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The Marketing Junction is proud to have been shortlisted for Outstanding Supplier at the 2026 Contracting Awards, in recognition of our knowledge and work with staffing businesses, payroll providers, and those servicing the contracting sector. TMJ is the first and only marketing agency to have received this accolade.

The Contracting Awards 2026

HOW TO FLAWLESSLY REBRAND A STAFFING FIRM FOR THE BUSINESS EXECUTION MARKET

Rebranding a staffing company to compete for larger workforce solutions, project-based, or business execution engagements is not primarily a naming exercise.

It is a change in commercial identity.

A company that has historically been understood as a staffing provider may decide that its greater value lies in managing the workforce required to execute a project, solve an operational problem, support a major expansion, manage a seasonal surge, or deliver a defined business outcome.

That can be a powerful strategic move.

It can also create a dangerous gap between what the company believes it has become and what the market believes it is.

Our observations this week, combined with current staffing industry research, point toward an increasingly important distinction: the companies capable of delivering sophisticated workforce solutions must learn to communicate those capabilities at a level that matches the complexity of the work itself.

The market is already moving beyond a simple distinction between permanent and temporary hiring.

SIA's current research infrastructure explicitly tracks MSP, RPO, total talent, workforce solutions, staffing technology, and related models alongside traditional staffing. Its 2026 Workforce Solutions Buyer Survey is based on responses from 131 organizations with contingent workforce and/or RPO programs in the Americas.

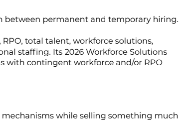
The commercial implication is significant.

A company may still employ staffing as one of its delivery mechanisms while selling something much larger to the client.

The client may not be buying workers.

The client may be buying execution.

That distinction changes everything.



It changes the company's positioning.

It changes the language used to describe its capabilities.

It changes the proof required to establish credibility.

It changes the architecture of the website.

It changes the prospects the company should pursue.

And it changes the marketing expertise required to make the new position credible without destroying the value of the business the company has already built.

A successful rebrand therefore cannot simply move the company from one label to another.

It must explain why the company's existing expertise gives it the authority to occupy the new category.

Executive Snapshot

The staffing market is showing stronger signs of activity, but the recovery remains uneven.

The latest SIA | Bullhorn Staffing Indicator reported that U.S. staffing hours reached another 2026 high during the week ending August 15 and were 9% above the comparable period in 2025. Commercial staffing hours were 11% higher year over year, while professional staffing hours were 8% higher.

The latest ASA Staffing Index points in the same direction. Temporary and contract staffing employment for the four weeks ending August 16 was 4.4% higher than during the same period in 2025. Staffing employment was 5.5% above the comparable week a year earlier, new starts increased 5.0% week over week, and 49% of staffing companies reported gains in new assignments.

At the same time, the broader U.S. labor market remains cautious. July nonfarm payroll employment changed little, the unemployment rate remained at 4.1%, and May and June payroll gains were revised downward by a combined 103,000 jobs.

The combination is important.

Staffing demand can strengthen even while employers remain cautious about permanent employment.

That environment creates an opening for workforce solutions companies that can offer clients flexibility, specialized expertise, rapid deployment, project execution, and measurable operational results.

It also creates a strategic challenge for traditional staffing firms.

If the company is capable of doing substantially more than filling jobs, the market has to understand that capability.

That is where rebranding becomes more than a marketing exercise.

Labor Economist's Market Watch

United States

The U.S. labor market enters September with hiring still subdued, even as broader economic activity remains relatively resilient. NBC Economics and Strategy expects August nonfarm payrolls to increase by approximately 80,000, a partial rebound from July's contraction, with unemployment holding at 4.1% as labor-force participation edges up to 61.5%.

Other recent data point to an economy that is still growing but losing some momentum. Personal income rose 0.4% in July, twice the consensus forecast, while annual PCE inflation remained at 3.7% headline and 3.3% core. The advance goods trade deficit widened sharply to $118.8 billion as imports increased and exports declined.

Manufacturing showed a similar pattern. The ISM Manufacturing PMI fell from 55.6 in July to 54.6 in August, below expectations but still comfortably above the 50 level associated with expansion. New orders, production and employment all remained in growth territory, although each weakened from the previous month. The employment index fell to 51.2 from 52.8, indicating continued factory hiring growth at a slower pace.

