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AAM-MAA
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Entry for Multi-Media

Objectives

Armanino McKenna's managing partner turned to the skill set and creativity of the marketing department to create a recruiting video aimed at college recruits to professionals with 5- to 7-years experience. The objective was to create a multi-media piece that positioned our firm as unique, an understanding of our firm culture, and the key messaging points we wanted to deliver. Our goal was to showcase our firm in a way that would drive more recruits to consider our firm as a potential place to work. The video resides on our website and in DVDs for distribution.

Strategies

The marketing director tackled this project like we would any marketing initiative but instead of focusing on clients we were aiming at recruits. We hired an outside firm to produce the video, Marketing Group West (MGW) to assist with production and creative support. The marketing department developed the messaging the firm wanted to cover, the position statement, the unique aspects of the firm, and the general look and feel the piece should have. Opportunities, firm culture, open door policy, training, and work/life balance were areas we stressed. We conducted face-to-face interviews with new hirers and young professionals to determine what was important to them as well as an e-mailed survey to collect additional data. We referenced various best places to work benchmarking studies and talked to our HR department and key hiring partners to get input as to what was important to stress in the video. This background research was imperative in defining the correct issues to focus on in the video.

MGW created a script and story board. It was very "out of the box" from what we expected, but was pitch-perfect in terms of appeal to our generally youthful target audiences. MGW very capably conveyed the key messages in such an entertaining way utilizing technology such as interviews taking place on IPODs, text messaging, a mix between a story and interviews to keep the video interesting and the audience captivated.

For production we had to choose the right people from our firm to be featured in the video. We needed to select our most articulate partners and other professionals and staffers whom we knew could deliver our messages credibly. We did not supply our people with questions ahead of time because we needed real responses from them that had not been scripted to illicit the kind of responses we wanted. This also kept the video credible and spontaneous and we felt this came through very clearly.

The quality of the video piece gave us a "movie like" feel with crisp colors and a state of the art appearance. A stage set and hired actor was used to tell a story throughout the video. This was high quality with proper lighting and sets to take it to increase production value.

Results

The pace of the video is upbeat, hip and a perfect showcase for the generation we were targeting. But the best metric proof that this recruiting tool worked was the interest it generated

and continues to generate among our key target audience: recruits. Since we posted it on our Web site in September, the video has gotten more than 3000 unique visits. If we convert even a small percentage of those viewers into employees with the help of the impact of the video it is worth our \$23,000 investment.

Allan Koltin, President and CEO of PDI Global, Inc., who is ranked among the 100 most influential professionals in accounting by *Accounting Today* magazine, showed the video at the AICPA's recent "Winning is Everything" national conference in January. Koltin's effusive praise for the tone and content of the video was showcased to a plenary session of the conference as an example of what "out of the box" firms are doing to attract attention to win the recruiting war. In addition, Armanino McKenna's marketing director, Lori Colvin, has been asked to sit on a panel for the AICPA Recruiting and Retention conference and discuss the video as great examples of what firms are doing. Kathy Sautters from the AICPA said the AMLLP video was the best she has ever seen and thinks our firm is young, fun and really progressive.

The video is being utilized by the firm more than ever. It is distributed at recruiting events and is shown to recruits during office visits. But mostly it gets viewed because recruits are visiting our Web site and checking it out. We also know the profession is viewing it out by hearing about it through AAM and Moore Stephens North America. We've had at least 5 other firms call us and ask us how we did it and praise us for the work.

Armanino McKenna's managing partner recently spoke to a group of recruits and people actually came to him to tell him how great and different the video was. We receive e-mails from recruits citing the video and our HR team reports that most people coming in for interviews acknowledge they have seen and liked the video. The video has made a positive impact on the firm: it has attracted talent, prompted further inquiries about the firm from prospective candidates and bolstered our culture.

NOTE: I hope the judges have the time to review the DVD as it is viewed best live. It can be accessed on our website at www.amlp.com by clicking "Watch Career Video" on our Home Page.