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The role of public relations in employer branding: An AIDA-based analysis of recruitment communication

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Abstract

In the present-day world, employer branding has gained a strategic importance with the increase in challenges for attracting competent personnel in an organization. In spite of that, there remains a gap in literature as there exists extensive literature on various strategies within human resources (HR) and public relations (PR) studies. The void is in understanding how PR strategies directly influence the attraction of applicants to a role. Therefore, this paper evaluates by incorporating recent surveys and industry reports (2019-2025) on jobseekers' perception and analyzing recruitment campaigns, career portals of the top 3 most attractive employer brands. The AIDA (Attention-Interest-Desire-Action) model shows the distinct PR strategies of each brand. This framework assesses how attention-grabbing, interest-generating and desire-building the messages are, which influence applicants' decisions to apply for job roles in organizations. The analysis identifies patterns in which PR-driven campaigns enhance perceived attractiveness and influence application behavior. Practical guidance is offered by suggesting the integration of PR strategies with HR recruitment processes. The study demonstrates the value of PR in employer branding and contributes academically by bridging the gap between the literature domains of PR and HR.

Keywords: AIDA model, employer branding, public relations, talent attraction, job seeker perception

1. Introduction

1.1 Background

“The art of communication is the language of leadership”

-James Humes

Communication has always been a constant part of various effective leadership practices and of the organization's influence on the public. From the earliest days of advertising, companies have used different forms of persuasive messaging to reach a wider audience through the means of newspapers, posters and radio (Apriansyah *et al.*, 2025)^[1]. Therefore, advertisements have evolved over time from mere persuasion tactics into a form of storytelling that works as a tool for shaping public's perception, inspiring audiences and cultivating an emotional connection (Yurttaş & Özkoçak, 2019)^[38].

Concurrently, Public Relations (PR) have materialized as a distinct discipline, aimed at managing a brand's relationships and building reputations through different communication strategies (Joyce *et al.*, 2024)^[14]. Organizations have realized that their success is hinged not just on the quality of their accomplishments but also on the audience's perceived reputation and image (Marginingsih & Setiawan, 2021)^[18]. PR creates narratives, manages crises, and upholds credibility and goodwill with the stakeholders. It has thus emerged as the foundation of corporate communication.

PR mainly focuses on shaping a brand's public image and managing external relationships. Today, organizations appreciate the need to apply communication strategies internally, in order to attract and retain talent. This realization gave rise to the concept of employer branding. Employer branding is the strategic management of a company's identity and image (Mihail, 2024)^[20]. It empowers the organizations to differentiate themselves through purpose, value and personality rather than just their products or services. This has marked a shift in the corporate world, from promoting offerings to promoting identity. Companies have therefore started investing heavily in positioning an organization as a desirable place to work through employer branding.

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The strategic communication practice where organizations actively “market” themselves to jobseekers, akin to how they would market products to consumers, is termed as recruitment marketing (Kandoth & Shekhar, 2022) ^[15]. PR and Human Resource (HR) have beckoned due to this increasing relevance of employer branding in competitive job markets (Mahjoub & Kruyken, 2021) ^[17]. This convergence represents a transformative shift in an organization’s strategy. By integrating PR strategies into recruitment communication, organizations craft messages that not only inform but inspire (Kandoth & Shekhar, 2022) ^[15].

This is of greater significance in today's digital age, where social media and online employer reviews influence the perception of jobseekers (Mashiah, 2021) ^[19]. Nowadays, rather than focusing solely on compensation, jobseekers are assessing a company on their communication of values, culture, and credibility (Yunusaliev, 2025) ^[37]. They seek companies with a positive work environment.

1.2 Problem Statement

In view of the fact that organizations have come to acknowledge the practical implication of employer branding and recruitment communications, prevalent studies focus on HR strategies of various job portals, with a minimal attention to the role of Public Relations. In recruitment, communication is perceived as a transactional process of sharing information rather than as a strategic approach to shaping stakeholders' perceptions and emotions. This highlights the need to understand how PR principles can enhance employer branding effectiveness and influence the jobseekers' application decisions.

