Rocketium
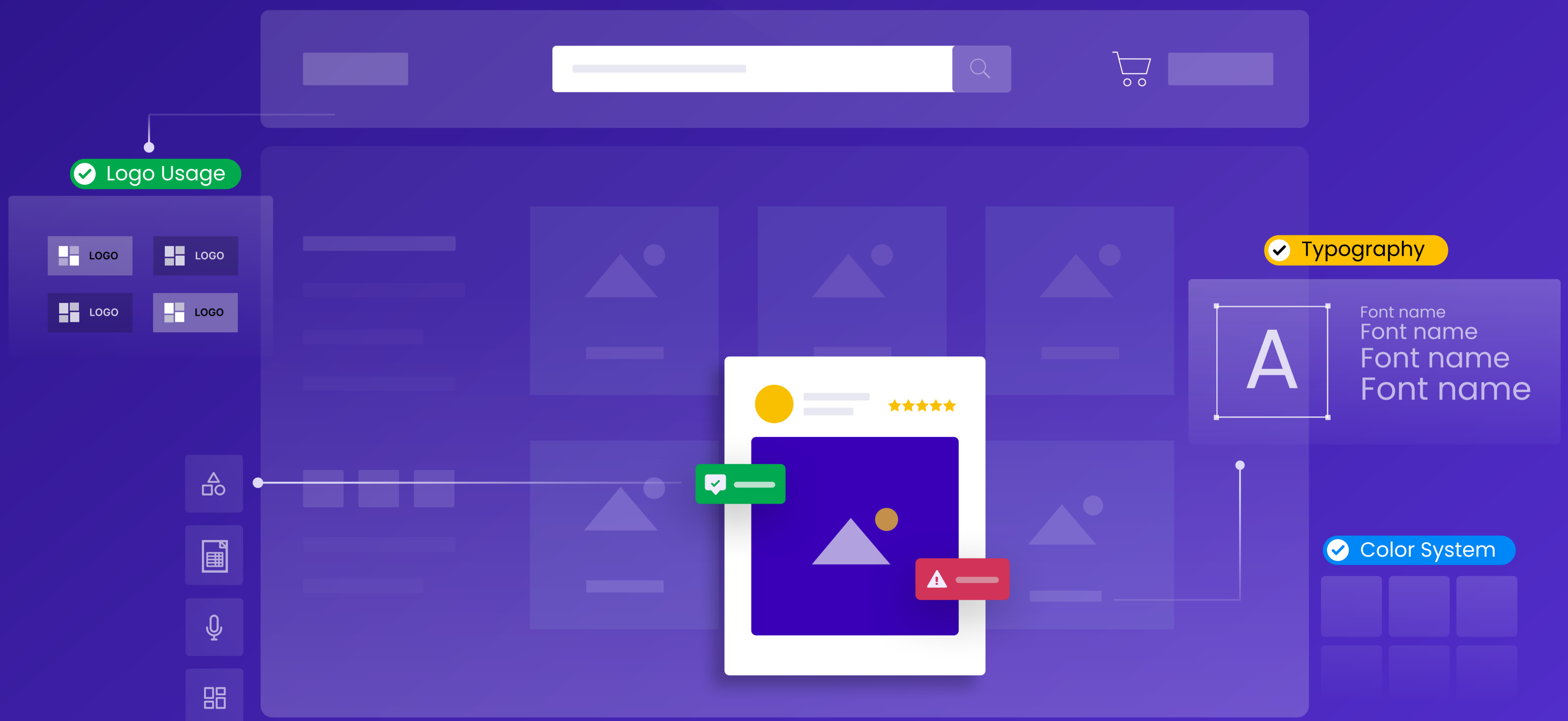
CASE STUDY

Rocketium Enables Talent Teams at Leading Pharmaceutical Giant to Effortlessly Create Visual Hiring Ads at Scale

