

# Off Madison Ave tries offbeat method for recruiting staff

Off Madison Ave, a full-service marketing communications firm based in Tempe, is turning to social media applications to attract new candidates to its growing staff.

The agency posted an unscripted and unsophisticated video portrait of its office environment and staff on YouTube, Google Video and MySpace to give online viewers a glimpse into the agency's real life as part of its recruiting efforts.

"Taking a cue from P. Diddy's use of YouTube to find a new assistant, we went against industry best practices of preparing scripts, talking points and hiring talent, and we went for it," said Laura Hall, vice president and director of public relations.

The video segment showcases the firm's office atmosphere at the Hayden Ferry complex. It was recorded during the annual staff Thanksgiving potluck lunch.

The firm provides client services in advertising, public relations, strategic planning, Internet marketing, research and media services.

For more: [www.offmadisonave.com](http://www.offmadisonave.com).

## EAST VALLEY BRIEFS