

## Case Study // Ernst & Young Graduate Recruitment - Attraction and Marketing



Ernst & Young is a global leader in assurance, tax, transaction and advisory services. They employ 141,000 people in 140 countries around the world. In the UK, Ernst & Young are a major graduate recruiter and one of the 'Big Four' professional service firms, widely recognised as being a destination of choice for many top graduates.

### The Challenge

Ernst & Young is a major graduate recruiter in the UK, and as one of the 'Big Four' professional services firms, is recognised as being a top place to work for many graduates. Notwithstanding this natural attraction of candidates to the firm, Ernst & Young also recognise that they are operating in a highly competitive graduate recruitment marketplace. To continue to attract the most talented and motivated people to join them, they must keep their graduate recruitment offering fresh and appealing for the emerging Generation Y of graduate talent.

### Capp's Approach

- Having already delivered and implemented a successful strengths-based graduate recruitment methodology for Ernst & Young, Capp worked with the Recruitment Marketing team to develop an online strengths assessment tool that could be used as part of Ernst & Young's graduate attraction campaigns.
- Based on Realise2, Capp's online strengths assessment tool, we developed Realise2 Lite, a bespoke version of Realise2 that was tailored specifically to assess the 16 strengths required by Ernst & Young in their graduates.
- Graduates who complete Realise2 Lite automatically receive a short feedback report detailing their Realised and Unrealised Strengths. They can then use this self-insight to improve their employability and to help them in their own career development decisions, through having a greater insight, awareness and language to talk about their strengths.  
[Important note: Realise2 Lite is not used as part of any selection process for Ernst & Young, but purely as an attraction marketing tool.]

“Our graduate applications have risen by 122% this year but more importantly our Partners are feeding back that the quality of our graduate intake is also rising. Our strengths-based recruitment process is successfully identifying the best talent for the firm and looks for a student's natural strengths which are the building blocks for a successful career here.”  
Dan Richards, Head of Recruitment - UK & Ireland, Ernst & Young.

### Outcomes

- Student completions in excess of 1,000 per month for Realise2 Lite, with over 18,000 students having completed the tool in the first 18 months since it was launched
- Significant website and social media traffic through the graduate recruitment portal, driven by referral and recommendation of the various strengths activities, including Realise2 Lite
- Differentiated student engagement at campus events through the strengths focus of Ernst & Young's graduate recruitment campaigns, supported through Realise2 Lite
- Differentiated employer brand and graduate attraction, through positioning Ernst & Young as a graduate employer where you will be recruited for your strengths
- Enhanced graduate employability through providing all graduates who complete the tool with increased insight and self-awareness of their strengths, together with a language of strengths that they can use on their CV and at interview.