Logo Usage

LOGO
LOGO
LOGO
LOGO

Typography

A
Font name
Font name
Font name
Font name

Color System

The Challenge

This multinational healthcare company offers wide ranging solutions in pharmaceuticals and diagnostics. With 100k+ employees across 150+ countries, they continue to hire aggressively as they expand their global presence.
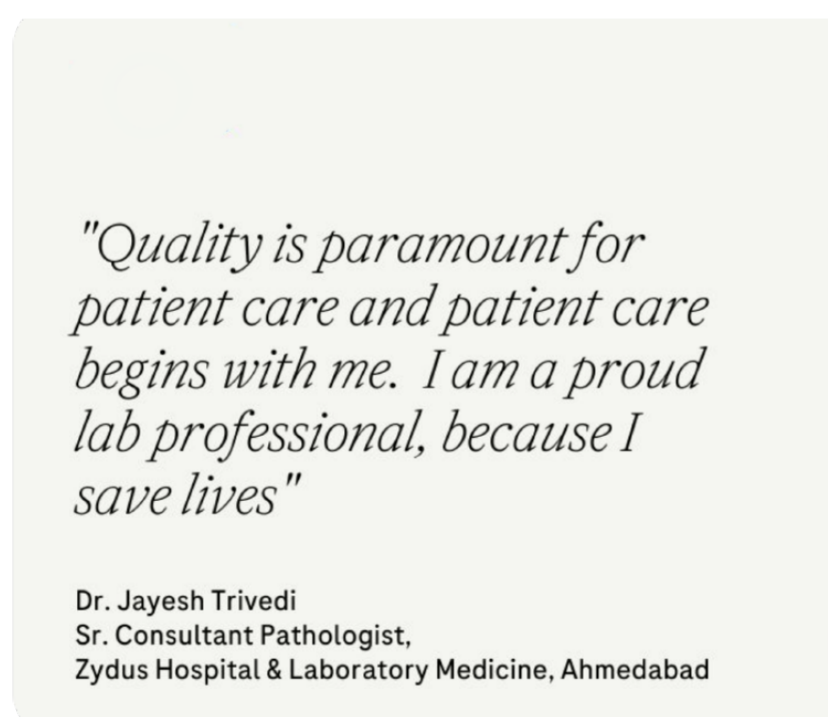
The talent teams at this healthcare giant were restricted to text-based hiring ads, since relying on a design agency would be expensive and slow. However, the lack of visuals in their ads led to poor engagement. So they were open to exploring the use of visual ads. But traditional design tools like Photoshop weren't a great fit as they were too complex for non-designers.
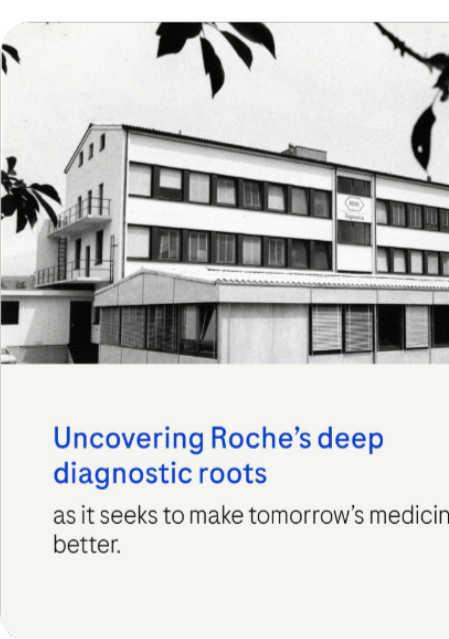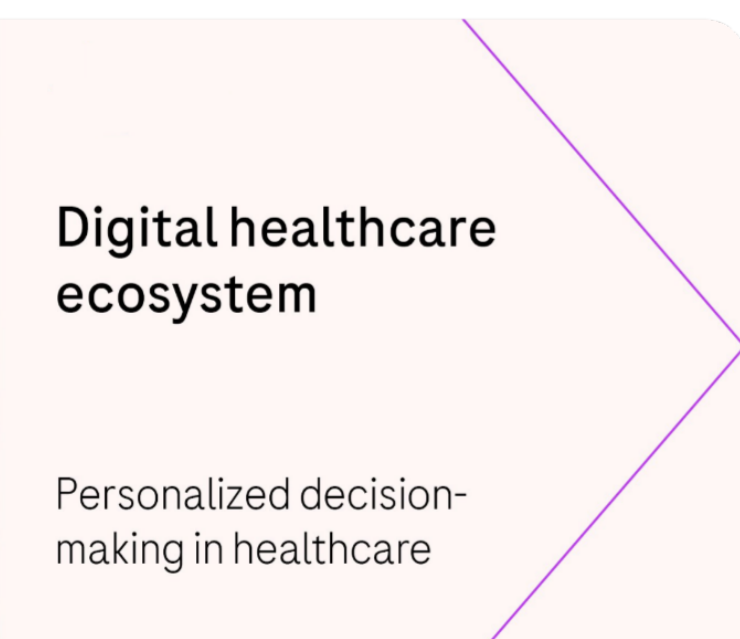
The Solution

Rocketium's easy-to-use design capabilities enabled distributed talent teams worldwide to produce on-brand visual ads at scale quickly. Teams can choose from in-built brand templates, utilize licensed brand assets, and work with Rocketium's simplified UI to quickly create and go live with brand-compliant hiring campaigns. With the increased use of visual ads, talent teams at this pharmaceutical company are driving higher engagement, resulting in accelerated hiring.

100%
on-brand creatives

4.8x
higher engagement

Ready to take your visual communications to the next level?

Get in touch at **success@rocketium.com**