

SKY

ADVERTISING
BRANDING
MARKETING

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SKYAD.COM

EMPLOYER BRANDING

WHY WOULD A CANDIDATE WANT TO WORK FOR YOUR COMPANY?



A brand is much more than a compelling graphic and a memorable phrase. The most successful Employer Brands take the connection between organization and audience to an empowering level—encompassing values, systems, policies and behaviors with the objective of attracting, motivating and retaining current and potential employees. Whether the message is translated for immediate gratification or stored away for long-term use, an identity has been introduced. A promise has been made. A relationship has begun.

AN EMPLOYER BRAND SERVES MORE THAN THE COMPANY EGO. ITS STRONGEST SELLING POINTS?

- Differentiates your organization within the marketplace
- Communicates an organizational promise to candidates/employees
- Highlights the most appealing aspects of your work environment
- Company values and goals are reinforced
- Expands employee awareness of opportunities and priorities
- Enhances effectiveness of your recruitment advertising efforts
- Helps improve employee morale
- Works to increase Employee Referrals

Sky Advertising can help your organization become an employer of choice by capturing your company's personality and establishing your reputation as a great place to work.

We deliver a refreshing blend of dynamic creativity, media knowledge and personalized service that combine to create strategies that allow each of our clients to enhance, attract and maintain its employer brand in order to hire the best talent.

If you need a new approach to your employer brand, contact us at info@skyad.com or stop by our website skyad.com





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SKY SOLUTIONS — EMPLOYER BRANDING

PENN NATIONAL GAMING

PROBLEM: MULTIPLE IDENTITIES

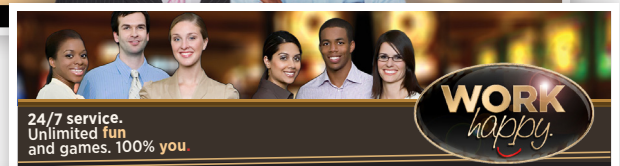
Penn National Gaming is a leader in the entertainment industry, operating dozens of gaming facilities across the country. However, Penn National Gaming is the name of the parent company and is not well known at the local level. Compounding the issue is the fact that each casino operates in its local market under different names, such as Hollywood Casino and Argosy Casino, among others. The unique problem to be solved was how to leverage the corporate might behind the local identities without negatively impacting on recruitment at the local level.

SOLUTION: THE BEST OF ALL WORLDS

Enter Sky Advertising. Our creative team developed a major umbrella campaign for Penn National Gaming in order to consolidate its corporate headquarters' talent management function while coordinating sub-campaigns for each local market to enable them to advertise jobs locally under their own well-known brands.

RESULT: WORK HAPPY

The new “Work Happy” employer brand showcased the fun and excitement of the casino industry while informing candidates at the local level that a major corporation was behind the casino which would lead to numerous opportunities to move their career forward. The employer brand worked so well that it was incorporated into recruitment and retention efforts, and a sub-brand was created for all employee benefits communications materials.



Whether you're a seasoned casino industry employee, are searching for a career, or looking to find flexible hours, and get to know fun people, our careers deliver. Find the recognition you've been looking for with Hollywood Casino Kansas Speedway. We're hiring talented individuals for part time positions which offer these great benefits:

• Medical Benefits (within the first month of employment)
• Paid Time Off • Discounted Employee Meals • On-site Fitness Facility

Take the first step toward becoming part
of the fun by applying online
www.hollywoodcasinokansas.com/careers

