

Thompson Associates Limited (TAL) turn heads with unusual recruitment drive

TAL's self-serving hoarding campaign calling for an art creative director is a campaign that is turning heads because never before have hoardings been used as a medium for recruitment. Furthermore provocative headlines like "Who the hell needs an art creative director?" grabs the attention of and irks the target, but the ensuing line "We do!" pacifies them and makes them aware of the vacancy.

TAL together with their partner agency TBWA has been recently making news with some good advertising. "2006 promises to be a good year. We have a few account acquisitions to announce. We already have well-established brands like Eagle Insurance, Standard Chartered Bank, Visa International and Prima. We hope to expand our portfolio into different industries and the management has rather big expansion plans in mind; said Renuka Marshall, Jt. MD, TAL.

According to Kunal Roy, Creative Consultant and Strategic Planner, TAL, their creative quotient is arguably up there with any other agency in the industry, but this does not mean that they use their client's money to showcase their talent. "Our job is to engage the consumer into hearing us out and plant the brand-at-hand relevantly into the prospects mind. When it comes to self-promotion, we let the reins loose, because that is the right platform to show our capabilities," he added.

Keith Wijesuriya, Jt. MD, TAL, said that they encourage creativity blended with practicality for which they seek and nurture talent. TAL keeps their team informed, alert and thinking. He also said that to maintain an edge and to hang on to the ever-rising expectations, it is imperativ