

SEEK

Brief

Seek enlisted Nova Entertainment to create a point of difference in the highly competitive job search category and reinforce their '#1 job site' status. Seek were keen to drive interaction with their target audience to reinforce their brand personality.

Campaign Objectives

- Inspire engagement, interaction and imagination among Seek's core audience
- Reinforce Seek as being #1 job site and top of mind with job seekers.

Insights and Solution

"SEEK WISH IT EXISTS" SALES PROMOTION

Using Nova talent to spearhead the campaign allowed us to talk directly to the audience and engage them cross-platforms: radio, TV and online. Via a two-week national promotion, Nova's Meshel, Tim & Marty asked listeners to submit a job that they wish existed and enter via a dedicated and interactive micro site. All entries were profiled on the micro site and people were asked to vote for their favorite suggestion.

The finalist with the most votes would win \$20K cash. This integrated approach delivered engaging content daily, extended campaign reach and inspired participation with the brand. It also continually reinforced the seek.com.au web address, brand positioning and key brand statements – if it exists you'll find it on SEEK / Australia's number 1 job site.

Results

- Nearly 6,000 entries received and over 10,000 votes
- Increase in Twitter followers in excess of 20% Facebook fans over 5%
- Unaided awareness increased by 1.5 percentage points
- Delivered 266% ROI.



Station

Nova network

Campaign type

Branding

Promotion timeframe

2 weeks

Target market

18-24 years, 25-39 years

"A big idea that was on brand and had an integrated media plan inspired mass participation and engagement. What worked well was the ability to feed fresh and relevant content into the radio program daily. The buy in of the talent was also a critical factor that made this campaign a success."

Marketing Director – Seek