The Defense Intelligence Agency (DIA) approached TMP Worldwide, the advertising and communications arm of Monster Government Solutions, to meet their mission objectives by attracting a more diverse selection of candidates and strengthening their name in the job market. The Monster Government Solutions’ TMP team put together a wide-ranging campaign with a variety of patriotic print and online material arranged to fit the DIA’s mission objectives. After its implementation, there was a significant increase in job applications and in traffic on the agency’s website.

Challenge: Lack of Brand Identity and Diverse Talent
The Defense Intelligence Agency (DIA) had poor name recognition in the career marketplace, especially within the diversity workforce. Knowing it was important to attract more diverse candidates — including Hispanic-American, African-American, Asian-American and Native American applicants, as well as retired military professionals — DIA was looking not only to brand their agency but also to bring in quality talent. The Monster Government Solutions’ TMP team stepped up to the challenge.

Response: Talent Brand, Integrated Campaign
Together, the team developed a comprehensive campaign to reach candidates with eye-catching, patriotic print advertisements, brochures, job postings, Web banners and personalized online postcards. All materials were promptly arranged to incorporate DIA’s new message, featuring taglines such as “Intelligence Isn’t Just What We Do. It’s Who We Are.” Monster Government Solutions’ TMP team negotiated with each media source to get the best possible placement for the agency’s advertising, as well as added benefits including resume database access, unlimited job postings and extended banner schedules.

Results: Successful Brand, Diverse Workplace
After the campaign began, DIA experienced a significant increase in website traffic, as well as in resume submissions. Banners and job postings on targeted sites received thousands of hits and hundreds of thousands of page views, thus branding DIA even more to diversity candidates. Monster Government Solutions’ TMP team closely monitored each component to ensure it was being utilized in the best way to increase the value of DIA’s dedicated budget. Due to the overwhelming success of the Diversity Plan, DIA has employed the Monster Government Solutions’ TMP team yet again to develop a diversity-oriented campaign to reach high school and college graduate-level students.

Get to Know Monster Government Solutions Today
Monster Government Solutions offers government-proven expertise in all areas of human capital management to tackle the issues you have today and the ones that will arrive in the future. Our comprehensive Performance Continuum helps you Plan, Attract, Assess, Hire and ultimately Perform at new levels of mission effectiveness. Let Monster Government Solutions develop a systematic, integrated solution to your unique challenges.