and flexibility in meeting staffing needs.

Include a call-to-action urging readers to scan the QR code for more information on the website.

Technical Specifications:

Here are the specs and Deliverables:

* Page size: A4
* Colour profile: CMYK
* Bleed size: 1/8" or 0.3175cm
* Resolution: 300dpi
* Images/Photos: Must be a minimum of 300dpi and preferably .png format
* Logos: Must be included in vector format (Adobe Illustrator (.ai), Encapsulated Post Script (.eps), or Scalable Vector Graphics (.svg).
* File Format: .indd (preferred) .ai or .epsClick Responsiveness: Design should be optimized for digital platforms, encouraging interaction and clicks.
* QR Code: Ensure the QR code is clear, scannable, and directs users to gorecruit.io.
* Deadline: 13th November 2023 to allow time for changes.

The final design must be submitted to the publisher by 17th November 2023

Submission Instructions:

Submit the final design files along with any relevant assets to Karen Walshe.

Thank you for your commitment to this project. We look forward to a visually stunning and effective advertisement that represents Go Recruit's commitment to excellence in remote construction staff services.

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COPY AND INSPIRATION FOR THE ADVERTISEMENT

Company Logo

A black background with a black square

Description automatically generated with medium confidence

**Tagline**

“Recruitment, Simplified.”

**Headline**

Build Your Team Beyond Borders with the Ultimate Offshore Staffing Construction Partner GoRecruit!

**Who We are don’t use the title just strategically place the following quote in the creative**

"As a family-owned agency, we've mastered the art of Construction Recruitment for 25+ years. Unearth top talent with us – it's in our DNA!"

**Benefits – replace heading why Go Recruit – All up make 6 benefits 3 per line as per images below please change the colours so they have a mix of the identified HTC colours in the branding guilelines, green, blue, pink, gold.**

1. **Bespoke Service **
2. **Industry Expertise **
3. **Access Top Talent**
4. **Save on CostsA handshake with a check mark

   Description automatically generated (or use $ icon)**
5. **Simple and Fast**
6. **Checks and balances (can also use a scale)**

**Process our three step process – HOW IT WORKS (make the process look pretty please)**

|  |  |  |
| --- | --- | --- |
| **Step 1…..** | **Step 2….** | **Step 3…..** |
|  |  |  |
| **We Help** | **We Recruit** | **We Support** |
| We work closely with you to understand your specific business needs. Together, we identify the exact skills, qualifications, and experiences needed to create a customized staffing solution that matches your business goals perfectly. | We launch a comprehensive marketing campaign to attract top talent, both actively and passively searching established talent in the industry. Our thorough screening process ensures you receive the best-qualified candidates. You have the final say in selecting the perfect fit for your needs. | With your new remote team member on board, our ongoing support doesn't stop. We handle HR, basic monitoring, and payroll, ensuring that assistance for you and your remote team is just a call away. |

**Insert a call to Action here**

**To find out more book a call! Make click responsive Link to** [**https://gorecruit.io/contact/**](https://gorecruit.io/contact/)

**Under book a call**

**What the industry Says about us!**

"GoRecruit changed our hiring game at Stannard Family Homes. Their meticulous recruitment brought top talent, enhancing our team's productivity. Their professionalism and communication built trust. Thanks to them, we're expanding our offshore team confidently. Highly recommend GoRecruit for exceptional talent and service."

Ryan Stannard

CEO, Stannard Family Homes

"Mylene transformed our construction team. With exceptional administrative skills, she streamlined our operations, mastered construction intricacies, and seamlessly adapted to our remote work setup. GoRecruit is a top recommendation for any construction firm in need of an adaptable administrative pro."

Matthew Hon,

Managing Director, Smith and Sons Newtown

"Our remote estimator at Roderick Homes surpassed expectations, delivering exceptional efficiency, precision, and cost savings. This success convinced us of the value of offshore staff and has sparked our enthusiasm to hire more remote team members with GoRecruit.

Trapper

Roderick Homes, Canada

**QR CODE** [**https://gorecruit.io/contact/**](https://gorecruit.io/contact/)

**Schedule Your**

**Hiring Strategy**

**Call Today**

**Make click responsive Link to** [**https://gorecruit.io/contact/**](https://gorecruit.io/contact/)

**Under book a call**