



Rainer

Assistant Directors

Background to the Project

Rainer are a national charity that works with under-supported young people aged between 10 and 25. They help young people get the most from their education, find a job and set up home. Although extremely respected in their sector and admired for the vital work they do, they are not widely known among the general public. Part of our brief was to introduce Rainer to a whole new audience – promoting the advantages of working with the organisation while reinforcing and further enhancing Rainer’s brand.

Objective

Our aim was to recruit three Assistant Directors to work closely with existing Regional Directors in creating a cohesive, strategic approach to business development. The campaign needed to have as broad an appeal as possible, as Rainer were happy to hear from business managers from any sector, not just the not-for-profit-sector.

Methodology

Because of the wide audience we had to reach, it was decided that a generic approach would be the most appropriate method to use. The campaign was designed to generate maximum interest and then drive people to a specially created adsite where full details could be found.

The site also carried a short video of Rainer’s Chief Executive talking about the organisation. We wanted to raise the profile of Rainer across the commercial sector – depicting them as a progressive and innovative organisation. Our execution of the campaign achieved this.

Results

The response far exceeded Rainer’s expectations. Our campaign generated over 70 applications, which was an extremely healthy response for senior positions of this nature. Also feedback from applicants was positive. They remarked on the creativity of the press ad and the synergy it had with the adsite. They liked the interactivity of the adsite too, and felt it offered a different experience to the normal recruitment process.

Costs

The initial advertisement was based on a half page ad to appear twice in the Executive Senior section of the Guardian which would have cost approx £10k. Our final campaign cost £8k including building the website, saving the client over £2k and delivering a more cohesive, professional approach that had the desired impact and outcome.

