

Recruitment Strategies to Attract and Retain Talent

It's no longer business as usual. Today, finding the best employees requires offering competitive benefits and career-path opportunities. This is how companies get the attention of active and passive job seekers and inspires them to act.

Client & Challenge

To meet increasing demand, a top 50 global company employs an always on recruitment strategy. To distinguish a highly competitive space, they were eager to employ a media strategy highlighting the benefits to drive engagement and further the likelihood of retention..

Strategy & Solution

Having worked with the company on previous media outreach efforts, MNI was able leverage data insights to inform and strengthen this one. Learnings identified that video placements, especially across OTT environments, would provide the most efficient means to expanding the talent pool.

Campaign Success

The campaign exceeded recruitment goals.

- Leading streaming video platform drove 25,000 engagements within a high impact, interactive OTT unit.
- Key OTT video placements performed 3x over benchmarks with over 9,000 clicks to the site for more information.
- Campaign upper funnel video tactics effectively reached passive job seekers, conveyed the company's value proposition, and delivered results that exceeded campaign success benchmarks.

