

## Image Materials

### **Sign-Up Poster**

11 x 17 poster to encourage students to sign-up on Amoco's interview schedules.

Posters can be procured by contacting John Streitmatter (ctsvmc zjrs32)

### **Campus Newspaper Ad Kits**

A kit that enables the recruiter to create newspaper ads for open houses, interview dates, and general image uses.

Kits can be procured by contacting John Streitmatter (ctsvmc zjrs32)

### **Introduction to Amoco Brochure - Form 39-952**

Overall brochure to introduce students to Amoco's principal businesses and operations. This brochure is designed to be used with all student populations. 24 pg. brochure with flap pocket for insertion of location, discipline, department, or other pertinent information.

Additional copies can be obtained through the forms distribution system after October 5.

### **Human Resources Discipline Brochure**

Brochure designed to introduce students to Human Resource's principal departments and career opportunities.

Additional copies can be obtained from Chuck Roberts or Alicia Leal.

### **Career Fair Brochure**

Brochure designed to give a brief overview of Amoco. 4 pg. gatefold brochure designed for mass distribution at Career Fairs, Open Houses, etc.

Additional copies can be obtained through the forms distribution system

### **Portable Display Boards**

8' x 10' portable displays for use at Career Fairs, Open Houses, etc. Displays can be scheduled and shipped by contacting W. E. Murphy & Co., (312) 226-1350.



## Overall Communications Objectives

Build Awareness

Inform and Educate

Pull right candidates into process

Support decentralized recruiting effort



## **Strategy**

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Create distinctive image

Reinforce image with consistency, clarity

Be discipline oriented

Produce comprehensive set of tools - flexible and simple

Provide information in incremental amounts



## Image Positioning

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Amoco is a large, diverse, global company involved in a broad range of exciting opportunities and innovative technologies. Amoco is a historically stable, well managed enterprise strongly positioned for the future. Amoco provides a warm supportive environment that respects the individual and enables talented people to grow and excel.