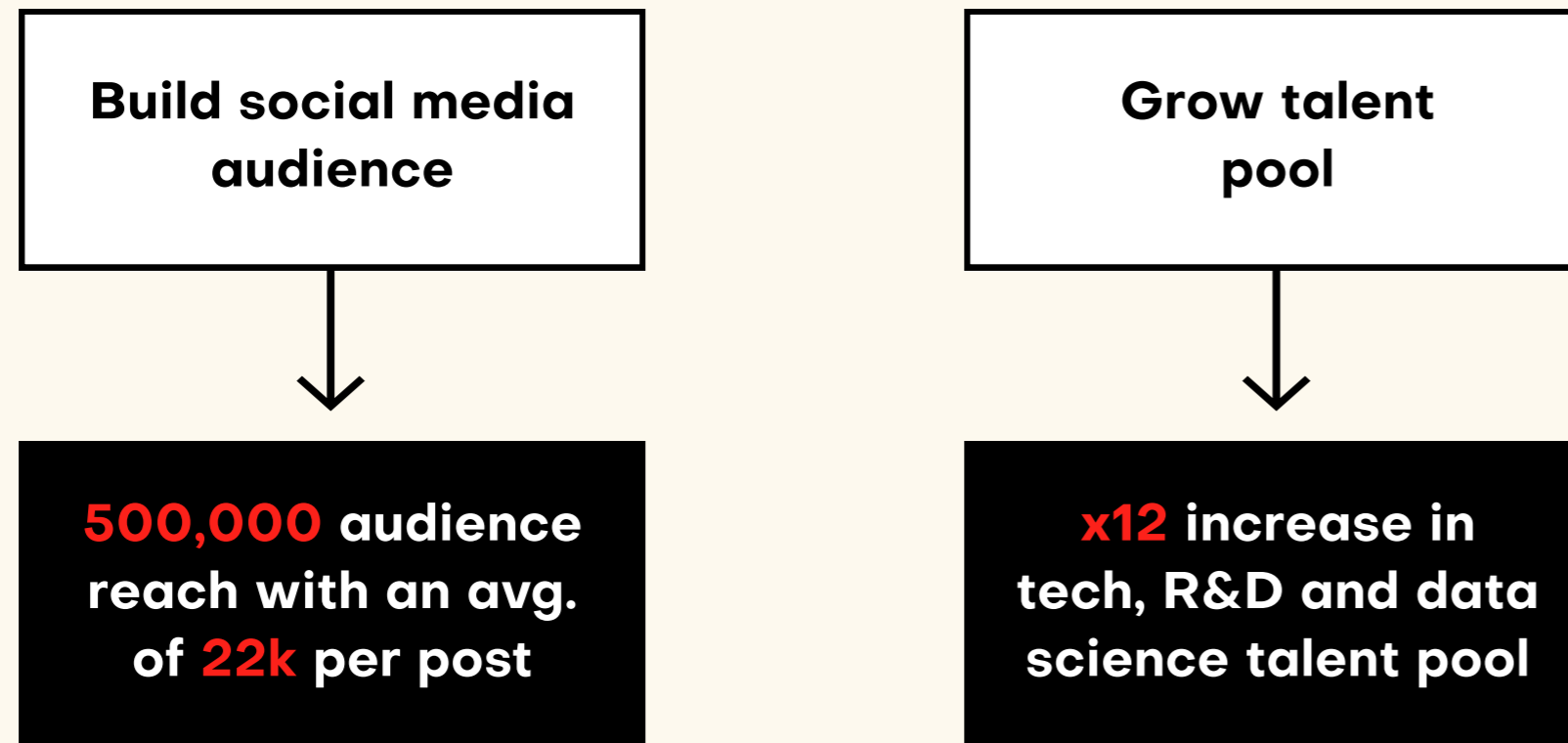


# Mission: build awareness & engagement in key talent segments



## CSL on The Martec:

“The Martec has enabled our people to be authentic advocates for our organisation and this partnership is the **backbone of our Employer Branding strategy.**”

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.

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!”