

# REACT



## THINKFARM ICAP plc

CASE STUDY

### Graduate Recruitment

ICAP is a recognised leader in voice and electronic interdealer broking - matching up buyers and sellers in the wholesale financial markets. To be a successful broker, a candidate needs to have core qualities that enable them to assess and respond to rapidly changing markets and client needs.

Thinkfarm created a graduate recruitment campaign that broke the mould of conventional financial services recruiting.

[Read full case study](#) ➔

The campaign reflects the fast paced nature of the broking business.



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#### Background

ICAP's success is largely based on having smart, driven and decisive people who, assisted by powerful technology and information, help customers construct and execute deals in windows of opportunity that open and close very quickly.

#### Brief

ICAP wanted to increase the number and calibre of graduate applicants to enter a structured training programme that takes young people with the right core competencies and trains them to be successful brokers in ICAP's unique environment. Thinkfarm were asked to create a campaign to be delivered throughout the world in printed media and at on and off campus recruiting fairs.

#### Our Response

The campaign reflects the fast paced nature of the broking business by summarizing it in a number of words encapsulating the characteristics of the working process but also applicable to the benefits for an employee. Photographs showing ICAP people at work as well as enjoying their personal passions, give a glimpse of the lifestyle alongside such a rewarding career.

We produced a brochure, ads, exhibition stand, giveaways and a film that tracks a day in the life of two brokers, one in New York and the other in London.

**WATCH  
ENGAGE  
REACT  
MATCH  
ACT**

**QUICK  
THINKING  
REQUIRED**

 **ICAP**

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Branding insight, strategy and hard working campaigns

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