This lack of theoretical connectivity between PR communication frameworks (such as AIDA model) with recruitment campaigns and job seekers' behavior prevents the organizations from leveraging PR's potential to attract top-tier talent.

Scope

The focus of the study is to understand how PR strategies can be integrated into employer branding and recruitment communications. Organizations today are progressively using digital platforms for communicating with stories that would attract and engage potential employees. The study seeks to address these questions:

- How are PR strategies utilized at present in employer branding and recruitment campaigns?
- How do PR-driven messages influence potential applicants' perceptions of an employer?
- How can the AIDA model be applied to map the effectiveness of PR communication in recruitment?
- How does integrating PR and HR functions practically enhance talent attraction?

The research is executed through secondary data that includes academic literature and analysis of company career pages. To strengthen recruitment effort, the findings aim to generate actionable insights for organizations, HR professionals and PR strategists. The target audience includes academics, HR, consultants and PR professionals.

1.3 Research Objective

To achieve this goal, our research objectives are

- To understand how PR strategies can be integrated into

employer branding and recruitment communication.

- To analyze the influence of PR-driven messaging on jobseekers' interest and application decisions.
- To pertain to the AIDA model in recruitment campaigns for capturing attention, building interest, creating desire, and encouraging applications.
- To extend actionable insights for companies on leveraging PR in attracting top-tier talent.

1.4 Significance of the study

In an age where reputation and visibility shape an organization's success, this study emphasizes the growing intersection between PR and HR. The significance of this research lies in its ability to uncover how communication strategies that are PR-driven can actively influence the jobseekers' perceptions, interest, and decisions during the recruitment process. By understanding employer branding through a PR lens, this study provides organizations with valuable insights into designing communication strategies that not only inform but also attracts and inspires the potential talent.

The firms need to comprehend how to attract top candidates for a role through consistent and authentic messaging on career portals and social media platforms that embodies their organization's values and culture (Ngoc *et al.*, 2022) ^[23]. Therefore, PR is more than just an image-building tool, it is one of the strategic functions in HR that strengthens employer branding, improves recruitment outcomes and builds long-term organizational credibility (Yunusaliev, 2025) ^[37].

2. Literature Review

2.1 The connect between corporate reputation and stakeholder communication

Corporate reputation is a momentous and strategic asset for organizations, as it influences the stakeholder's perception, trust, and an organizations' long-term viability (Mohd Sofian *et al.*, 2023) ^[22]. Firms are increasingly investing in corporate social responsibility (CSR) initiatives, with an aim to also communicate these efforts to generate favorable stakeholder evaluations and enhance the firm's positive reputation (Ajayi & Mmutle, 2020) ^[2]. A jobseekers' perception of organization culture and work-life experience is shaped through employer branding (Caputo *et al.*, 2023). Employer branding is communicated through functional, psychological, and economic benefits, these factors influence the jobseekers' intentions and decisions to apply (Hanu *et al.*, 2021) ^[11]. Potential employees evaluate the alignment between their personal values and the organization's reputation, with the company's reputation, which demonstrates credibility. Overall, corporate reputation and effective stakeholder communication are intertwined, they shape the external perceptions and internal engagement while providing competitive advantage in markets (Ajayi & Mmutle, 2020) ^[2].

2.2 PR Frameworks

Public Relations (PR) is a concept where firms use different frameworks to communicate aspects of their culture through various means (Watkins & Smith, 2021) ^[35]. With the rise of digital media and evolving workforce expectations, the use of PR frameworks has expanded in recruitment and employer branding, the AIDA (Attention, Interest, Desire and Action) approach is one such (Mahjoub & Kruyken, 2021) ^[17].

2021) [17]. Traditionally, job advertisements were once seen as static announcements, now they serve as strategic communication tools that shapes a candidates' perception of the job role, organization and its work environment.

