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PeopleReady Named Three-Time Winner in International Hermes Creative Awards

Staffing leader recognized with top honors for outstanding creative efforts, including a refreshed brand, new websites, and employee engagement campaign

TACOMA, Wash.--(BUSINESS WIRE)-- Taking the international stage, staffing leader PeopleReady was recognized for its We Are Ready™ branding refresh and creative efforts with top honors in the 2021 Hermes Creative Awards. The global awards program, which is administered by the Association of Marketing and Communication Professionals (AMCP) and recognizes outstanding creative work, announced PeopleReady as an early winner from a field of nearly 6,000 expected entries.

This press release features multimedia. View the full release here:

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Staffing leader PeopleReady was recognized for its We Are Ready™ branding refresh and creative efforts with top honors in the 2021 Hermes Creative Awards. (Graphic: Business Wire)

PeopleReady was honored with a platinum award for its branding refresh, which is focused on its new “Within Reach” brand promise and underscores its deep commitment to providing solutions that meet candidates where they are and enable companies to connect with the quality workforce they need. The staffing leader also earned a

platinum award for a gamified internal communications campaign aimed at driving employee engagement in the company’s new culture framework. And, PeopleReady’s website redesign—which complements recent enhancements to its tools to connect people and work faster and more easily than ever before—received a gold award.

“Staffing firms are playing a crucial role in helping businesses rebound and in helping people find jobs right now. PeopleReady is thrilled to be recognized by the AMCP and the Hermes Awards for our brand and culture work, which aligns with and supports our mission to connect people with companies that have job opportunities available,” said Taryn Owen, president of PeopleReady. “Our new brand promise, revitalized branding and energized

culture speak to our readiness to lead the transformation happening in our industry and to put quality work and a quality workforce within reach.”

PeopleReady’s brand and website redesign help to highlight the staffing leader’s recently implemented state-of-the-art, centralized sourcing and recruitment engine as well as a new virtual onboarding experience that puts Work Within Reach™ for more than 90,000 job seekers each month. Also, continued optimizations of PeopleReady’s award-winning [JobStack® app](#), with enhancements such as a new Apply to Dispatch feature, make it easier than ever to connect people and work. This feature has reduced the time it takes for candidates to get hired and assigned to a position by 87%, enabling PeopleReady to connect customers with the workforce they need more quickly.

About PeopleReady

PeopleReady, a TrueBlue company (NYSE: TBI), specializes in quick and reliable on-demand labor and highly skilled workers. PeopleReady supports a wide range of blue-collar industries, including construction, manufacturing and logistics, waste and recycling, and hospitality. Leveraging its game-changing [JobStack](#) platform and 600-plus branch offices across all 50 states, Puerto Rico and Canada, PeopleReady served approximately 98,000 businesses and put approximately 221,000 people to work in 2020. Learn more at www.peopleready.com.

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