

Air traffic controller recruitment campaign



> Brief

EANS (Lennuliiklusteeninduse AS) was looking for new air traffic controllers for this demanding job. Although high wages are one of the biggest motivator in this profession, we were not allowed to mention that aspect in this recruitment campaign. So we had to seek out other options for drawing attention to the campaign and attracting sufficient numbers of people aspiring to become air traffic controllers.

> Solution

We compiled a mini test for each advertising channel. The advertisements didn't just convey the aim of the job posting, but instead, they set the interested parties to the test right away. This was applied in outdoor media, print, on social media and radio. All advertisements directed to the campaign page, which included an exciting online test.

> Results

The fascinating online solution turned out to be so addictive that the results of the campaign exceeded all expectations. A total of **37,321** unique users solved the online test in its entirety and **300,000** tests were taken. The number of visits to the campaign page was **4x** as high as during the previous recruitment campaign.

37,321

unique users solved the online test

300,000

tests were taken

4x

more campaign page visits compared to the previous recruitment campaign



- > Digital Project of the Year 2017
- > Marketing Star of the Marketing Institute
- > 2x finalist of the Baltic Best