

Uptake

Problem

How does a firm recruit top tech talent?

Solution

Using OOH to create a fun imaginative way to attract top talent.

Background

The client wanted to execute a recruiting campaign, searching for Chicago's best tech talent. Client wanted to include a coding game challenge, so we could not use billboards- which we thought would be a good fit. The code, if completed, would unlock a chance to apply to work for the company.

Objective

To create an OOH campaign that attracts tech talent to our client using code to attract candidates.

Strategy

We used 150 street furniture panels with a wide distribution of coverage across the city and neighborhoods, with attention around the main universities - U of Chicago, Northwestern, DePaul, Univ of IL at Chicago, Roosevelt.

Plan Details

150 Street Furniture panels.

4 week campaign 5/22-6/18/17

Geopath's 4 week impressions for the 150 units: 34,562,428

Results

Over four weeks, nearly 15,000 people visited the starting page featured in the ad, and close to 500 people completed the coding challenge which allowed them to be considered for a job and to be invited to a private VIP celebration. Crain's and other media outlets covered the story; Uptake used their social platforms to share results each week.

