

Case study.

Background

Our client, a national retail, repair and services company in the recreation industry decided to open a retail store and servicing center in a small town in Texas. This was the company's first retail presence in the area so they did not have a reputation as an employer. Additionally, their competition was already established in the region and was competing for talent.

Challenge

To meet the opening day deadline, our client needed to hire approximately 125 workers including retail sales associates, customer service representatives, mechanics for the servicing center and mid-level managers. The company, however, was in the middle of organization-wide cost cutting so the recruiting campaign had to be done at a lower cost.

Solution

Working with our client, we developed a two-pronged approach: raise awareness of our client as a new and exciting employment opportunity and create an incredible candidate experience, one that would secure candidates on the spot as well as create candidate-buzz in the region.

1. **Employer Brand PR Campaign** We created a three month publicity campaign to drive home awareness of the new employment opportunity in the area. These messages were tied to the already planned and budgeted external marketing program. In addition to banners, posters and web promotion, employer brand messages were tied to radio, television and print advertising.
2. **Special Event: Area Job Fair** A carefully orchestrated and branded job fair was designed and executed, focusing on creating a better and richer candidate experience for talent in the area. Department representatives were trained, keynote presentations were scripted and workplace videos were run all playing a vital role in creating a captivating and engaging experience.

Impact

Together, we were able to create a talent pool of more than 700 candidates within a two week period. All 125 positions were filled weeks ahead of the store's opening allowing for early onboarding and deeper customer service training. The project came in under budget. This employer branded recruitment process became a model replicated in future store openings further increasing the original project's ROI.

strengthen employer brand • engage people • cut the cost of talent



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