

Lexington Police Department

Problem

How does a police department send the right recruitment message to its community?

Solution

By targeting a larger area in order to find good candidates.

Background

The client needed a more diverse police force. They had never tried advertising for recruiting, so making sure the right message was received was crucial.

Objective

Lexington Police wanted to target minority men & women in the Lexington area & the surrounding counties in hopes that they would apply for a job.

Strategy

We focused on targeting key areas around Lexington, specifically, George, New Circle, and South Broadway. The idea was to blanket the market with the messages so as to increase the amount of applications that came in for employment.

Plan Details

Market: Lexington, Kentucky

The flight dates were 8/7-10/1/17, we used (six) rotary posters from 8/7-9/3/17 & (four) rotary posters from 9/4-10/1/17.

Results

The Lexington Police Department has had 2,704 applications submitted from those wanting to becoming one of Lexington's finest. Applicants have come from as far away as California and Texas and as close as Georgetown, Richmond, and Lexington. They are now working on a third campaign and plan that will be up in the fall, which is a testament to how well this campaign has done.