Corporate websites and online platforms namely Glassdoor, LinkedIn, Instagram enables a firm to effectively communicate their employer identity consistently and humanize the brand (Yunusaliev, 2025) [37]. The post on the platforms uses persuasive, inspirational messaging such as employee storytelling, behind-the-scenes content to highlight innovation, diversity and the culture of the organization (Mashiah, 2021) [19]. These PR frameworks demonstrate how strategic communication and digital engagement are climactic in attracting, engaging, and retaining top talents for a role.

2.3 The essence of communication and marketing in recruitment

In recruitment, marketing strategies transcend by promoting brands with an aim to craft a positive image and employer reputation that resonates with both potential and current employees (Anastasiou, 2014) [3]. This differentiates firms from competitors by emphasizing benefits such as functional, psychological and economic benefits (Yu *et al.*, 2022) [36].

By broadcasting the organization's achievements, initiatives and cultural narratives through career pages and intranet portals, the internal employer branding reinforces engagement and loyalty. This fosters a sense of pride, belonging and advocacy in the employees (Joyce *et al.*, 2024) [14]. Poor recruitment communication reduces candidate attraction and may lead to firms settling for less skilled employees; therefore, it is important for well executed recruitment marketing as it increases both quantity and quality of applicants (Iqbal, 2022) [23]. Collectively, all this forms a holistic framework that enhances talent acquisition, employee retention and an organization's reputation.

2.4 Strategies & employee value proposition for recruitment

Employee Value Proposition (EVP) is defined as the unique set of tangible and intangible benefits, rewards, and experiences that employees perceive and value in an organization, it includes competitive compensation, opportunities for career development, positive work culture, work-life balance, and alignment with personal values (Satriovic, 2018) [27]. A strategically crafted EVP differentiates a firm in a competitive market and strengthens employer branding, this creates a favorable image of the firm (Joyce *et al.*, 2024) [14]. EVP also fosters emotional connections, which motivates employees to envision themselves as part of the organization's future success (Panagiotidou, 2024) [25]. Organizations need to focus on monitoring, evaluation, adaptation and alignment of HR practices with the EVP based on the employee feedback, exit interviews, and market trends. This ensures the relevance of the EVP and its effectiveness, ultimately enhancing engagement, loyalty, and organizational performance of the employees (Joyce *et al.*, 2024) [14].

2.5 Refining employer branding by the means of an organization's culture

Organizational culture plays a vital role in molding its

employer branding (Näppä *et al.*, 2023) [24]. Organizations have resorted to communicating this culture externally through social networks, allowing them to reach potential talent. For companies that are small or geographically limited, showcasing workplace practices, employee recognition, and core values through strategic social media posts or short form videos, helps in building visibility and creating an attractive employer image (Fernandes *et al.*, 2023) [8]. The present employees act as brand ambassadors, who influence the external perceptions through interactions with customers, peers, and networks. Whereas, the impact of employer branding extends beyond active employees, as former employees who demonstrate loyalty and advocacy, highlights the impact of the organization's culture on the employee (Näppä *et al.*, 2023) [24].

3. Discussion

This chapter aims to understand how different organizations use their social presence to attract and retain talent through different PR strategies. Towards the end, the AIDA framework will assess how attention-grabbing, interest-generating and desire-building the strategies of each organization are. Employees no longer view workplace as a source of income but as a space that provides them a sense of fulfillment, pride and meaning.

Generation Z, cohort born between 1997 and 2012, represents the largest segment of new entrants of today's workforce. They come with a specific set of work-related expectations that are shaped by diversity and a desire for meaningful engagement. Organizations are now able to successfully communicate their values and employee engagement initiatives to potential employees through their presence on the internet (Ngoc *et al.*, 2022) [23].

