

WORK EXAMPLE

CLIENT

HBOS Recruitment Adverts

BRIEF

Encapsulate the benefits of working for HBOS

THIS IS HOW IT LOOKS

Think differently. Think HBOS

HBOS is a top 10 FTSE business with a difference. We challenge the conservative norms of our industry. Refreshingly, we reward talent not age. HBOS is a meritocracy, and our director is the youngest head of a retail banking group and one of the youngest to lead a FTSE 100 company.

We are proud to be neither slow-moving nor stuffy and we thrive on defying expectations. Work at HBOS and you will be working with a challenger brand which has taken the market by storm over the last few years.

Renowned for being quick to market with innovative and competitive products, we keep our competition on their toes. Our two-year personalised training programme will give you plenty to think about as well, as you get a grounding in big business, retail banking, strategic thinking and practical implementation.

Unusually for a large company, it may surprise you to learn that HBOS Fast Track graduates are treated like individuals and not numbers, project managers not trainees. At the end of your training, you'll get a permanent role. We will support you every step of the way, and will encourage you to progress as far and as high as your ambition, talent and skills will allow. Think this sounds good? Think HBOS.

Join our Fast Track Graduate Programme

Opportunities exist for exceptional graduates on the HBOS Fast Track Programme. Here's what we've got in store for you:

- Intellectually rigorous, challenging and exciting graduate programme
- Rotational placements based on business priority and need
- The opportunity to deliver real projects from day one
- Training tailored to your needs by a dedicated development coach
- Master classes on important topics
- Strong support and mentoring network
- Geographical flexibility
- The opportunity to learn from senior leaders

Do you have an interest in the commercial world, commercial banking and consumer behaviour? Do you want to work for a groundbreaking challenger brand? If you are expecting a 2:1 or above in any discipline, and you want more information or to apply, please visit: www.cornellpartnership.com/hbos



Cornellpartnership

The Cornell Partnership is retained by HBOS Retail Products as a Graduate Recruitment Advisor for 2007/2008.

Internships are also available. Please see www.cornellpartnership.com/hbos for further details and to apply.



SAMPLE COPY

HBOS is a top 10 FTSE business with a difference.

We are proud to be neither slow-moving nor stuffy and we thrive on defying expectations. Work at HBOS and you will be working with a challenger brand which has taken the market by storm over the last few years.

Renowned for being quick to market with innovative and competitive products, we keep our competition on their toes. Our two-year personalised training programme will give you plenty to think about as well, as you get a grounding in big business, retail banking, strategic thinking and practical implementation.

Unusually for a large company, it may surprise you to learn that HBOS Fast Track graduates are treated like individuals and not numbers; project managers not trainees.

We will support you every step of the way, and will encourage you to progress as far and as high as your ambition, talent and skills will allow. Think this sounds good? Think HBOS.

TESTIMONIAL

"I worked with Fiona on an advertising piece for a FTSE 100 company launching a new recruitment initiative. There were significant time constraints in place, and Fiona was responsive, efficient and delivered exactly to spec! She was a pleasure to work with."

Julia Barber, Director of Graduate Recruitment, The Cornell Partnership (HBOS's agency)

07956 855 276
fiona@mocatta.org
www.mocatta.org

FIONA MOCATTA
COPYWRITER & MARKETING CONSULTANT