SHILABS
DIGITAL

# Building Pacific Recruitment Services' Brand Identity from the Ground Up

## CLIENT PROFILE

Pacific Recruitment Services specializes in providing recruitment solutions across the Middle East and other overseas markets. Serving industries such as construction, healthcare, and technology, the company aims to connect skilled workers with top employers globally. Despite having significant industry expertise, they faced challenges with brand visibility and lacked a cohesive digital and visual identity, which hindered their ability to stand out in a competitive recruitment space.

Pacific
Recruitment Services
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## CHALLENGE/PROBLEM STATEMENT

Before partnering with us, Pacific Recruitment Services had no unified brand presence. They were looking for a complete rebrand, which included developing a professional logo, a functional website, and consistent social media content. Their goals were to create an identity that reflected their global reach and reliability, while also offering an engaging online experience for both employers and job seekers.

## STRATEGY

Our strategy focused on building a strong, professional brand identity that would resonate across different industries and international markets. We executed the following:

### Logo Design

Created a modern, clean logo that communicates the company's expertise and global presence.

### Website Design

Developed a responsive, user-friendly website optimized for both lead generation and job seeker engagement.

### Brand Collaterals

Designed company profile books, letterheads, envelopes, business cards, and employee ID badges to ensure a consistent brand image across all touchpoints.

### Social Media Management

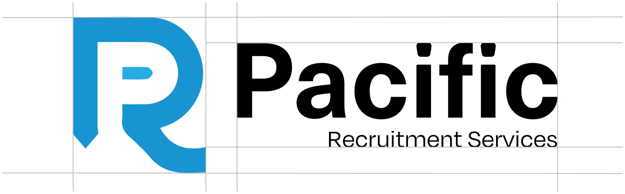
Established a robust social media presence to connect with potential clients and candidates, focusing on industry updates, job opportunities, and brand awareness.

## IMPLEMENTATION

The project was executed in a series of phases:

**Phase 1 - Branding and Logo Design:**

We collaborated with the client to create a logo that represented their international recruitment expertise.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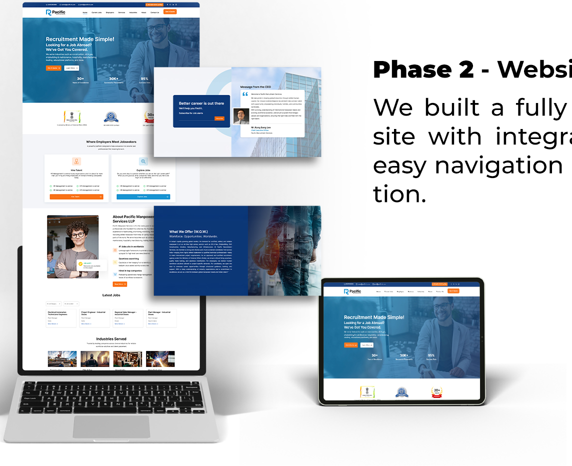

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## Phase 2 - Website Development:

We built a fully responsive website with integrated features for easy navigation and lead generation.

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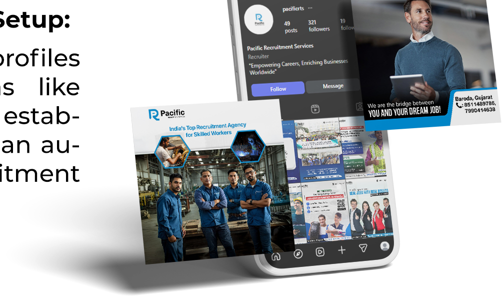
Pacific
career@pacificrts.com

**Phase 3 - Social Media Setup:**

Set up professional profiles across major platforms like LinkedIn and Facebook, establishing the company as an authority in the recruitment space.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**Phase 4 - Brand Collaterals:**

Designed professional stationery and business essentials that aligned with the new branding.

The entire process took six weeks, with regular feedback loops to ensure alignment with the client's vision.

## RESULTS

- **Brand Recognition:** The new logo and website made an immediate impact, increasing brand visibility across the target regions.
- **Lead Generation:** Within the first two months, the website saw a 30% increase in inquiries, with job seekers and employers both engaging more with the content.

- **Social Media Growth:** Social media engagement grew by 40%, with an increase in job seekers and client interaction.
- **Enhanced Professional Image:** The new collaterals helped Pacific Recruitment Services present a unified, professional image that boosted their reputation in the market.interaction.

## CUSTOMER FEEDBACK

**~Jenef Ellikel**

Managing Director
Pacific Recruitment Services

*“Shilabs Digital has been instrumental in building our brand from scratch. The team understood our vision and delivered beyond expectations. Our new website and logo have helped us make a professional first impression, and the ongoing SEO work continues to bring in quality leads."*

## ANALYSIS/INSIGHTS

This project highlighted the importance of a unified brand approach that integrates both digital and print elements. By ensuring consistency in design and messaging across all platforms, Pacific Recruitment Services was able to stand out in a competitive market. The ongoing SEO efforts will continue to build on this foundation, positioning the client for long-term success.

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