



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



# Hiring To Improve The Consumer Experience:

Vodafone is well-known as a global telco organization.

However, they were not top of mind for key technology roles (such as cyber security) when it came to their employer brand.

In an already challenging talent market this meant that some of their key business priorities were at risk: accelerating digital transformation for a better customer experience, and reducing costs.

The Martec's AI-powered content platform enabled Vodafone to broaden their critical talent pool. Vodafone built an employer brand positioning within tech by using The Martec to understand this technical workforce, to segment them accordingly, and then to articulate their EVP to them in the most optimal way.

This included demonstrating Vodafone can meet the normalized post-COVID talent expectations at the top of funnel (e.g. remote work)

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