



Company: We Are Acuity

Business Area: Marketing Agency

Provided by: Mike Darvill, Client Partner

Background

We Are Acuity are an independent creative agency who specialise in Retailer Marketing. They work for automotive clients including Citroën, DS, Peugeot, Zenith, Suzuki and Continental Tyres. Their online local marketing toolkit systems helps their clients create local-level marketing communications that leverage the magic of national advertising.

We Are Acuity's Challenge

As a small business we don't have an onsite HR function... ..I wanted to know I was using an agency who could get us the right candidates and also give us the right level of service and great communications to make the whole process as smooth as possible. It made sense in terms of finding right people and the expertise and the service you guys bring.

Copeland's Solution

Drawing on over 18 years' experience recruiting automotive retail marketing specialists - Copeland sourced, screened and interviewed candidates with the specialist automotive dealer marketing experience that We Are Acuity needed to work on their automotive clients' accounts.

The Results

Copeland have successfully filled multiple account handler roles working on automotive manufacturer retail marketing accounts for We Are Acuity.

What are the benefits of working with Copeland?

"Getting access to candidates with the right level of experience and the right background. We have tried to advertise roles ourselves via our website and we get some applicants but traditionally they don't have the right level of automotive experience that we are looking for." Mike Darvill, Client Partner



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- Mike Darvill, Client Partner, We Are Acuity