

ThermoFisher
SCIENTIFIC

Early-Career Challenge:

A Global Company With Little Brand Awareness On Campus

With more than \$20 billion in annual revenue and 70,000+ employees, Thermo Fisher Scientific is the world leader in serving science. Yet despite its size and influence, Thermo Fisher struggled with brand recognition, particularly among non-science majors.

At its core, Thermo Fisher faced a challenge familiar to most University Recruiting teams: How could they increase brand recognition and leverage data to drive more qualified applicants for highly specific positions—all without visiting more campuses?

Thermo Fisher tapped WayUp to help address its brand awareness and candidate sourcing needs. With employer branding expertise, specialized engagement metrics, and targeted sourcing capabilities, WayUp helps top employers reach, recruit, and engage early-career candidates.

Telling The Right Story By Partnering With WayUp

With its “Recruit Once, Hire Twice” strategy, Thermo Fisher has always understood the essential role that early-career candidates play in its talent pipeline. But attracting that audience had been challenging.

To drive interest among top talent, WayUp partnered with Thermo Fisher to leverage

their employer brand and created a multi-platform campaign that included custom written content, social media executions, and a strategic distribution strategy tailored to Gen Z and Millennials. By incorporating its unique tone and leveraging Thermo Fisher’s storytelling campaign, WayUp was able to create an authentic, compelling narrative that connected with students and educated them on Thermo Fisher and its mission to make the world healthier, cleaner, and safer.

WayUp provided quantifiable benchmarks and success metrics to measure its employer branding ROI:

- **414,000+** brand impressions
- **12%** article click-through to apply rate (the share of qualified candidates who read an article and then applied to a Thermo Fisher job listing)
- **14,000+** article page views

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“The metrics WayUp provides have been really helpful for both branding and understanding the traction we’re getting on any specific req,” says Jennifer Smith, Thermo Fisher’s Head of University Relations.

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Recruiting Smarter—And More Strategically—Without Stepping Foot on Campus

When it comes to hard-to-fill roles, such as an Oncology Research Internship in Ann Arbor, Michigan, Thermo Fisher’s traditional recruiting channels weren’t attracting the quality candidates their hiring managers were searching for.

With WayUp’s help, Smith and her team were able to drive nearly 350 qualified candidates into their funnel in a shorter amount of time. They also successfully increased the quality and size of the company’s intern class, which included more than 230 students in 2018.

“We posted the Oncology Research Internship on our career page and got bad results,” Smith says.

“We posted our job with WayUp, and we got 3x the number of qualified resumes.”

“The quality of hires this year has been amazing. We’ve been able to capture some really quality talent this year. It’s huge.”

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About WayUp

WayUp is the best place for entry-level candidates to explore internship and job opportunities, receive advice, and get discovered by employers. Founded in 2014, WayUp has helped candidates launch their careers.

From custom company profiles to our extensive notification system—which includes texts, chat messages, or other targeted push notifications—the WayUp platform reaches candidates wherever they are and on the devices they’re using. Our in-house creative team crafts full content suites, social campaigns, and targeted outreach. WayUp establishes a meaningful connection with your talent audience in order to showcase the employer brand image that works for you AND your candidates.

LEARN MORE ABOUT PARTNERING WITH WAYUP

Visit our website: wayup.com

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