According to Randstad Employer Brand Research (REBR) 2025, the top 5 most attractive employer brands in India are Tata Group, Google India, Infosys, Samsung India and JPMorgan Chase (Randstad, 2025). The graph below presents an illustrative view that depicts the relative ranking according to the report and not precise numerical values (Figure 1). For the purpose of this study, the in-depth analyses will focus on the top 3 organizations.

Company career websites and their hashtag campaigns have surfaced as robust platforms for storytelling (Mičík & Mičudová, 2018) [21]. These channels are spaces where PR and HR strategies converge to shape an employer's identity. The communication interfaces are highly curated and controlled as they reflect how organizations envision to be perceived by potential applicants (Kandoth & Shekhar, 2022) [15].

Hashtag campaigns, uses visual storytelling, employee testimonials, and interactive content, capture the attention of the audiences. The organizations get to demonstrate their workplace culture, inclusivity, and authenticity in real time, thereby humanizing the employer brand (Bejtkovský, 2020) [4]. Whereas career websites serve as formal representations of an organization's values and employment offerings. They provide detailed information about job roles, work culture, employee experiences and benefits. (Mičík & Mičudová, 2018) [21].

Focusing on these two channels allows the study to examine both the curated (career page) and interactive (social media) aspects of employer branding, this offers a holistic understanding of how PR-driven communication influences an applicant's perception.

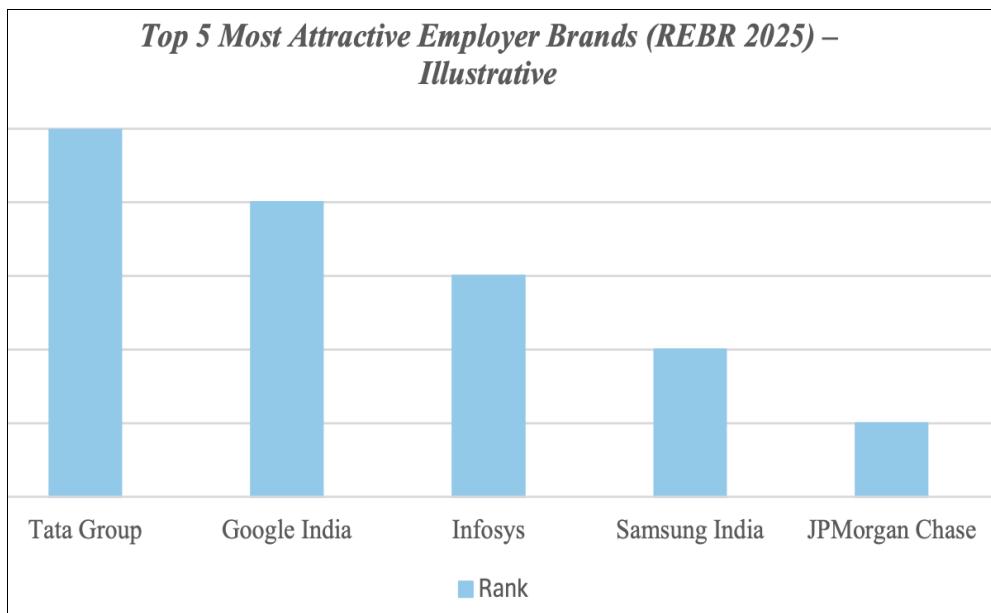


Fig 1: Most Attractive Employer Brands-Illustrative (REBR, 2025)

3.1 Tata Group

Jamsetji Nusserwanji Tata established the Tata Group in 1868. It was built on the pillars of trust, innovation and social responsibility. It started with the aim of striking a balance between business growth and nation building (Tripathi & Kumar, 2020) [33].

The organization's humanistic leadership philosophy emphasizes people before profits, this ensures ethical conduct and employee well-being (Tripathi, 2020) [33]. This commitment to humane leadership not only nurtures loyalty and engagement in employees but also Tata's image as a values-driven employer brand.

3.1.1 Career Page Analysis

The Tata Group's official career page (Careers and People | Tata Group, 2025) aligns its visual identity, communication tone and functionality to appeal to jobseekers, particularly Generation Z, the cohort that values authenticity and inclusivity.

