



2024 LAW FAIR  
SPECIAL EDITION

GRADUATE  
RECRUITMENT



**BRANDHK**



# What are graduates looking for in an employer?

In today's competitive job market, attracting top graduate talent requires more than just a job offer. Research consistently shows that graduates prioritize three key features when choosing a potential employer.

## CAREER

# 86%

Career advancement is a top priority for new graduates. According to a 2023 survey by the National Association of Colleges and Employers (NACE), 86% of graduates consider career progression opportunities as one of the most critical factors when evaluating potential employers.

## CULTURE

# 88%

A positive workplace culture is crucial for attracting and retaining graduate talent. According to a study by Deloitte, 88% of employees believe a distinct workplace culture is important to business success. Graduates are drawn to environments where they feel valued, supported, and part of a team.

## CORPORATE ETHICS

# 40%

Gen Z highly values a company's ethical credentials when considering job applications. According to the Deloitte Global 2024 Gen Z and Millennial Survey, nearly 40% of Gen Z respondents have rejected job offers or assignments due to ethical concerns around social impact and sustainability.

Corporate  
gifts are a  
**standout**  
**strategy** to  
communicate  
your culture  
and values



## MAKE YOUR BRAND TANGIBLE

A small gift can create powerful psychological connections, capturing the intangible aspects of your company offer into a physical item.

Corporate gifts are a standout strategy to connect with graduates, particularly at job fairs, by communicating your company culture and values. Offering eco-friendly and ethically sourced gifts, such as sustainable notebooks or reusable coffee cups, can immediately demonstrate your commitment to environmental sustainability and corporate responsibility.

Read on for ideas.

For more inspiration visit

**[BRANDHK.COM/RECRUITMENT](https://brandhk.com/recruitment)**





# MAKE YOUR MARK





SEE MORE ONLINE



# Gifts under \$50

Everything from sophisticated stationery to eye-catching colour explosions. Thrill potential recruits with innovative and useful merchandise that captures your culture and ethics.



BE ONE OF A KIND - GUARANTEED  
**UNIQUE PRODUCT**  
WE WILL NEVER SELL THE SAME PRODUCT  
TO TWO CUSTOMERS FOR AN EVENT



# BOOST YOUR BRAND







# Gifts \$50-\$100

Show graduate recruits how much you value them with a classic gift such as a branded bag, travel charger or bamboo flask. The right gift for your brand will create a strong connection with your corporate brand, fostering loyalty and motivating long after your new recruits have started their career with you.





# QUALITY & FUNCTION





# Gifts over \$100

Whether you are giving a gift that is at the cutting edge of tech trends, or going for something with timeless style and elegance, we have gifts to match your brand and recruitment objectives.





# EASY TO ORDER





# LAW FAIR Essentials

## EVERYTHING YOU NEED

Graduate recruitment events are the perfect way to connect with new talent. We have everything you need to set up and run a great stand: tableclothes, lanyards, banners, bags, caps, t-shirts, and much more.



# PromoShop makes it easy

## **ALL YOUR INVENTORY AT THE CLICK OF A BUTTON**

BrandHK's **PromoShop** service is the perfect fit for talent acquisition, retention and motivation campaigns. We will store your products in our Hong Kong warehouse, and you can place orders for bulk stock or individual items through a simple 'web shop' interface.

## **SAVE SPACE AND MANAGE INVENTORY EASILY**

All the products are stored in our warehouse, and we will keep your inventory up to date. So you can see easily how much stock you have. Of course, we will let you know whenever stocks are running low, so you won't be caught without stock for that next big recruitment event.

Visit **[BRANDHK.COM/PROMOSHOP](https://www.brandhk.com/promoshop)** to find out more.

## **WELCOME PACK SERVICE**

Welcome Packs for new starters have become a standard for onboarding any staff, and especially graduates. Our **PromoShop Welcome Pack service** makes onboarding easy. Order your packs from BrandHK and we will store and dispatch them in time for any new starter.

The welcome packs will be dispatched to your offices or direct to staff at your request. They will be there when your new colleague arrives!





PROMOSHOP

START!



Manage talent  
campaigns easily,  
anywhere.

# BrandIMPACT ethical gifting



BrandHK offers a huge range of more sustainable product choices, and we quote the emissions of every product.

Choose the projects your offsets invest in. Each project delivers certified carbon reductions and UN Sustainable Development Goals.



Share your offsets at events with interactive QR code display stands, or print links to your offset details on your products.



**BrandIMPACT** is an innovative ethical approach to corporate branding. We were the first gift company in the world to provide CO2 emissions for every product.

## **EVERY PURCHASE GOES BEYOND THE ORDINARY**

Your gifts have a positive impact on staff. With **BrandIMPACT** they can also have positive impact on the planet. You can offset the carbon emissions of every order, ensuring your brand's footprint is one of sustainability and responsibility.

We don't stop at carbon neutrality. We invest those offsets into reputable projects worldwide, that deliver the UN Sustainable Development Goals. Join us in gifting with purpose

## **WHAT SETS YOU APART?**

Because we offset every order individually, you will have a unique carbon offset associated with a world-changing social and environmental project.

We will provide a framed certificate to display at your event with a unique QR code so potential recruits can check for themselves. And we can print this QR code on product stickers or included literature.

Whether it is attendees at an event, gifts through the post, or a welcome pack on arrival, your corporate social responsibility will be clearly communicated.

Find out more at  
**[BRANDHK.COM/IMPACT](https://brandhk.com/impact)**



# Trusted by leading brands

BrandHK is a leading corporate gifts supplier based in Hong Kong. We have worked for over a decade with the world's leading brands, helping them establish powerful connections with customers and staff.

Everything we do is covered by our Triple Guarantee.

- Ethically sourced products
- Delivered on time
- And to the highest quality





# Contact us now

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