

# Watson Wyatt

“What Have You Got In Mind?”  
Spring and Autumn 2008  
UK Campaign

- *Consultancy and Strategic Planning*
- *Spring Core Marketing (Flyers, Posters)*
- *Start of Autumn Term Diary Distribution*
- *Riddles and Puzzles Event Tour*
- *Pre- and Post – Event Core Marketing (Posters and Flyers)*

## Client Testimonial:

“With so many employers targeting campuses, it is becoming harder and harder for companies to differentiate themselves.

Graduate Promotions have the infrastructure and networks to enable organisations with medium and small graduate intakes to punch above their weight in terms of their on-campus profile and to communicate in creative ways which capture the imagination of students.

It isn't possible to create the same degree of brand awareness through more traditional marketing.”

