

RADIO case study

Background

- A global manufacturer of automotive parts with plants in Indiana and Danville, IL was facing shortages in qualified people for machine operator positions.
- The company secured a big contract and needed to staff up in order to fulfill it.
- Through a partnership with Neuhoff Media, the manufacturer was already achieving success to recruit for key positions, so they set out to put the partnership into overdrive.

Objectives

- Recruit and fill all machine operator positions to enable the automotive parts manufacturer to complete the contract
- Drive qualified recruits to keep the pipeline of prospects going to address churn of staff which is an industry issue.

Solution

Join the Team

- Neuhoff created and produced a series of digital units and over the air spots that conveyed what sets the manufacturer apart from their competitors.
- The company runs flighted media schedules on 3 Neuhoff stations:
 - 10 spots air per day, 7 days a week for 2 weeks, one week off and back on again.
 - Digital billboards
 - Programmatic audio
- Email blasts are sent to the 3 stations' loyal listener database to drive participation in the manufacturer's job fairs.
- Geofenced messaging is targeted to reach people at events nearby to job fairs.

Results

- At the end of each month/hiring event, the integrated radio plan drove increased leads and hires.
- Messaging drove increased traffic to the advertiser's job fair events.

