

## CASE STUDY

# adparlor

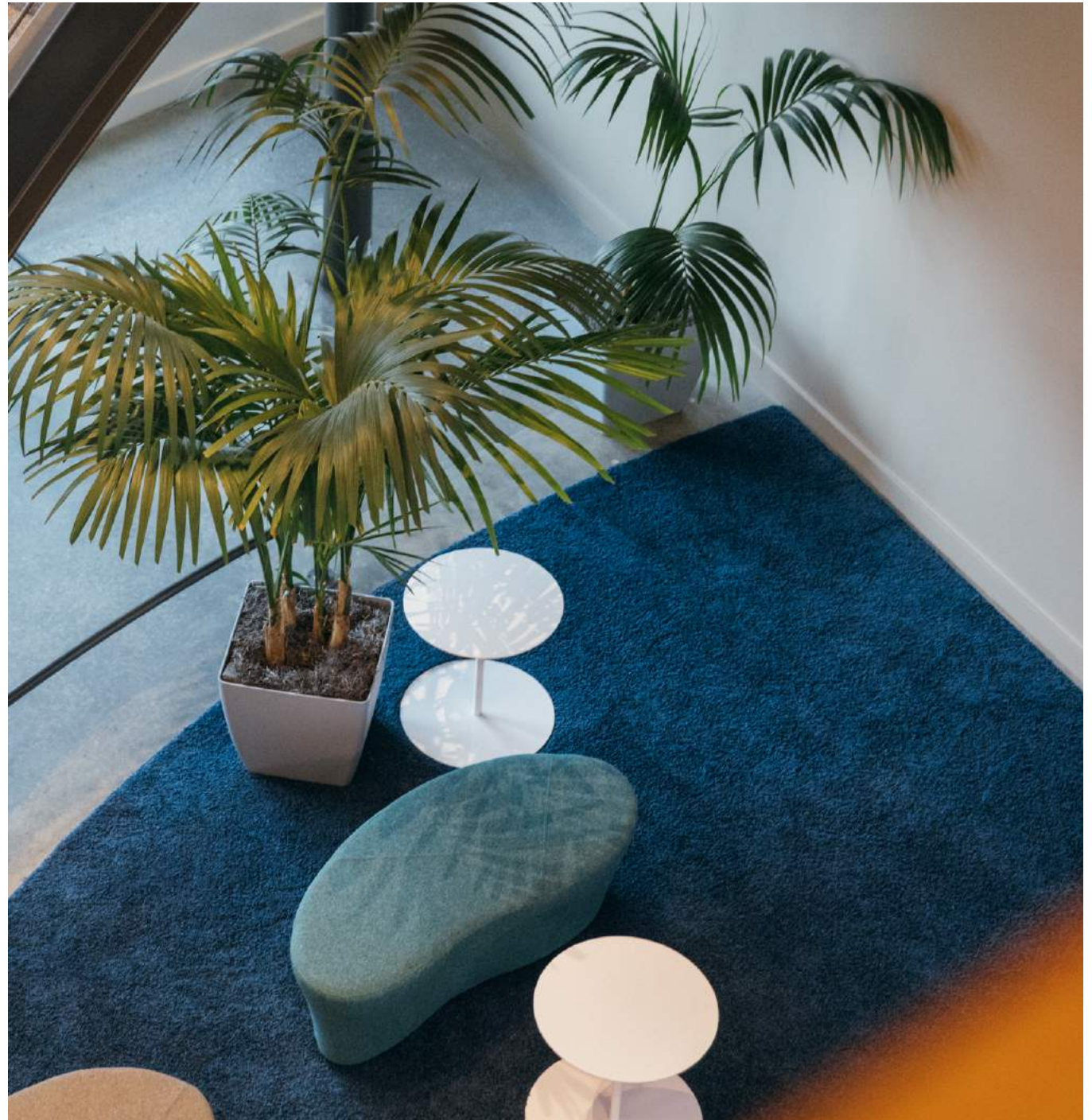
### The Company

- A leading digital consultancy committed to driving digital transformation for businesses across Asia.
- adparlor Asia Pacific is a joint venture between Adknowledge, a US-based digital marketing technology company, and Axiata, a pan-Asian telecom and ecommerce company.
- 130 employees across 7 markets

*“Our partnership with LinkedIn has produced great business results. Within a year, we made 29 hires across Asia using the platform. We have a well-rounded offering on LinkedIn both in terms of reaching candidates and engaging potential talent.”*



**Jo Fisher**  
VP HR, adparlor



## The Challenges

adparlor works with advertisers across 10 countries in Asia to define and implement digital strategies that enable achievement of business goals. While recruitment is broadly similar across the region, the culture and market maturity varies considerably.

Finding talent in a regional hub like Singapore, for instance, is easier due to better availability of candidates with the

relevant digital skills and expertise. In a nascent market like Indonesia, recruitment can be particularly challenging, as it is harder to stay in touch and keep candidates motivated throughout the hiring journey. This is largely due to the digital industry being fairly new and businesses competing for candidates in a relatively small talent pool, resulting in a candidate led market.

In other markets, like South Korea, language barriers can create some challenges in reaching people, conducting meaningful interviews and providing feedback to candidates. In India, adparlor receives a sizeable volume of applications of which a small percentage are a direct match to skills or expertise required.

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## The Solution

When recruiting for its seven offices in Asia, adparlor focuses on building brand awareness – probably as much as it does on attracting the right talent. So while recruiting the right people is the aim, amplifying the company’s name and connecting with talent to engage with the brand is just as important.

The company is driving this by taking a unified approach to content and highlighting its core values across its LinkedIn Career Page. adparlor actively encourages employees to engage their networks on LinkedIn. This could be anything from using adparlor branding on their profile pictures to posting articles on Pulse. The idea is for every single person within the organisation to represent the brand and show potential talent what it’s like to work at adparlor.

“This initiative is aimed at passive candidates who might not be looking for roles currently. I want them to see us as thought leaders so that at some point in the future they might approach us because they are already familiar with our brand,” says Jo Fisher, VP Human Resources adparlor, Asia Pacific.



## The Results



**58K**

individuals engaged with  
adparlor's Talent Brand



**38%**

InMail response rate



By presenting a unified agenda, adparlor has successfully overcome a diverse range of talent challenges.

- The number of individuals engaged with adparlor's talent brand has increased to 58,000 in less than a year and is well above the industry average

- These initiatives are driving 1,200 job applications every month, with Singapore and India leading the way

- adparlor's Career Page views have jumped to 350 within a year

- The company's followers increased by 4,000 between April 2016 and March 2017

- Driven by jobs and InMails, LinkedIn has helped the company make 29 hires between April 2016 and March 2017