The page is dominated by the iconic Tata blue; this color is frequently linked to trust and reliability (Su *et al.*, 2019) [31]. On the webpage, this blue is consistently paired with white backgrounds and gray-black typography. This choice of background and typography ensures a minimalist and professional aesthetic of the page, an essential component of the modern web design that is favored by younger audiences. For key navigation areas such as "Join Us" and "Explore Opportunities", the use of blue helps attract immediate attention to headers and call-to-action buttons (Straits, 2024) [26]. The adaptability of dark-mode in the page, enhances a user's experience as it signals digital modernity and appeals to Gen Z's design sensibilities (Silk, 2025) [30].

The homepage promptly displays multiple entry points, "Join Us," "Stories," "Values," and "Early Career". This caters to the users accessing the page with different intentions, be it job seeking, exploring corporate culture or being inquisitive about employee experience at Tata. The "Working with us" job listing interface allows the user to filter by company, location or role. This proffers a unified talent portal across more than 30 Tata Group companies, it aligns with the HR objective of accessibility and employer

visibility, including PR interests through cohesive brand experience.

The following are the key sections on the Tata career page, along with some distinctive features, that demonstrate Tata's holistic and integrated approach.

- **Hero Section:** This section is the introductory anchor that communicates scale and inclusiveness of the organization with the tagline, "More than one thousand opportunities across Tata companies".
- **Early Career and Inclusion Initiative:** Dedicated subsections namely, "Tata Imagination Challenge 2025," "Returning to work?" and "Group Mobility". They emphasize how important inclusivity and progressive talent is for Tata Group. Tata Imagination Challenge 2025 is an interactive and appealing innovation competition that promotes creativity and youth engagement, its Tata's investment in the next-generation talent. Whereas "Returning to work?" is a segment that particularly targets women re-entering the workforce, these segments make up a strong PR statement of Tata for corporate responsibility.
- **Employees Stories and Culture:** The "People at Tata" section narrates authentic journeys that celebrate diversity, innovation and personal achievements of the employees. This humanizes Tata and positions it as a "People-First Employer" sequentially intensifies employer brand recall.
- **Ethics, Diversity, Values and Connectivity:** "Tata Values," "Affirmative Action," "Diversity and Inclusion," "Safety and Health Policy," and "Fake Job Scams" sections highlight Tata's moral and ethical foundations. They reflect Tata's alignment with Environmental, Social and Governance (ESG) and Diversity, Equity and Inclusion (DEI) principles. It also promotes corporate integrity and protects an applicant's trust, which directly resonates with a job seeker's preference for value-driven organization.

Consequently, Tata's career page exemplifies a strategic intersection of PR and HR through its keyword driven, value-based and user-centric design. The recurring use of

terms such as, “Join Us,” “Opportunities,” “DEI,” “Affirmative Action,” “Group Mobility” and “Values and Ethics” advances employer branding and corporate reputation of Tata. Beyond the surface level aesthetics, the page functions as a digital branding ecosystem that merges storytelling, visual design and functional usability. This aids Tata communicate the group’s long-standing values while employing distinct contemporary digital practices and fulfilling the instrument goal of recruitment. The career page therefore positions Tata as a forward-thinking, value driven employer brand in the global marketplace.

3.1.2 The hashtag campaign: #imagine that and #One TCS

Tata’s storytelling-led HR communication is illustrated through the two key hashtags,

- **#Imagine That:** It is featured in the Tata Imagination Challenge that serves as an employer branding and PR storytelling tool. It encourages creativity, youth participation and aspirational thinking.
- **#One TCS:** It is widely used by Tata Consultancy Services; it positions employees as brand advocates, which revolves internal culture into an external narrative at Tata.

3.1.3 AIDA Evaluation

The effectiveness of Tata’s employer branding can be understood through the application of AIDA framework.

