

RPCushing creates brand new 'point of difference'

Specialist recruiter RPCushing has found a novel way to identify talent and raise brand awareness in the market research sector, as it launched its specialist search and selection operation.

The marketing services recruiter approached the industry magazine, *Research*, and suggested it ran a profile of 50 of the most exciting individuals to watch in the industry, to celebrate the 50th birthday of the Market Research Society.

Paul Cushing, managing director, told *Recruiter*: "We wanted some research into



Clever branding: RPCushing published its own reprints

talent in the industry, so we got the industry itself to come up with the 50 most

talented people to watch."

The organisation then sponsored a re-print with its own branding, which it will be taking to the Insight market research show in November.

Cushing said: "There isn't a high presence of executive search in market research, so sponsoring the 50 to watch also works on a brand recognition level, so that candidates recognise your name."

RPCushing will also be taking a nail bar to the Insight show, as part of a broader strategy to "create a point of difference in the market".