Jobs that are worth every line of your code

In the autumn of 2017 Enterprise Estonia together with leading local employers was running a new round of the 'Work in Estonia' hiring campaign. It was targeted at skilled IT pro's (across 8 European countries) who were required to pass companies' online tests in order to enjoy faster job application review process and other perks.

The solution was a 'form follows function' online campaign. One which would attract target audience and make it feel special, but also filter it – making sure that only the most suitable candidates end up at the companies' testing sites.

A series of banners (somewhat cryptic to general public) was created, with nearly each execution being a combination of a code piece and a matching headline – suggesting users to consider a career move to Estonia.

After clicking a banner, user was taken to the campaign's landing page where (s)he needed to successfully complete a warm-up exercise, code of which was featured on the banner clicked.

The campaign proved to be highly effective: more than 200 000 unique users engaged, less than 20% bounce rate for the landing page, 667 candidate resumes were registered with the employers.