- **Attention:** The job seeker’s attention is effectively and immediately captured by the homepage hero banner that displays “Join Us” in bold, the strong call-to-action and color contrast.
- **Interest:** Sections of the Google career page sustain engagement through narrative content and relatable imagery. The job seeker’s curiosity is further deepened by the integration of the Imagination Challenge and Group Mobility programs.
- **Desire:** Tata’s emphasis on ethics, sustainability, diversity and internal growth attracts Gen Z with its emotional and aspirational appeal, this positions Tata as a purpose-driven organization.
- **Action:** Social media extensions and the campaign hashtags convert engagement at Tata’s career page into tangible action like sharing the content or applying for a role.
- Through cohesive design, value-centric messaging and interactive campaigns, Tata successfully blends PR with HR, exemplifying how strategic employer branding attracts Gen Z by creating ethical and aspirational digital brand experiences.

3.2 Google India

Google that was started as a Stanford University research project of Larry Page and Sergey Brin in 1998, has now grown into world’s leading search engine. It is one of the most influential technology companies globally which has revolutionized how people access and use information.

The organizational culture at Google is built on innovation, flexibility and continuous learning. By recognizing and nurturing the employee’s talent, it sustains its position as a global leader in innovation and employee satisfaction (Global Research Review in Business and Economics”, 2022).

3.2.1 Career Page Analysis

Google maintains a consistent employer brand and user experience across countries by operating a unified global career page instead of creating different country-specific websites. Therefore, Google Careers Application page is a central hub for all jobseekers, with job filters and location-based customization that enables access to regional listings. For Indian applicants, the page becomes a brand encounter and a recruitment interface that portrays Google’s global culture and its strong domestic presence.

The brand’s signature palette of blue, red, yellow and green is primarily employed as the color scheme of the page which signifies creativity, optimism and accessibility (Kimmy, 2025) ^[16]. A minimal yet dynamic aesthetic is created with the white background and negative space on the website, this aligns with Gen Z’s preference for bright, clean and user-friendly interfaces (UXPin, 2024) ^[34]. It mirrors the digital experience that they are familiar with across social media platforms (Shepler, 2024) ^[29]. The vibrant accent colors draw attention to key call-to-action namely, “Search Job”, “Learn more”, this enhances navigability and engagement on the page.

The career page is systematically organized as a grid-based layout. This divides content into interactive and scrollable sections, namely “Find your next job”, “Spotlight”, “Teams” and “Locations”, this structural clarity strengthens Google’s commitment to accessibility and candidate-centered design.

- **Hero Section:** The homepage greets visitors with “Find your next job at Google”, this direct and conversational phrasing balances accessibility with aspiration. It portrays Google as approachable and elite.
- **Spotlight Section:** This section features domains that resonate deeply with the tech talent pool of India that is highly innovation oriented. The domains are AI & Machine Learning, Google Cloud Sales and Silicon Engineering, they subtly reinforce Google’s PR narrative of Technological excellence and future readiness.
- **Teams Section:** The phrase “Find your team” is people-centric as it positions collaboration over hierarchy. The roles at Google are grouped under categories like Engineering and Tech, Sales, Service and Support, People and Consumer Hardware.
- **Learn Section:** This section includes important resources such as, “How We Hire”, “Create Your Profile”, these demonstrate transparency in the recruitment process. The page is concluded with a comprehensive declaration of fairness, diversity and affirmative action that reaffirms corporate ethics and inclusivity.

Thereupon, the Google career page elucidates a unified global employer brand that merges HR functionality with PR storytelling through an inclusive Gen Z focused design. The platform’s textual tone integrates HR and PR vocabularies with keywords like “innovation,” “community,” “belonging,” “inclusion,” and “impact”. Driving out of HR perspective, the site streamlines candidate experience and fosters inclusion while from the PR standpoint, it helps narrate Google’s identity as a people centered, forward-looking organization, functioning as a digital manifestation of Google’s culture.

