

An abstract painting of a man in a dark blue suit and white shirt, with a small yellow heart on his lapel. The background is composed of large, overlapping shapes in red, orange, green, and yellow, set against a textured, light brown background.

An executive-level Case Study for AI
powered employer branding content



Hiring Talent To Deliver On Key Business Initiatives:

CSL is the dominant market leader in the pharmaceutical industry in Australia;
however globally they are a challenger brand.

The pharmaceutical talent industry is fiercely competitive within key talent segments
which are seen as critical drivers of growth – in particular, the RNA talent segments.

The Martec's AI-powered content platform enables CSL to build and execute on a
global content marketing strategy with localized empowerment and execution for
each region, thus driving significant increase in brand recall and talent
application uplift.

As a result CSL can deliver on their key strategic organizational initiatives – all driven
by top people hired and retained from these critical talent segments.

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