



Top Consulting Firm Achieves Brand Awareness

In Competitive Industry, This \$12B Firm Couldn't Attract Desired Talent

Problem: Sitting in a competitive industry that hires a high volume of early career talent, this consulting firm struggled to differentiate themselves from other major brands. They were looking for a way to expose students to their brand early and often and to distinguish themselves from other firms as an employer of choice for students.

Solution: This firm partnered with Forage to develop **12 job simulations** to engage students with their brand and to teach them practical skills for consulting. The simulations span project type and client industry.



Impact After Forage

Efficiently Scale **Brand Awareness** Across College Campuses

Global Reach

7,269

Universities Reached Across the Globe

472,000

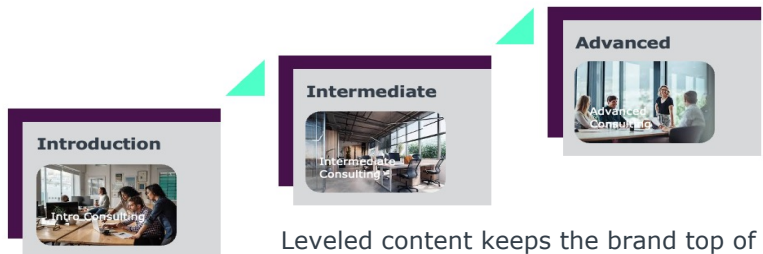
Global Enrollments

Brand Awareness Skyrockets

+61% ↑

Increase in Understanding of Company After Completing a Job Simulation

Engage Candidates Across Multiple Points in Their College Journeys



Leveled content keeps the brand top of mind for candidates across time.

Educate Prospective Talent on **Relevant Skills**

87%

Developed Practical Skills

+51%

Increase in Confidence in the Type of Work They Would Be Doing