

Holcomb Bus Services Company

Background

When students returned to school last year, a number of media outlets drew attention to the nationwide problem of a school bus driver shortage. Celebrating over 40 years in the business of transporting students and facing an issue like many others in the business, Holcomb needed to increase its team of school bus drivers and maintenance technicians.

Objective

Employment Recruitment

The ability to recruit new team members is essential for Holcomb to maintain the high-level of customer service for which the company is recognized. They selected an OOH campaign to increase brand awareness, attract applicants, and boost recruitment for the upcoming school year.

Strategy

Recruiting team members is an ongoing activity that can take a considerable amount of time, so the strategy was to develop a year-long plan, featuring a consistent message delivered over this extended period. The campaign was designed to build brand awareness, and to represent a far-reaching call for people to join team Holcomb. Additionally, with a focus on reaching local candidates, the team augmented the plan by adding a layer of billboards specifically targeting key school district neighborhoods.

Plan Details

Market: Philadelphia, PA

Campaign Posting Dates: 8/1/22 through 7/30/23

OOH Formats: Curated collection of nine Printed Bulletins, one Digital Bulletin, and seven Posters

Target Audience: Adults, 18+

Budget: \$10,000 or larger

Total Impressions: 35.5 million impressions

Reach: 38.6 Frequency: 14

Results

The year-long campaign proved highly effective. The campaign significantly contributed to recruitment efforts, with nearly 25% of all new recruits attributed to the billboard component. George Holcomb, co-owner of Holcomb Bus Services, emphasized the campaign's pivotal role in recruitment, stating, "Tracking our recruitment sources to determine which advertising channels our new hires are coming from is vital. Our billboard campaign has delivered for years, especially this year with roughly a quarter of our new hires mentioning they heard about the job opportunity because of the billboards."

