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**Company Name:** Indeed  
**Campaign Name:** Indeed Meeting Generation  
**Campaign:** Nomination Generation  
**Target Audience:** Talent Acquisition Head  
**No. of nomination:** 250

#### **Motive of the activity:**

Indeed is one of the leading job portals in India wanted to curate a list of top 30 Talent Acquisition Leaders across India. In this campaign, they were choosing the top 30 Talent Acquisition Heads whose name would appear in Forbes India. It was a well driven nomination activity by the Jury, who were responsible to choose the Talent Heads across the companies in India.

The nomination consists of solid questioner about their work experience and how they delivered the recruitment in the past 3 years, which included the pandemic time. We really enjoyed delivering the project as this was one of a kind, made for the first time to felicitate Talent Acquisition Heads.

#### **Scope of Work:**

Our job was to find the Talent Leads across the wish list provided by Indeed. Our research team identified the TG, found out the contact details which included their below information such as :

- Industry Type
- Company Name
- Contact Name
- Designation
- Mobile No.
- Email Id

Connected with the Talent Acquisition Head, pitched the reason of the call, shared the nomination details, and had asked to fill in the required information. It was tough to connect with right person in any origination and then pitch the said reason. The campaign was not easy at it seems. Our biggest challenge was to connect & pitch but also ensure that they send the nomination by the given date so the felicitation happens on time.

Our team ensured the professional follow ups and were nominated out. It was a very interesting journey to see who would be those top 30 Talent Acquisition Heads would be listed in Forbes 2023 edition. We really feel proud that we were the one who connected these TAH.

We delivered 260 nominations in 2.5 months in the campaign.