



Project Scope

Full-Service Advertising

- Human Resource Management
- Recruitment Advertising
- Searchlight Online Recruitment



About Sovereign Bank

Sovereign Bank is one of the largest banks in the Northeast. Success Advertising / SL3 Group (the Human Resource Recruitment division of the Cherson Group) was contracted to manage the Recruitment efforts of Sovereign Bank. A new corporate brand was established in 2005 and Success has mirrored that brand along with positioning their "think" campaign in all Human Resources / Employee Recruitment mediums.

Distribution

- Weekly Newspapers
- Consumer Publications
- Online Marketing Programs