The latest JOLTS data add another layer of caution. Job openings increased modestly to 7.27 million in July, but hiring fell to 5.05 million from 5.33 million in June. Hiring in professional and business services declined by 188,000, reinforcing the picture of employers remaining selective even while vacancies remain relatively elevated.

Federal Reserve Chair Kevin Warsh's Jackson Hole remarks suggest that softer labor conditions alone may not be enough to shift monetary policy. Warsh described the labor market as broadly stable and consistent with full employment, while emphasizing that inflation remains above the Fed's 2% target and that recent cooler readings have not yet demonstrated a meaningful improvement in underlying inflation.

For staffing leaders, the emerging picture is one of **continued demand without strong hiring conviction.** Open positions remain available, manufacturing is still expanding and unemployment remains low, but actual hiring is weakening in several areas. That gap between available work and employers' willingness to add headcount may be one of the more important labor-market dynamics to watch heading into the fall.

United Kingdom

The UK labor market continues to send conflicting signals. Labour Force Survey estimates show 34.47 million people in employment in the three months through June, up 253,000 from a year earlier. Yet administrative PAYE data show the number of payrolled employees falling by 86,000 over the comparable period. The Office for National Statistics cautions that recent improvements to the Labour Force Survey make short-term comparisons difficult and currently regards PAYE data as its most reliable measure of employees.

Unemployment held at 4.9%, with 1.77 million people out of work, 88,000 more than a year earlier. Regular earnings excluding bonuses increased 3.5% annually, while real regular pay rose just 0.5% after adjusting for CPIH inflation. The figures suggest wages are still increasing, but with relatively limited improvement in household purchasing power.

Manufacturing provided a more mixed picture in August. Factory activity expanded for another month but at its slowest pace since March. Importantly, employment strengthened despite the softer headline reading, with manufacturers increasing staffing at the fastest pace in more than two years. That suggests hiring conditions are not weakening uniformly across the economy.

Bank of England Governor Andrew Bailey highlighted the same complexity at Jackson Hole. Bailey said the UK labor market has been softening for some time, but that the transmission of recent inflation pressures into wages and prices has so far remained subdued. He also pointed to productivity growth, including the potential contribution from AI and robotics, as critical to improving Britain's longer-term economic performance.

Business sentiment provided another counterweight to the softer labor data. The Lloyds Business Barometer rose four points to 53% in August, its highest reading since March and well above its 12-month average of 47%, driven by stronger economic optimism and expectations for customer demand.

For staffing leaders, the UK picture is therefore less one of outright deterioration than **a labor market becoming increasingly uneven**. Payrolled employment and unemployment point to continued softness, while manufacturing hiring and business confidence show pockets of improving employer sentiment. The question heading into autumn is whether that confidence begins to translate into broader recruitment demand.

Europe

France entered the second half of the year with little economic momentum. Revised figures from INSEE show GDP was unchanged in the second quarter, following a 0.2% contraction in the first, while household purchasing power per consumption unit fell 0.6%. Provisional August data also show annual inflation rising to 2.4% from 2.1% in July.

The weak growth picture comes as France faces mounting fiscal and political pressure. The government is preparing its 2027 budget with one of the euro area's largest deficits, high public debt and a fragmented parliament that makes substantial spending reductions difficult to secure. Investors have responded by demanding a larger premium to hold French debt, increasing borrowing pressure as the government tries to bring its deficit under greater control.

Switzerland presents a notably different labor market picture. Employment increased 2.0% year over year in the second quarter to 5.698 million jobs, while reported vacancies rose 2.7%. Businesses also reported greater difficulty finding skilled workers, suggesting that demand remains relatively firm in parts of the Swiss labor market.

That strength, however, is not reaching all workers equally. A separate Federal Statistical Office survey found that unemployment one year after graduation among university and institute-of-technology master's graduates rose from 3.9% in 2023 to 6.4% in 2025. Unemployment among university of applied sciences bachelor's graduates also increased, from 3.4% to 4.9%.

For staffing leaders, the contrast is instructive. France shows how weak growth, fiscal pressure and higher borrowing costs can constrain the environment for employment and investment. Switzerland shows something different: **aggregate employment and vacancies can remain healthy while particular groups, especially new entrants to professional labor markets, experience considerably more difficulty finding work**. The European labor picture therefore remains highly uneven, both between countries and within individual labor markets.

Global

Canada's economy entered the latest escalation in its trade dispute with the United States from a position of surprising strength. Real GDP grew at an annualized 3.3% in the second quarter, its fastest pace since 2023, supported by a 3.6% increase in exports and a rebound in business investment.

