

## NIH OHR RECRUITMENT BRANDING PROJECT - CREATIVE CONCEPT TESTING

### Invitation Template for NIH Employees

Dear [EMPLOYEE],

This year, NIH OHR will be launching a new NIH recruitment advertising campaign—an evolution of the current “It’s About Life” campaign.

We invite you to participate in a one-hour virtual focus group that will review two new recruitment campaign themes and help us finalize campaign direction. The focus group will be moderated by Fors Marsh Group and will be a place you can share your thoughts on the messaging and creative elements that will be shared.

As a recently hired NIH employee, we value your feedback on this campaign and believe your inputs about job-seeking and the NIH employer brand will strength development of the new campaign.

Thank you,

[SIGNATURE]