

COMMUNITY TRANSIT

SITUATION

A municipal bus service was increasing their bus routes and was in need of qualified drivers. They had a limited budget available to attract applicants.

TASK

Implement an advertising campaign to attract part and full-time potential employees to apply for bus driving positions.

ACTION

We evaluated various media options and chose those with the most cost effective, strong ratings and overall reach to accomplish the task. Key radio stations were used to get the client's message in front of their established targeted demos.

RESULT

The campaign was a rapid success, attracting 518 applicants in less than two months of the initial airing, greatly exceeding the client's expectations. After ninety days, the client had more than enough qualified applicants and the campaign was suspended. We resumed the campaign two months later, but repurposed it for general awareness as the client had witnessed the value and effectiveness of the radio partners and media buy.

