



## Kelly Services® Wins 2010 MarCom Platinum Award for Kelly Global Workforce Index™

November 16, 2010

### Highest Honor for Research/Study

TROY, MI -- (MARKET WIRE) -- 11/16/10 -- Kelly Services, Inc. (NASDAQ: KELYA) (NASDAQ: KELYB) today announced the company is a 2010 MarCom Platinum Award winner in Research/Study for the [Kelly Global Workforce Index](#), an annual survey revealing opinions about work and the workplace from a generational viewpoint.

Administered and judged by the Association of Marketing and Communication Professionals, the 2010 international awards competition recognized outstanding creative achievement by marketing and communication professionals. The prestigious Platinum Award is presented to those entries judged to be the most outstanding in terms of quality, creativity, and resourcefulness. There were nearly 5,000 entries for this year's competition.

"We are pleased to be recognized for our work with the Kelly Global Workforce Index," said Michael Morrow, senior vice president, Global Marketing for Kelly Services. "As one of the largest samplings of the global workforce, our research is broadening the awareness of labor market trends around the world."

The 2010 Kelly Global Workforce Index sought the views of approximately 134,000 people in 29 countries covering North America, Europe, and Asia Pacific. The global findings revealed:

- In the wake of the global economic downturn, more than a quarter of employees surveyed worldwide said the recession made them *more* loyal to their employer.
- A new wave of self-employment and entrepreneurialism is emerging around the world with one-in-five respondents now working outside the traditional employment relationship, and 50 percent saying that they would like to do so.
- The idea of giving employees a "slice of the pie" is gaining in appeal, with 60 percent of respondents saying profit sharing would motivate them to perform at a higher level.
- To enhance employment prospects and remain competitive in the fast-changing workplace, people are creating their own personal 'brand' and investing in improving their skills or changing careers. Approximately two-thirds of respondents worldwide are willing to spend their own money to upgrade their skills, while more than half believe they will change their careers or re-invent themselves in the future.

For more information about the results of the Kelly Global Workforce Index and to take the annual employment survey, please visit the Kelly [Press Room](#).

### *About Kelly Services*

Kelly Services, Inc. (NASDAQ: KELYA) (NASDAQ: KELYB) is a leader in providing workforce solutions. Kelly® offers a comprehensive array of outsourcing and consulting services as well as world-class staffing on a temporary, temporary-to-hire and direct-hire basis. Serving clients around the globe, Kelly provides employment to 480,000 employees annually. Revenue in 2009 was \$4.3 billion. Visit [www.kellyservices.com](http://www.kellyservices.com) and connect with us on [facebook.com/kellyservices](http://facebook.com/kellyservices), [linkedin.com/companies/kelly-services](http://linkedin.com/companies/kelly-services) and [twitter.com/kellyservices](http://twitter.com/kellyservices).

### *About the Kelly Global Workforce Index*

The Kelly Global Workforce Index is an annual survey revealing opinions about work and the workplace from a generational viewpoint. Approximately 134,000 people from North America, Europe, and Asia Pacific responded to the 2010 survey with results published on a quarterly basis. Kelly Services was the recipient of a MarCom Platinum Award in 2010 and a Gold Award in 2009 for the Kelly Global Workforce Index in the Research/Study category.

### *About MarCom Awards*

MarCom Awards is administered and judged by the Association of Marketing and Communication Professionals. The international organization consists of several thousand creative professionals. The Association oversees awards and recognition programs, provides judges and sets standards for excellence. Judges are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry. For more information about the MarCom Awards, visit [www.marcomawards.com](http://www.marcomawards.com).

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### **Media Contacts:**

Kathy Fisher

Public Relations Specialist

Kelly Services

248-244-4909 ☐

[kathy\\_fisher@kellyservices.com](mailto:kathy_fisher@kellyservices.com)

Ed Dalheim

Director ☐

MarCom Awards

817-303-2769 ☐

[ed@marcomawards.com](mailto:ed@marcomawards.com)

Source: Kelly Services, Inc.

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