



Company: TBWA London

Business Area: Marketing Agency

Provided by: Georgia Rowe, Nissan Dealer Marketing Consultant Manager

Background

TBWA (part of the Omnicom Group) are an advertising agency who operate in 97 countries. Their clients range from the local to the global and include leading players such as Nissan, adidas, AMD, Refinitiv and McVitie's.

Nissan United is a joint venture between Hakuholdo and TBWA\Worldwide and is the only agency structure of its kind in automotive segment. They are an international, multicultural and multi-lingual organisation dedicated solely to Nissan and Infiniti. They handle advertising, digital, experiential and retail through central and local TBWA\ office across 27 countries in Europe.

TBWA London's Challenge

TBWA London were seeking a Dealer Marketing Consultant to join their UK retail marketing team for Nissan. They were seeking someone to manage and improve levels of dealer engagement and marketing performance across the Nissan dealer network and provide a consultancy service.

They needed a marketer with a strong understanding of automotive dealers and how they operate as well as the ability to build great relationships with dealership employees.

Georgia told us 'The people that we generally want are usually not actively looking and have to be headhunted. A job advert for our agency wouldn't necessarily match what they are doing. Last year we spent 4 months trying to recruit a similar role and this time it was more time sensitive so we came straight to you'.



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Copeland's Solution

Copeland have worked with TBWA London for well over 10 years - sourcing automotive marketing experts for the Nissan Team.

As with previous positions, we started by taking a detailed brief from TBWA around the job function and candidate requirements for this position. We then began our search for the perfect candidate. As specialists in the automotive sector - with a long track record filling similar automotive retail marketing positions - we were able to quickly access suitable candidates.

All sourced candidates then went through comprehensive recruitment process from initial engagement conversations to detailed interviews before being presented to TBWA London for review. We then managed the interview arrangements, pre-screening requirements and job offer negotiations.

The Results

The position was offered to the chosen candidate within 4 weeks of starting the search. Both parties were delighted!

FEEDBACK FROM TBWA LONDON

What were the benefits of working with Copeland?

It was so easy. You knew exactly what the requirements were. You did the pre-qualifying so we didn't have to do this so stringently. The candidates I got from you were all good to interview.

How closely did our candidates fit your brief?

Perfectly. I interviewed 3 of the 4 that you sent. They were really close matches to our brief.

What's it like to work with Julia?

Really easy. It took a lot of stress and organising time off my plate. I had a lot more confidence that I was going to fill the role quickly.



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