That resilience is now being tested. New U.S. tariffs of 50% took effect August 22 on roughly 27.6 billion CAD of Canadian goods, prompting Canada to announce matching countermeasures on the same value of U.S. imports beginning September 8. Oxford Economics estimates that the combination could leave Canadian GDP about 0.3 percentage point below its previous baseline in 2027 while adding roughly 0.3 percentage point to consumer prices.

The political response suggests Canada is prepared, at least for now, to tolerate some economic risk. A recent poll found 76% of Canadians support Prime Minister Mark Carney's approach to the United States, although about 40% expressed serious concern about potential job losses. Economists estimate the latest U.S. tariffs could ultimately put roughly 90,000 Canadian jobs at risk if the dispute persists.

Beyond Canada, a larger force continues to support global growth. The Wall Street Journal reports that unusually strong AI-related investment is helping offset pressure from trade disputes, geopolitical tensions and rising borrowing costs. Heavy spending on data centers, semiconductors and related infrastructure in the United States is also generating demand across Asian manufacturing and technology supply chains, helping sustain activity well beyond the companies making the original investments.

For staffing leaders, the contrast is worth watching. Trade disruption is creating clear employment risks in exposed industries and regions, while AI-related capital investment continues to generate demand elsewhere. The global labor market may therefore become increasingly uneven, with hiring strength concentrated in industries and geographies connected to major investment flows even as trade-sensitive sectors face greater pressure.

U.S. Job Openings

Online hiring demand remained broadly stable in the latest weekly data, with modest improvement nationally but little evidence yet of a significant acceleration in employer demand.

The seasonally adjusted Indeed Job Postings Index rose from 101.61 on August 14 to 101.91 on August 21, an increase of approximately 0.3%. The index remains slightly above its February 2020 pre-pandemic baseline of 100.

New postings showed somewhat stronger movement. The national New Job Postings Index increased from 97.19 on August 14 to 97.81 on August 21, approximately 0.6%, suggesting that the flow of newly advertised positions improved slightly during the week even as overall posting activity remained relatively steady.

Northeast
New York, Massachusetts and Pennsylvania comprise the fixed Northeast sample. All three moved modestly higher during the latest comparison period, pointing to a slight improvement in regional hiring demand rather than a broad acceleration.

South
Georgia, Texas and Florida comprise the Southern sample. Conditions were mixed. Florida and Texas strengthened while Georgia declined, leaving no clear evidence of a region-wide shift in employer demand.

Midwest
Illinois, Michigan and Minnesota comprise the Midwest sample. Available readings were generally stable to slightly positive, consistent with the relatively modest movement seen nationally.

West
California, Washington and Colorado comprise the Western sample. The region continues to warrant particular attention because posting levels in several Western states remain below their February 2020 baseline. Washington, for example, registered an index reading of 74.70 on August 21, meaning posting activity remained substantially below its pre-pandemic benchmark despite relatively little movement during the latest week.

What It Means
This hiring demand tracker points to stability rather than a hiring rebound. Overall postings increased only modestly, while the somewhat stronger increase in newly posted jobs provides an early indication that employer demand may be improving at the margin.
For staffing leaders, the distinction matters. A sustained increase in new postings would be more meaningful than a single week's movement in the overall index because it could indicate that employers are beginning to add fresh requisitions rather than simply maintaining existing vacancies. For now, the data supports cautious improvement, not a material change in hiring conditions.

Staffing Industry Implications

The current market creates a compelling strategic opportunity for staffing companies that possess capabilities beyond traditional placement.

But moving into a higher-value category requires more than changing the words on the homepage.

1. A Rebrand Must Begin With The Commercial Reality

The first question in a major staffing rebrand should not be:
"What should we call ourselves?"

It should be:
"What are clients actually buying from us when we are at our best?"

If the answer is simply temporary labor, the traditional staffing position may be appropriate.

But if the company repeatedly enters situations involving large scale workforce deployment, project execution, seasonal surges, operational transformation, workforce management, or specialized implementation, the company may already be operating at a higher level than its brand communicates.

That creates a dangerous mismatch.

The company delivers one thing.

The market sees another.

The rebrand should close that gap.

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2. The New Category Must Be Supported By Existing Evidence

A company cannot successfully announce that it has become a workforce solutions or business execution company simply because the leadership team wants to occupy that category.

The market will ask a more practical question:
"Why should I believe you?"

