

**While looking at brand revamp, the recruitment services company has brought a creative agency on board for the first time.**

With the intention to revamp the brand and get more aggressive on the communication front, recruitment company ABC Consultants has brought on board Equus Red Cell as its creative partner. While no official pitch was called for the business, the company did consult a few other creative agencies before choosing Equus Red Cell.



**Shiv Agrawal**



**Swapan Seth**

Commenting on the win, Swapan Seth, chief executive officer, Equus Red Cell, says, "We had a whole clutch of out-of-the-advertising space recommendations that could generate greater traction for the brand without cash burn. We also looked at various communication constituencies and did not see the brand doing vanilla communication across varied stakeholders."

Established in 1969, ABC Consultants focusses on middle and senior management talent needs and recruits across various industry segments for multinational corporations and Indian business houses.

Shiv Agrawal, chief executive officer, ABC Consultants, says that while the company has been quiet on the communication front so far, it is now looking at a renewal of its brand identity and has decided to bring in a creative agency for the first time.

"We are undergoing a major strategic renewal. Traditionally, we have been rather quiet and it has often been taken in a negative manner. So, we thought that this is the time to refresh the brand," he says.

Agrawal further adds, "Equus has a track record of building successful brands. The agency has handled not just large, but mid-size brands, too. We were not looking at hiring the largest agency, but hiring the right one. And, Seth himself being involved was reassuring."

Speaking about the campaign, Seth says that the agency is creating a new brand language for ABC.

"There's an aggressive communication plan on the anvil that should alter the contours of communication in this space," remarks Seth.

The campaign that is expected to break next month will be a combination of both ATL and BTL activities. The company is looking at print and online activities, and direct B2B with clients, while the electronic medium, too, might be taken forward.