



# WE'RE HIRING!

*Say it how it is*

## Challenge

Many Kiwi companies including NZME are on the road to recovery post pandemic, creating a job seekers market. SEEK data indicated over 70% of Kiwi were looking for a new job in April 2022 with 24% actively looking. Businesses were finding it tricky to attract the right talent. So, we were posed with a question, what does it take to get people to apply?

## What we did

Amidst all the benefits and personalised perks, the question most job seekers indicated was most important was ***What's it like to work there?*** More than ever they wanted to work for a company that was the right fit for ***them***.

So we walked the floors of NZME recording replies to the question ***'What do you like about working here?'*** These unscripted and unprompted answers formed a standout radio campaign of 60s, 30s and 15s and was the soundtrack for 30s videos.

Real people saying real things cut through with instant impact on traffic to the NZME Careers Page (pictured on the left).

## Visitors

2022-04-20 - 2022-05-19

6.0K

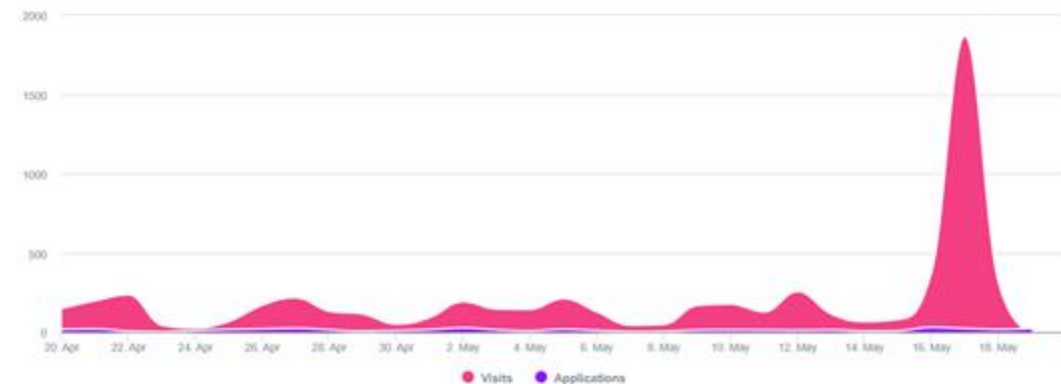
ALL VISITS

415

ALL APPLICATIONS

7%

APPLICATIONS CONVERSION



## CASE STUDY: NZME RECRUITMENT, May 2022

Commercial: Mereana Hawthorne. Sound & Vision Creative: Dezley Scott-Davidson, Carolina Simpson, Daniel Wood, Jordan Whiu

**BE SEEN. BE HEARD. EVERYONE'S HERE.**