



Hiring 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 on key talent segments who are critical grow drivers: in particular, the 'RNA talent'.

The Martec's AI-powered content and advocacy platform allowed CSL to build and execute a global content and advocacy marketing strategy, with local empowerment and execution for each of CSL's regions. The Martec has driven a significant increase in CSL's brand recall, and volume of talent applications in key segments.

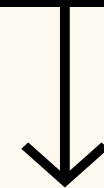
CSL has subsequently been able to successfully deliver on their key strategic organizational initiatives – all thanks to the top talent hired and retained from these critical talent segments.

 [Visit TheMartec.com](https://www.themartec.com)



Building awareness & engagement in key talent segments

Build social media audience



500,000 audience reach with an avg. of 22k per post

Grow talent pool



x12 increase in tech, R&D and data science talent pool

CSL on The Martec:

- 66 The Martec has enabled our people to be authentic advocates for our organization and this partnership is the backbone of our Employer Branding strategy.
- 66 Our content has opened up cross-platform campaigns including videos for job ads, social media, and our website - which previously weren't possible as we struggled to engage business stakeholders with employer branding initiatives.
- 66 We use The Martec to get the best value from our content including using content multiple times, across different functions and geographies quickly and easily."

Mayumi Gonome

Head Of Human Resources and General Affairs



"Thank you again. It's amazing to see my own story crafted so beautifully."

Shailee Patel

Scientist



"I loved the questions, they were thought provoking. Thank you - I was quite nervous!"