

Winner
Client
Seven HR
Agency
Propaganda

Winner
Frustrated by current practices in the recruitment industry, a group of FMCG and retail professionals decided to form a new recruitment consultancy.

Seven HR placed researched understanding of its markets and customer insight at the core of its business, hiring research agency Propaganda to develop its launch strategy.

The company briefed Propaganda to evaluate the perceptions of key industry decision-makers and explore the opportunities of developing a differentiated recruitment brand.

Propaganda used a two-stage strategy. First, it put a process in place using desk research to audit the client's competitive set, including what they said about themselves, and their reputation among industry influencers.

Second, internal research was conducted, which

sevenhr
A NEW WAY

a new approach to FMCG and retail recruitment

Consultants or car salesmen?
Time to arrest the decline in retail & FMCG recruitment.

[Click here to view the findings of the sevenhr white paper](#)

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Welcome to sevenhr, the recruitment consultancy founded on **The Seven Principles of Effective Recruitment**, a model that addresses the real desires of clients and candidates who feel frustrated with the recruitment industry.

sevenhr clients:

SEVENHR SERVICES

Learn about our client services:

- >> **Recruitment Services**
An expert recruitment service conducted by individual, dedicated industry specialists.
- >> **Consultancy Services**
Objective assessment and development programmes to help businesses understand and cultivate their people.
- >> **Research Services**
A multi-faceted research service to help you find the best candidates, keep your finger on your industry's pulse and stay ahead of the competition.

COMING SOON

The Job Search section is under construction and will be ready in the near future.

Until then if you would like to register as a sevenhr candidate, please [click here](#)

included in-depth interviews with each of the founding members of the company.

Propaganda evaluated the findings of the research project and established a

cultural mission statement for Seven HR, as well as laying the foundations for the consultancy's communication tactics. Having launched in October 2002, within six months, the

business was already 75% ahead of forecast.

Significantly, almost every client has placed repeat business, some returning up to five times.