The answer has to come from the company's history.

- Past projects.
- Client outcomes.
- Deployment capability.
- Industry expertise.
- Operational knowledge.
- Technology.
- Workforce management.
- Examples of difficult assignments.
- Examples of scale.
- Examples of speed.
- Examples of situations where the company solved something that a conventional staffing provider could not.

This is particularly important in RPO and other workforce solutions environments, where the engagement is fundamentally different from simply filling requisitions. SIA has described RPO as business process outsourcing requiring strategic alignment with the client's goals and culture.

A rebrand is strongest when it reveals an existing capability rather than inventing a new one.

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3. The Website Has To Change With The Position

One of the greatest risks in a major rebrand is changing the language without changing the architecture.

A staffing company can announce that it is now a workforce execution company while leaving the visitor with the same old navigation:

- Staffing.
- Industries.
- Services.
- Candidates.
- About Us.

That does not communicate transformation.

A company selling complex workforce solutions needs to make its commercial capabilities immediately visible.

The visitor should be able to recognize the kinds of business problems the company solves.

- Large-scale workforce deployment.
- Seasonal workforce execution.
- Project staffing.
- Workforce management.
- Recruitment process outsourcing.
- Specialized labor programs.
- Operational support.
- Expansion initiatives.

The exact categories will vary by company.

The principle does not.

The website has to make the new commercial identity visible before the prospect has to ask for an explanation.

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4. Do Not Throw Away The Staffing Business While Trying To Escape The Staffing Label

This may be the most important strategic issue in a major rebrand. A company that has spent years building staffing relationships has accumulated enormous commercial equity.

Clients know what it does.

Candidates know what it does.

Search engines know what it does.

Referral networks know what it does.

Industry partners know what it does.

A sudden movement away from the staffing category can create confusion if the company communicates the change as though its existing business no longer matters. The objective is not necessarily to abandon staffing. It may be to reposition staffing as one component of a broader capability.

That is a fundamentally different strategy.

The message becomes:
"We know how to provide the people."

followed by:
"We also know how to organize, deploy, manage, and support the workforce required to accomplish the larger objective."

The second statement creates commercial elevation without requiring the first statement to disappear.

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5. Outcome Language Has To Replace Capability Language

Traditional staffing marketing often describes what the company can provide.

- People.
- Recruiters.
- Candidates.
- Search.
- Placement.
- Payroll.
- Compliance.

Those are capabilities.
Higher-level buyers often think in terms of outcomes.

- Launch the project.
- Open the locations.
- Scale the operation.
- Complete the implementation.
- Meet the seasonal demand.
- Reduce the burden on internal teams.
- Provide specialized labor at scale.
- Keep the project moving.

That creates an important messaging shift. The company should not merely explain what it does. It should explain what the client can accomplish because the company can do it. That is the difference between selling a service and selling an outcome.

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6. The Larger The Engagement, The More Sophisticated The Proof Must Become

A company can sometimes win a small staffing engagement through reputation and relationships.

A major workforce execution project is different.

The buyer is putting a significant operational problem into another company's hands.

That requires evidence.

- How many people were deployed?
- How quickly?
- In how many locations?
- Under what conditions?
- What obstacles were encountered?
- How were they solved?
- What was the measurable result?
- What did the client accomplish that would have been difficult without the staffing company's involvement?

This type of evidence transforms the company from a staffing vendor into a credible execution partner.

It also provides the raw material for a much more sophisticated marketing system.

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7. The Rebrand Must Be Built Around The Buyer, Not The Company's Internal Organization

A common mistake in sophisticated B2B rebranding is allowing the company's existing organizational structure to dictate the message.

The company thinks in departments.

The client thinks in problems.

- Marketing.
- Recruiting.
- Operations.
- Technology.
- Workforce management.
- Business development.

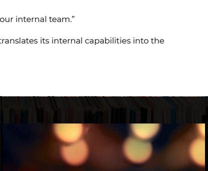
The buyer is thinking:

- "We have a 10,000-person project coming."
- "We have to open 40 locations."
- "We need 500 people in six weeks."
- "We need an outsourced recruiting function."
- "We need to execute this without overwhelming our internal team."

The rebrand becomes powerful when the company translates its internal capabilities into the language of the client's problem.

That is where commercial positioning begins.

What We're Seeing In The Market



Our conversations and ongoing examination of staffing company positioning suggest that a number of firms possess substantially broader capabilities than their marketing communicates.

