BrightMinds
BY careerbuilder SINGAPORE

SINGAPORE’S #1 CAMPUS RECRUITMENT PLATFORM!

BETTER JOB. BETTER LIFE.

BRIGHTMINDS.COM.SG
BrightMinds is a dedicated campus recruitment platform that helps employers fulfill their campus recruitment and branding needs. Targeting students, fresh graduates and alumni of local tertiary institutes and top overseas universities, each tertiary institute has its own portal, giving employers a choice to target:

**Site Statistics**

<table>
<thead>
<tr>
<th>Category</th>
<th>Page Views</th>
<th>Visits</th>
<th>2013 New Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>1,680,000</td>
<td>312,000</td>
<td>13,000</td>
</tr>
<tr>
<td>Universities</td>
<td>1,330,000</td>
<td>255,000</td>
<td>11,000</td>
</tr>
<tr>
<td>Polytechnics</td>
<td>278,000</td>
<td>41,000</td>
<td>6,000</td>
</tr>
<tr>
<td>ITEs</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Overall Academic Profile**

- Engineering: 25.5%
- IT: 23.0%
- Business: 12.5%
- Marketing & Comms: 8.9%
- Sciences: 8.1%
- Arts & Social Sciences: 5.2%
- Accountancy: 3.2%
- Others: 13.6%
- Alumni with 1-3 years of experience: 59.2%
- Fresh Graduates: 21.4%
- Current Students: 10.4%

*Source: 2008 to 2013 Employer of Choice Survey*
Local Universities

- Engineering: 28.0%
- IT: 19.2%
- Business: 8.7%
- Others: 18.3%
- Sciences: 10.4%
- Arts & Social Sciences: 7.0%
- Accountancy: 2.3%

University User Profile

- Alumni with 1-3 years of experience: 59.5%
- Current Students: 16.5%
- Fresh Graduates: 24.0%

Polytechnics

- Engineering: 23.0%
- IT: 24.5%
- Business: 18.2%
- Others: 26.2%
- Sciences: 6.2%
- Marketing & Comms: 12.4%
- Arts & Social Sciences: 3.7%
- Accountancy: 2.6%

Polytechnic User Profile

- Alumni with 1-3 years of experience: 60.3%
- Current Students: 18.4%
- Fresh Graduates: 21.3%

ITE

- Engineering: 21.8%
- IT: 24.5%
- Business: 9.0%
- Others: 26.2%
- Sciences: 2.0%
- Marketing & Comms: 11.4%
- Arts & Social Sciences: 1.2%
- Accountancy: 3.0%

ITE User Profile

- Alumni with 1-3 years of experience: 59.0%
- Current Students: 17.3%
- Fresh Graduates: 23.6%
Over the years, BrightMinds has established strong working relationships with the tertiary institutes in Singapore, giving us unparalleled access on campus.

These strong ties enabled us to take part in more than **15 fairs/roadshows** and over **20 career talks** on campus in 2013 alone! We also sponsored over 30 student group, events and initiatives, enabling us to reach out to more than 15,000 students.

**BrightMinds has a campus outreach of:**
- > 80% for Universities!
- > 70% for Polytechnics!
- > 50% for ITEs!

**THE BEST CAMPUS OUTREACH IN SINGAPORE!**

We invest more than $2 million in media value in our marketing and publicity campaigns to achieve high traffic volume and top of mind brand recall.

**UNRIVALLED MARKETING & PR COVERAGE**

**Mass Media Marketing**

- Taxi Advertisements
- Double-Deck Bus Advertisements
- MRT Station Platform Doors Advertisements
- In-Bus Panels Advertisements
CareerBuilder Singapore is a recognised thought-leader when it comes to recruitment and education matters. We are frequently featured in various press interviews and many of our press releases are reported in the news. Over $1 million in media value is achieved yearly from our press coverage!
MORE THAN JUST A JOB PORTAL

BrightMinds consists of multi-channel platforms that include:

Online Recruitment Services:
- Job Postings
- Resume Database Mining
- Application Filtering System
- Resume Match
- Job Feed to Schools’ Career Portals
- Candidate Recommendations

Online Branding Solutions:
- Priority Job Listings
- Electronic Direct Mailers (eDMs)
- Microsites
- Featured Employer
- eBanners
- Job Alerts

Other Branding Solutions:
- Employer of Choice Survey
- Advertisements in JobsCentral BrightMinds Premiums

Print & Online Publications:
- BrightMinds Print & eMagazines
- JobsCentral Career & Education Fair Event Guide
- Readership of More Than 120,000
- Featured Articles

COLLEGE NETWORK

Build your own pool of talents with College Network! Capture, re-market, and engage local tertiary students from multiple sources and through a variety of platforms.

CONTACT US NOW!
Call us at 6778 5288 or drop us an email at SG.BRIGHTMINDS@CAREERBUILDER.COM to find out more!