

## STX Group Employer Brand & Global Recruitment Campaign



### “Your career. Ready to make it mean something?”

STX Group is a leading global environmental commodities trader and climate solutions provider, operating at the forefront of the energy transition. As the business continued to scale rapidly across international markets, STX faced a critical challenge: how to attract high-calibre talent in a competitive financial services landscape, while clearly differentiating itself from more traditional employers in the sector. Referred to Neon following earlier work for Moody’s ESG Solutions, STX partnered with Neon to help redefine its employer proposition. The ambition went beyond recruitment alone. STX wanted to appeal to a new generation of professionals who were increasingly questioning conventional definitions of career success and actively seeking purpose, impact, and meaning in their work.

Neon began by identifying a core cultural insight: many ambitious professionals reach a point where progression, status, and financial reward are no longer enough. They want their career to mean something. This insight became the foundation for a new employer narrative built around the idea of meaning and significance. Centred on the master line “Your career. Ready to make it mean something?”, the narrative reframed STX not simply as an environmental commodities trader, but as a facilitator of environmental progress — a business that helps direct capital into projects that actively decarbonise the global economy. The idea connected STX’s mission directly to individual motivation, suggesting that just as STX helps money find its significance, it can do the same for careers.

The narrative was brought to life through a distinctive visual and verbal identity. Authentic portraits of real STX employees were combined with natural landscapes and sustainable industry imagery using clever montage techniques. A dynamic visual language, inspired by the angled ‘X’ within the STX brand, created a system that felt modern, human, and optimistic — clearly rooted in sustainability rather than generic financial services imagery.

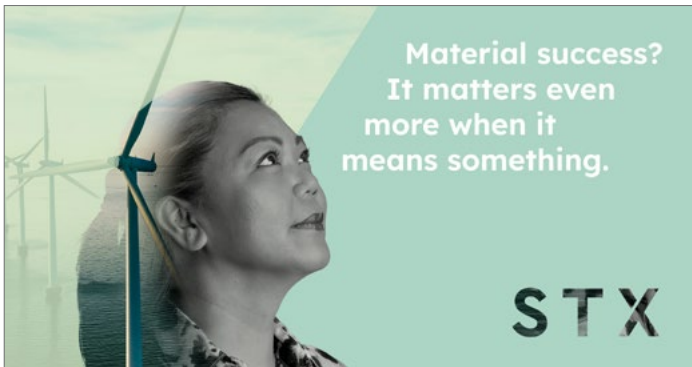
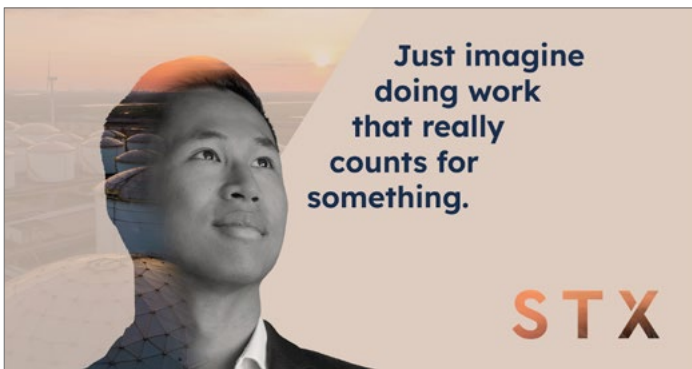
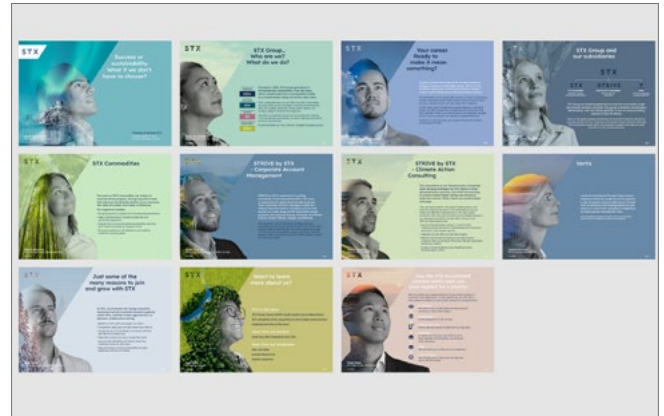
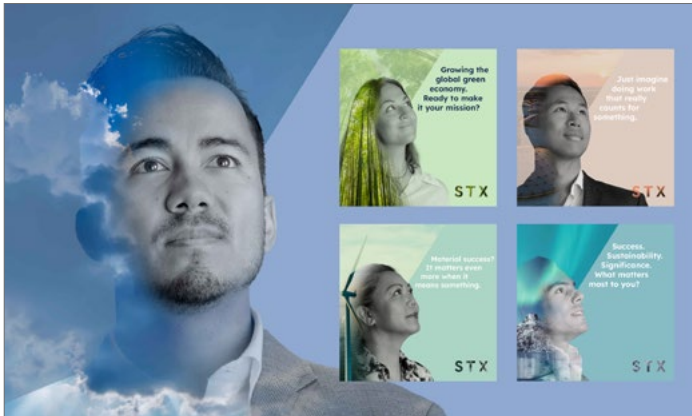
The work rolled out across an integrated recruitment ecosystem, including digital advertising and LinkedIn campaigns, motion assets, a redesigned STX careers portal, and a comprehensive employer booklet introducing the organisation, its teams, culture, and recruitment process. The result was a confident, scalable employer brand that clearly differentiated STX in the market, humanised a complex global business, and supported its ongoing growth by attracting purpose-driven, high-calibre talent aligned with its mission to accelerate the transition to a low-carbon economy.

### Kind words...

*“Neon brought a fresh and imaginative approach to our employer branding, combining strong creative with smart positioning. They were collaborative, commercially aware, and very easy to work with.”*

**WERNER SCHOEMAN**  
Global Head of Marketing  
STX Group

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### PROJECT SUMMARY

Art direction  
Copywriting  
Advertising  
Digital / Social Media