

CONTRACT CASE ROUND 3



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If you have this document in your hands, congratulations! You are one of three finalists who will have the chance to convince the judges that your strategy is viable and that you deserve the top spot on the podium. With the competition at its peak, it's time to step up and show how your agency stands out.

Your final presentation should address the profitability of your 360° HR marketing strategy and detail your budget distribution based on the actions presented. In order to provide a better understanding of your budget, it is necessary to summarize the last two rounds. Recall who you are and the essence of your strategy.

You must establish a comprehensive timeline for your strategy with a mandate to present relevant metrics from which Cascades can calculate its return on investment.

As a reminder, the budget allocated is \$250,000 for the selected facility and the strategy must be implemented within three months.

Know how to highlight the talent of your agency that allowed you to reach the finals! Cascades is counting on you to indicate the priorities of your strategy and to demonstrate their profitability.

Don't wait any longer! Now is the time to #takeaction!