



Showcasing Culture to Attract Top Talent

Global accounting firm **Withum** needed to address a pressing challenge: attracting and retaining top talent in a competitive, post-pandemic market. Remote work made it easier than ever for professionals to switch firms, and Withum wanted to show candidates why their firm is a long-term career destination.

Industry: Professional Services, Accounting, Recruitment

Content Type: Recruitment Commercial / Integrated Campaign

Result: Talent Attraction, Employer Branding, Awareness Growth

Highlight: Culture-driven commercial filmed with real employees; aired on TV, social media, recruiting events, United Airlines flights, and Premier Lounges.

THE MISSION

The target audience was clear: professionals in their 20s and 30s — early in their careers, looking for a place to grow, advance, and thrive. Withum's differentiator? A vibrant culture, employee benefits, and forward-thinking workspaces that rivaled (or surpassed) the "Big Four."

THE VISION

Grey Sky Films set out to capture Withum's culture in a **fun, youthful, and energetic commercial**. Inspired by a high-profile Verizon ad, we developed a **tour-style concept** led by a confident, relatable host who guides viewers through Withum's offices. Along the way, we highlight key benefits like flex-time, tuition reimbursement, fitness classes, and collaborative workspaces — all set to a dynamic, upbeat soundtrack.

THE PRODUCTION

The commercial was filmed in a single, ambitious 12-hour shoot at Withum's East Brunswick, NJ office. The day included six unique setups, intricate choreography of camera and talent movement, and plenty of background action.

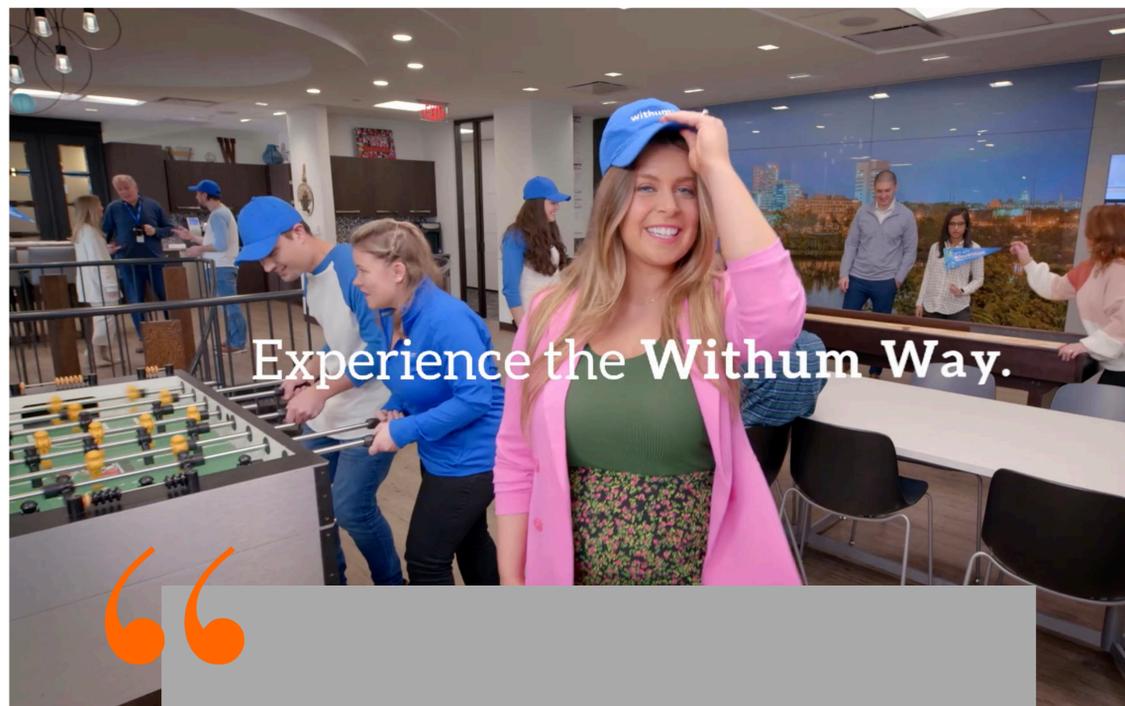
The best part? **The "actors" were real Withum employees**, whose enthusiasm and pride came across naturally on camera. From yoga classes to foosball games, their energy brought the story to life. Our expanded crew — including an assistant director, wardrobe, and makeup team — ensured the production ran smoothly.

THE RESULTS

The finished spot was modern, authentic, and engaging — a true reflection of Withum's culture. It became the centerpiece of an integrated campaign, airing on local TV stations, recruiting events, social media, United Airlines flights, and even in United's Premier Lounges. The campaign delivered powerful results — the video **quadrupled the applicants coming in while improving the quality of the talent**.

Additionally, Withum's culture was brought to life in a way that resonated with the right candidates — showing them not just where they could work, but where they could belong.

<https://greyskyfilms.com/work/withum/>



Experience the **Withum Way.**



"We had an incredible experience working with the team at Grey Sky Films. Their creative ideas and direction helped us translate our message to a series of television commercials which have been well-received by our target audience."

Rhonda Maraziti
Chief Marketing Officer, Withum+