3.2.2 The Hashtag Campaign: #LifeatGoogle

Beyond the website interface, Google extends its employer brand through social media by using the hashtag *#LifeAtGoogle*. It serves as a digital PR tool and an HR branding asset, it enables current employees to share authentic moments from their workplace that include innovation projects, team milestones and wellness activities.

3.2.3 AIDA Evaluation

Google's employer branding strategy implemented through the career page and *#LifeAtGoogle* campaign effectively reflects AIDA framework in the following manner:

- **Attention:** The site's contrast of vibrant color palette and minimalist design captures immediate visual attention while the *#LifeAtGoogle* captures attention through peer-endorsed narrative that aligns Gen Z's preference for real and unfiltered storytelling.
- **Interest:** Interest is sustained through interactive elements such as videos and job previews, which allows jobseekers to explore the culture and roles at Google. The hashtag sparks curiosity about life at Google and creates emotional engagement on social media.
- **Desire:** The desire to work in the organization is fueled by the combination of inspiring career stories, inclusive workplace initiatives and transparent communication at the webpage.
- **Action:** The call-to-action buttons on the webpage encourages immediate engagement, this illustrates the seamless journey from discovery of the role to the application for the role.

This well integrated PR-HR funnel ensures structural clarity and transparency, while *#LifeAtGoogle* brings the human emotion to life, it reflects Google's commitment to authenticity and innovation in the digital recruitment ecosystem.

3.3 Infosys

Infosys Limited established by Narayana Murty, a well-known global firm that provides technology consulting, digital transformation, and outsourcing services across 45 countries. The workplace culture at Infosys is built on trust and respect (Sharma *et al.*, 2024)^[28].

3.3.1 Career Page Analysis

The Infosys career portal, specifically the "Job List" page, is an exemplary of how a coherent recruitment strategy is formed by the intersection of visual design, digital usability and employer branding. The overall aesthetic of the page is balanced with Infosys's corporate blue and coastal orange. The colors convey Infosys's brand image that is professionalism with youthful vibrancy, this appeals to the digital-native jobseekers who seek both stability and creativity (Cole, 2023)^[7]. The use of white background ensures visual clarity while warm orange accent on call-to-action buttons, "Apply," "Upload Resume" subtly guide a user's attention (Todd, 2023)^[32].

The Job List interface of Infosys establishes a clear value proposition with its headline "Find your next job at Infosys" and the frictionless pathway created that is,

- **Resume Upload Section:** With the "Upload your Resume" section right at the top of the site, reduces application barriers and simplifies candidate onboarding, making Infosys the best in candidate

experience management.

- **Hot Jobs Section:** The next section is the "Hot Jobs" section that is well-structured, and the filter system allows the job users to specify location or experience level and access the relevant listings.
- **Listing Section:** Each listing card displays essential information such as, title, role description and location and the "Apply" button.
- **Infosys's Brand Communication Section:** There are dedicated sections for Graduates, Experienced Professionals and Return-to-work programs that demonstrate inclusion in the workspace. The "Voice of Infosys" section brings authenticity and transparency and serves as a narrative PR tool that reinforces internal culture and credibility.

Ultimately, the headline, "Move forward. Take the world with you" is an invitation and a brand promise that signals progress and shared success. Terminology such as, "Digital-first, AI-first organization" emphasis Infosys's technological leadership and future oriented mindset positioning it as an innovation-driven employer. The deliberate inclusion of terms like "Inclusive," "Open" and "Culture" throughout the subpages reflect a PR x HR effort that aligns the company's internal value with its external reputation that highlights diversity and belonging.

Conjointly, these linguistic and design choices construct a coherent narrative where professionalism meets purpose. This presents Infosys as a workplace that empowers employees in a truly global sense.

3.3.2 The Hashtag Campaign: #ThriveAtInfosys

The official employer branding hashtag of Infosys, *#ThriveAtInfosys* facilitates transforming recruitment into relationship-building practice. This hashtag merges employee experiences, achievements and workplace narratives that unify growth and belonging at Infosys. Through the transparent and participatory storytelling on social media, the hashtag strengthens authenticity and emotional connection.

