



ONWARD. UPWARD.

CASE STUDY: HotJobs.com

Captivate Reaches Upwardly Mobile Professionals Seeking 'Hot Jobs'

Background:

As the premier job search engine on the Internet, HotJobs.com brings together thousands of qualified job seekers and employment recruiters every day through its accessible online service. The search engine provides job seekers with the tools they need to discover a wide range of career opportunities and offers employers advanced recruiting solutions, job postings and fast, easy access to a vast array of potential employees. HotJobs' recent merger with Yahoo! has also increased the company's presence on the Web, with the 90 million people who visit Yahoo! each month exposed to HotJobs banner ads and brand integration with Yahoo!.

With target markets of upwardly mobile, college-educated men and women seeking new jobs and human resource professionals seeking recruits, HotJobs recognized the advantages of utilizing the Captivate Network elevator advertising medium to reach these business professionals just before they log on to their computers at work. To capitalize on this timely access, HotJobs initiated a national advertising campaign on Captivate screens in major office towers across the U.S.

Campaign Objectives:

- Reach job seekers and human resource professionals in the workplace
- Increase awareness of HotJobs as a leading job search and recruiting resource
- Drive traffic to the HotJobs.com Web site for information on job opportunities and job placement ads

Campaign Strategies and Highlights:

Utilizing the strategy that advertising in many mediums is more effective than any one alone, HotJobs also includes television, online, print, radio, billboard and public transportation advertising in their marketing mix. To maximize their advertising's effectiveness, they strive to reach people in the right frame of mind with the right message. Advertising on Captivate screens has allowed them to reinforce the messaging of all their advertising mediums and reach their target audiences at critical moments during the day.

Using footage from HotJobs' television ad campaign, Captivate created a brightly colored ad that opens with the HotJobs logo and their "Onward. Upward." tag line, an appeal to upwardly mobile job seekers looking to improve their employment prospects. As job-related messages flash on the screen, job seekers quickly understand the benefits of HotJobs' services and recruiting professionals are indirectly reminded that they should list their job openings on HotJobs.com. A final "Think ahead" call to action encourages viewers to realize their objectives by logging on to HotJobs.com when they return to their computer.

Campaign Results:

After a successful first flight of ads, HotJobs has renewed a second flight of ads on Captivate screens in major cities across the U.S. and Canada. "Captivate has agreements with the right buildings, so we're getting top tier office buildings and properties and corresponding top tier companies," says Marc Karasu, Vice President of Advertising and Marketing for HotJobs. "We're getting a high caliber audience."

"What is appealing about our advertising on Captivate's elevator screens in major office buildings is we are reaching both job seekers/employees and HR people on their way to and from work and coffee breaks," adds Karasu. "Our message is reaching them just minutes before they are at their computer, when they are thinking about how much they dislike their job or how much they need to fill a job. It's all about getting the right person at the right time with the right message. Advertising on Captivate has done this for us."