

El Paso Police Department

Problem

How does a Police Department attract new diverse applicants?

Solution

By using an OOH campaign to reach the same audience in a different way than social media.

Background

The biggest challenge that the El Paso Police Department (EPPD) faced was reaching new young families while still reaching established areas of town. There was a need to produce more qualified recruits. The issue was that internet and Facebook efforts brought the same applicants over and over.

Objective

Use OOH to increase recruitment awareness for EPPD and encourage adults 21-35 yr. old to take the first steps in becoming a city police officer.

Strategy

OOH was strategically placed on high traffic areas; along El Paso's main highway, I-10.

Activated a bright and noticeable message with the "Now Hiring" creative campaign to generate urgency and drive people to their local website and recruitment process.

Plan Details

Markets: El Paso, TX

Media Types: Printed bulletins and digital bulletin

Flight Dates: July - August & October - November

18+ Impressions: July-Aug. = 3,839,881 (2 printed bulletins), Oct.-Nov. = 3,084,961 (1 printed bulletin & 1 digital bulletin)

Specific Target Impressions: Adults 21-34 = 1,971,320

TOTAL 18+ Impressions: 6,924,842

Number of Units: four bulletins and posters

Results

Received over 1,360 applications, during the OOH campaign.

Over 6.9MM impressions delivered during an eight-week campaign in the El Paso market.

"Surveys conducted showed that billboards were one of the top reasons applicants were made aware of the recruitment/application process. We look forward to a continued working relationship." - MaryAnn Estrada, Lieutenant/PDHR Backgrounds