3.3.3 AIDA Evaluation

This section applies the AIDA model to Infosys Career Page and the *#ThriveAtInfosys* campaign that evaluates how PR and HR communication strategies attract and engage jobseekers.

- **Attention:** Infosys captures Attention through its visually coherent, color coordinated and dynamic web design that establishes a motivational and inclusive tone, this directs user's attention effectively the most prominent feature is the tagline, "Move forward. Take the world with you."
- **Interest:** Interest is sustained through browsing tools, interactive job search filters and segmentation for different candidate types. Initiatives such as "Restart with Infosys" and the hashtag *#ThriveAtInfosys* maintains audience engagement by showcasing real-time employee journeys on social media.
- **Desire:** The desire is nurtured through Infosys's linguistic and emotion appeal that is conveyed with terms such as, "Inclusive," "Upskill" and "AI-first". This builds desire among the digital-native jobseekers.
- **Action:** Infosys converts Desire into Action by using clear and compelling call-to-action buttons. Externally,

#ThriveAtInfosys encourages digital interaction as it invites users to share their experience and explore the brand's social content. These social and online touchpoints transform Infosys's passive webpage into active participation through such interactions and shares.

Therefore, Infosys's career page merges design, storytelling and inclusivity that projects cohesive employer brand which appeal to job seekers' demand for authenticity, and growth. Blending PR driven narratives with HR focused engagement transforms recruitment into an interactive experience at Infosys.

4. Suggestions

The following are key actions that can integrate PR strategies into recruitment communication.

- **Strategic use of color and design:** Color theory should be employed by organizations as it demonstrates a consistent visual identity. For instance, Tata conveys professionalism, authenticity and relatability with its consistent use of blue throughout the career page. This is a powerful PR tool that shapes positive perception among the job seekers.
- **Clarity over clutter:** Career pages should avoid clustering the page with excessive information. Navigable and clean structure enhance credibility and transparency. This is the key aspect that influences how applicants interpret employer messaging.
- **Attention-centric communication:** Organizations should include elements like, visual storytelling, clear headlines and relatable content that captures the attention of the job seeker, this makes recruitment communication more persuasive.
- **PR-HR integration for talent attraction:** There must be a strong collaboration between PR and HR teams at a firm as it ensures that employer branding is strategically aligned and is emotionally resonant. In a career page, while the PR team helps shape perception, the HR team enhances authenticity and long-term appeal to the jobseeker.
- **Engaging the Gen Z workforce:** To attract talent, organizations should be focusing on including purpose-driven narratives and interactive content on their webpages. This reflects openness, inclusion and innovation that reflects openness, inclusion, and innovation.

5. Conclusion

The study therefore explores how PR strategies can be effectively integrated into recruitment communication. It has determined that visual design, color psychology and storytelling are important in influencing a jobseeker's perception. The research also emphasized the use of the AIDA framework for structuring recruitment campaigns to ensure communication transitions logically from attention to application.

In today's digitally driven recruitment landscape, organizations should be compelled to promote themselves proactively rather than solely relying on reputation or word of mouth. In the same manner that social media presence defines brand reputation, career webpages have evolved into vital platforms for strategic communication that shapes first impressions and organizational identity. The collaboration

between PR and HR ensures communication is persuasive and authentic.

It is also essential to enhance recruitment effectiveness by understanding the psychology of Gen Z and implementing transparency, inclusivity and purpose-driven work culture at the organization. The research is limited as it relies on a secondary data approach, not including social media performance metrics; therefore, the findings are interpretive rather than empirical. Future research can employ primary data collection to measure the direct impact of PR-driven recruitment campaigns on jobseeker's behavior. Studies can also examine the role of emerging technologies such as AI tools in extending the PR-HR collaboration and enriching the understanding of digital employer branding.

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