

## Case Study



How Pivotal and Publicis Media developed a Recruitment Project to hire Digital Marketing & Media Talent at scale and drive business growth.



Publicis Media helps clients drive sustainable business growth by harnessing the modern media landscape to drive one-to-one consumer connections at scale. Led by Sue Frogley, CEO, Publicis Media UK is made up of 2000 people working across market-leading media agencies including Zenith, Starcom and Spark Foundry as well as specialist practices Publicis Media Exchange (PMX), Performics, Publicis Sport & Entertainment, Publicis Media Content and NextTECHnow. Together they combine deep expertise in media investment, strategy, insights and analytics, data and technology, commerce, performance marketing and content. Publicis Media is part of Publicis Groupe and is present in more than 100 countries with over 23,500 employees worldwide.



“If you are looking for a strategic talent partnership then you should consider a specialist embedded talent project. With the support of Pivotal, we have filled more roles than we ever have in the most competitive market in years. It’s the way forward”

Eva Saha, Associate Director for Talent, Publicis  
Media



## Project Stats



Organisation  
size

2,500



Total Hires

116



Product

Embedded



Cost  
Savings

£275,000

## Performance Stats

Successful Hires

97%

Reduced Agency Spend

43%

Talent Partners

4

Average Salary

£46,560

Exec Search Projects

3



The Pivotal logo, featuring a stylized lowercase 'p' inside a blue circle, followed by the word 'pivotal' in a lowercase, sans-serif font.

# Let's get in touch.

A circular portrait of David Terry, a man with short brown hair, wearing a dark green button-down shirt. He is standing in front of a background with red, white, and blue geometric patterns.

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