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PeopleReady Earns Top Honors in 2021 Muse Creative Awards

Staffing leader recognized with three international awards for refreshed brand, new website and employee engagement campaign

TACOMA, Wash.--(BUSINESS WIRE)-- In recognition of creative and design excellence, staffing leader PeopleReady was presented with three 2021 Muse Creative Awards. Singled out in a field of nearly 4,000 entries from around the world, PeopleReady's We Are Ready™ branding refresh and creative efforts earned top honors in the annual international competition hosted by the International Awards Associate (IAA).

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

<https://www.businesswire.com/news/home/20210505005977/en/>



PeopleReady's We Are Ready™ branding refresh and creative efforts earned top honors in the 2021 Muse Creative Awards hosted by the International Awards Associate (IAA). (Graphic: Business Wire)

PeopleReady received a platinum Muse award in the corporate identity category for its branding refresh, which is focused on its new Work 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 gold awards in the website category for its website redesign—which complements recent enhancements to its tools to connect people and work faster and more easily than ever before—and in the strategic program category for its gamified internal communications campaign aimed at driving employee engagement in the company's new culture framework.

“Staffing firms have become vital in helping job seekers and businesses navigate an ever-changing workforce landscape. And PeopleReady is honored to be recognized by the IAA for our purpose-driven innovation and creativity in support of our efforts to put quality work and a quality workforce within reach,” said Taryn Owen, president of PeopleReady. “We’re proud of our brand and culture work and the role it’s helping to play in fueling PeopleReady’s

transformation of the staffing industry.”

“There is a saying that ‘there is nothing new under the sun.’ It couldn’t be any further from the truth—there is always something fresh and exciting from the competitors every year,” said Kenjo Ong, CEO of IAA. “Our platform exists to promote and encourage excellence in different bodies of professionals in varying industries. Given the recent pandemic, the team in IAA is continuously humbled by the sheer perseverance and willpower shown by people in overcoming the odds in their respective industries.”

PeopleReady’s refreshed 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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