

EVOLUTION BRANDING STRATEGY



Campaign by Ellie Bleecker





**IT PAYS
TO PLAY WITH US**

POSITIONING STATEMENT



EVOLUTION IS MORE THAN A JOB. IT'S A CAREER LAUNCHPAD.

AS A LEADING SOLUTIONS PROVIDER IN THE FAST-MOVING ONLINE CASINO INDUSTRY, WE DELIVER AN INCLUSIVE, GROWTH-ORIENTED ENVIRONMENT WHERE DYNAMIC INDIVIDUALS LIKE YOU CAN THRIVE. WITH CUTTING-EDGE TECHNOLOGY & TRAINING, DIVERSE CAREER PATHWAYS, PLUS A VIBRANT CULTURE, EVOLUTION IS READY TO EMPOWER THE NEXT GENERATION OF GAME-CHANGERS.

KEY MESSAGES

UNRIVALED CAREER GROWTH

Unlock state-of-the-art training, industry-leading pay, and clear pathways for advancement at a globally recognized brand.

ALL-IN ON INCLUSION

Join a team...any team...where diversity and individuality is openly celebrated.

EVERY HAND COUNTS

Explore guest and full-time opportunities in studio, engineering, business, product, and sales with unique perks.

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This Is a Game-Changer



Muhammad Patel

She started as a Game Presenter & advanced into a
leadership position.

Start Your Own Career EVOLUTION

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CAMPAIGN CONCEPTS

LEVEL UP YOUR CAREER

Spotlight authentic growth stories from a variety of job functions, laddering up to our 'Every Hand Counts' key message on Youtube & job board sites.

DON'T JUST WORK, PLAY.

Run digital ad campaigns on job board/affiliate sites & gambling forums with content from events, parties & highlighting unique perks & benefits.

GET AHEAD OF THE GAME

Publish website content that leans into growth of the industry through boldly messaging the amount of job projections (400+ openings monthly).

HOW DO WE DO IT?

- Elevate Key Messages/Concepts with Digital Media & Geo-Targeted Ads
- Fine-Tune Audience Development
- Internal Referral/Review Programs
- Website Refresh, Billboards by Casinos

UNLOCK YOUR LUCKY STREAK



PLAYER 1

**GAME
PRESENTER**



PLAYER 2

**RECRUITER
COORDINATOR**



PLAYER 3

**CUSTOMER
SERVICE REP**

CANDIDATE JOURNEY MAP

- 01. Awareness**
Social media, digital ads, influencer partnerships.
- 02. Interest**
Branding videos & content on company site, job boards & social media.
- 03. Consideration**
Enhance brand education, elevate press releases, and host live Q&A sessions.
- 04. Application**
Streamlined, mobile-friendly process with chatbot assistance.
- 05. Onboarding**
Virtual & onsite orientations outlining company expectations & goals.
- 06. Engagement**
Mentorship from day one and encouragement to grow the business.

CAMPAIGN KPIS



JOB APPLICATIONS PER CAMPAIGN PERIOD

APPLICANT QUALITY

GROWTH IN SOCIAL MEDIA ENGAGEMENT & WEBSITE VISITS

HIRES TO GOAL & CANDIDATE NPS

EMPLOYEE RETENTION RATE

SOURCING CHANNEL EFFICIENCY

THANKS FOR

PLAYING

