

Geodis

Problem

How does a local warehouse attract experienced candidates?

Solution

Use Out of Home (OOH) digital bulletins in key locations to impact targeted recruitment.

Background

Geodis is an international company with five warehouse locations on the west-side of Indianapolis. They have been struggling with filling warehouse jobs. They have tried using various online job search sites, radio spots, and mailers, but these strategies didn't work for them. They needed a marketing strategy that would bring in quality candidates.

Objective

The objective was to target individuals who were currently in warehouse jobs on the west side of Indianapolis and increase the number of quality applicants. The primary demographic was people with warehouse experience who were currently unsatisfied with their employment. The secondary demographic was a specific ethnic population in the Greenwood and Southport areas just outside of Indianapolis.

Strategy

Use digital bulletins along with online products to target people with warehouse experience who were unhappy with their current job and also the Burmese American population (a large percentage of their employee base) in the Greenwood and Southport areas. Use a campaign with a high number of impressions, with the best locations for the client to advertise.

Plan Details

Market: Indianapolis, Indiana

Digital bulletins along with an online program of search retargeting with keywords and geofencing, was used to target people who live/work/drive in the target areas and were looking for warehouse positions. Digital bulletins on I-70 to target potential candidates driving into Plainfield to work at Geodis's competitor warehouses. Used a special digital OOH message to promote a hiring event at one of the client's locations. We geofenced competitor locations with the Geodis creative and used their five warehouse locations as conversion zones to see how many new employees received the mobile ad and walked into the client's location as a result. August to September of 2017.

Results

Client reported hiring 450 new employees in 2017 vs. just 81 in 2016. They had record turnouts at their event due to the digital bulletin push, with more than 240 candidates in attendance compared to less than 50 from 2016. To date, they have received more than 1,603 actions to their website, and a total of 2.1 million impressions during a 4-week campaign. Due to this tremendous growth, they are waiting for approval to add 2 new warehouse locations to the Indianapolis area and plan to renew with their OOH campaign.

