

# How A 90k+ Employee Global Consultancy Firm Used AI Talent Marketing



*With a Talent Brand team of **one person**...*

**400+**

Employees creating  
and sharing content

**700+**

Employee  
responses

**250%**

Increase In  
advocacy

David Phillips  
**Director of Talent Brand and  
Recruitment Marketing**



**CGI (NYSE:GIB)**: is one of the  
largest IT & Business Consulting  
Service firms in the world



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**Director of Talent Brand  
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**Talent Brand is usually a  
'one-man brand' and that's  
what I am at CGI...**

**But we are a big organization  
and so need to produce  
content at scale to tell our  
story well.**

**The Martec is at the heart of  
our content strategy.**

# We believe in authenticity. So here are David's unedited answers to some key points:

## **On Content Creation:**

"The main pain The Martec's AI has **eliminated** is generating the content. That's on all fronts, making it **easy** for all employees and members of my team to participate.

It feels like we are communicating more widely **across** the business about what our talent brand is and the work that we do.

Now we've got **hundreds** of stories from every corner of the business aligned to key themes that represent our Employer Brand.

## **On Constant Content:**

"It **costs** too much creating content constantly with an agency, making it impossible to keep top of mind for talent. So we use The Martec to fill in the gaps.

The platform allows us to **sustain** the drumbeat of content by tapping into our employees between larger agency campaigns for content that's authentic and polished.

In fact, the content looks like it could have come from an **agency**. It's impossible to create enough content to stay top of mind for talent without The Martec."

## **On Urgent Hiring Speed:**

"Before The Martec, even if I started immediately, it would take **2 months** to get the content, find the participants and try make them share it.

Working with The Martec has allowed us to run with strategies **faster** — from building a talent community, to our paid advertising, and reaching candidates further down the funnel.

We've created **targeted** messaging across key hiring segments including graduates, cybersecurity and women in tech to tell the stories they are interested in, and answering their questions through their **peers**.

It makes everything so much **quicker** and easier to get done and it allows ideas that would, even three years ago, have been too slow to create — **possible**. And with less time and resources.

The Martec has actually **completely** eliminated content workflow production speed problems for us. Which proved a massive hurdle for supporting our strategic hiring goals effectively."



[Watch Video Of David](#)



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The Martec allows the people who are passionate and want to tell their stories to actually feel empowered to do it.

The platform is what we want AI platforms to deliver: it's time-saving, cost-saving, and the quality stays high.

## RR On Ease Of Use:

“The Martec has been a brilliant find in **my career.**”

It's allowed me to **scale** up our efforts simply and easily which has been really important to my role.

The Martec's AI does **most** of the work behind the scenes: recommending advocates from your employees, picking the right questions to ask and — I don't know the science of it — but I know that each time I see an article, post or video, I always think: ‘wow that's unique, it's got the employee's voice **spot on** again!’”

## RR On Working With TA:

“Using The Martec has had a **massive** impact on our Talent Attraction strategy.

In fact, some of our business units were so impressed with the platform that they started working with The Martec for their **own** projects!

Now I only need to be involved to track how our talent brand goes out to market for these projects.”

## RR On Personalization:

“Before The Martec we had very high level talent brand messages like ‘**we're great to work for!**’

But we were missing tailored content recruiters could use to **target specific** candidates: stories and answers to questions they were really interested in.

Now when we're having conversations with candidates, the content contains very specific information, giving **assurance** that there is a place for them here and they will fit in.

It means we can go beyond just posting content to drive traffic to our careers site. We've been able to use it to create a talent **community.** Potential candidates sign up to us, are nurtured, stay informed about what we're doing... and what jobs are coming up.”

**“It has transformed our approach. We can be more agile creating content and campaigns without sacrificing quality.”**



[Watch Video Of David](#)

## RR On Benchmarking:

“Prior to The Martec it was **difficult to measure** our brand and ROI as there are so many points where talent can see your brand before they actually take action, and we can’t know the full journey before they join.

Now we can **benchmark** some of our ROI for each content piece in terms of shares, engagement and impressions on LinkedIn.

It lets us look at the social analytics, and we can match these social figures to any spikes in activity for content on our website.

In fact, it’s very easy to benchmark The Martec platform against how much it would cost to use an agency to do this work, there’s a **huge difference in price!**”

“There’s a huge difference in price.”



[Watch Video Of David](#)

# CGI has created 100’s of stories...

With an **average** of 35k impressions, 15 employee re-posts, and 10 employee comments per post.



### DE&I: International Women’s Day

80,243 Impressions

Multi-contributor  
[Source](#)



### Critical Talent: Cybersecurity

11,751 Impressions

Single career journey  
[Source](#)



### International Dog Day

50,080 Impressions

Employee Benefits  
[Source](#)



### Critical Talent: Graduates

12,761 Impressions

Career development  
[Source](#)



### Talent Journey: Onboarding

32,795 Impressions

Multi-contributor  
[Source](#)



### Why I chose to develop my career with CGI

14,368 Impressions

Career development  
[Source](#)



### National Inclusion Week

53,145 Impressions

Career development  
[Source](#)



### IWD 2024 Story

20,999 Impressions

Multi-contributor  
[Source](#)



### I’m successful because of my neurodivergence, not despite it

54,403 Impressions

Career development  
[Source](#)

# CGI's Software Suite:

Using the AI accelerate David's productivity, The Martec allows CGI's own people to drive content and advocacy:

## Employee Video Collection:

The Martec finds and engages CGI employees with AI generated questions personalized to their role, interests and location. Employee responses are captioned, translated and edited on-platform.

## Employee Copy Collection:

Much of CGI's workforce is tech talent – typically reserved, busy and specialized. The AI helps engage them, vastly improving employee activation – as not everyone enjoys filming themselves.

## Employee Advocate Activation:

The AI predicts which employees are best suited to create and share content. Relevant social copy is generated, with translations across 76 languages, and prompts for employees to share.

## Recruiter Content

Recruiters can use this content opening up conversations or quickly overcome key objection with authenticity.

**“I think The Martec is at the forefront of the AI, Recruitment and Talent Marketing industry, and I recommend their platform to anyone.”**

 [Book A Demo Today](#)