The expertise is often present.

The architecture is not.

A company may have years of experience managing large workforce initiatives while presenting itself primarily as a staffing provider.

It may have sophisticated project management capability buried several levels inside the website.

It may have examples of solving complex operational problems that never appear on the homepage.

It may have an executive team with experience that would immediately differentiate the company from conventional staffing competitors, yet that experience may be presented as biographies rather than commercial proof.

The result is a strange form of commercial invisibility.

The company has the capability.

The market cannot see it.

This becomes especially dangerous when the company attempts to enter a higher-value category.

The more sophisticated the service being sold, the less acceptable it becomes for the evidence of that capability to remain buried.

1. A Major Rebrand Is Really A Market Education Program

When a company enters a category the buyer understands differently, the marketing efforts must teach the market how to think about the company.

That means explaining:
What changed.

Why it changed.

What problem the company is now equipped to solve.

Why the company is qualified to solve it.

How the new capability relates to the company's existing expertise.

What evidence supports the claim.

What kind of engagement the buyer can expect.

That is not ordinary brand refresh work.

It is market education.

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2. The New Position Has To Be Understood In Seconds

A sophisticated buyer may eventually read a detailed capabilities document.

They should not have to do that to determine whether the company is relevant.

The first few seconds should establish the commercial category.

The next few seconds should establish the problem the company solves.

The next few seconds should establish why the company is credible.

The architecture then allows the prospect to go deeper.

This is particularly important when moving from a familiar category such as staffing into a less conventional position involving workforce execution, project management, or broader workforce solutions.

The greater the conceptual distance between the old category and the new one, the greater the burden on the marketing system to make the transition understandable.

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3. Project Based Demand Changes The Nature Of The Sales Conversation

The latest staffing data reinforces the importance of flexible workforce models.

ASA reports that temporary and contract staffing employment remains above year-ago levels, while the UK data shows temporary demand strengthening alongside stabilization in permanent hiring.

But project-based engagements create a different sales conversation.

The prospect is not necessarily asking:
"How many people can you provide?"

The prospect may be asking:
"Can you help us execute this?"

That question moves the conversation toward planning, deployment, management, risk, timing, measurement, and outcomes.

Staffing companies capable of making that transition have the opportunity to compete for larger and more strategic engagements.

But their marketing has to make the transition visible.

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4. The New Brand Must Be Able To Survive The First Serious Question

Sophisticated buyers test positioning quickly.

If a company claims to be a workforce execution specialist, the buyer will eventually ask:
"Show me."

The marketing system therefore needs to anticipate the questions.

- What have you executed?
- At what scale?
- For whom?
- How quickly?
- With what workforce?
- What went wrong?
- How did you respond?
- What did the client achieve?

The best rebrands do not merely create a more impressive claim.

They create a structure in which the claim can withstand scrutiny.

Messaging Trend Of The Week

FROM STAFFING PROVIDER TO EXECUTION PARTNER

The emerging messaging opportunity is not necessarily to stop talking about staffing.

It is to stop making staffing the ceiling of the story. Staffing can be the mechanism. Workforce execution can be the capability. Business outcome can be the reason the client buys.

That creates a hierarchy:
People → Workforce → Execution → Outcome.

The companies capable of moving upward through that hierarchy can potentially compete for engagements that are much larger than conventional requisition based staffing.

But each step upward increases the sophistication required in the company's positioning, proof, sales process, website architecture, and marketing.

The brand has to grow at the same speed as the business model.

Executive Insight

The most dangerous moment in a staffing company's rebrand may not be when the company changes its name.

It may be when the company changes its promise without changing the system that supports the promise.

A workforce solutions company cannot merely look like a staffing company with different language.

It has to demonstrate that it understands the client's operational problem, possesses the capabilities required to solve it, has solved comparable problems before, and can communicate that value clearly enough that the buyer understands the difference.

That is why major repositioning projects require a level of marketing expertise substantially beyond conventional brand design.

The objective is not to make the company look different.

It is to make the market understand something about the company that it did not understand before.

When that happens successfully, the rebrand does more than change perception.

It changes the category in which the company competes.

That is where the commercial value begins.

Diagnostic Question Of The Week

If your staffing company decided tomorrow to compete for larger workforce execution, project based, RPO, or outcome driven engagements, could your current brand and website prove within a few seconds why you are qualified to deliver them?

If not, is the problem that the capability does not exist, or that the market simply cannot see it?