

# CASE STUDY

## NEWSPAPERS WORK - PRINT DRIVES TO DIGITAL & SOCIAL

Start this season in a new position.

Ready to play in the big leagues? On top of posting over 650 new jobs every day, we also have the best advice and tools to help you move your career from the nosebleeds to the middle of the action. It's what makes Workopolis Canada's number one job site.

workopolis.com #workopolis

**WORKOPOLIS**

\*Number one job site based on the month average unique job postings for period ending February 28, 2014. Comparison between Workopolis and all other major job search portals. See our website at workopolis.com for full methodology details. Last updated: February 28, 2014. © 2014 Workopolis.

### The Objective

Workopolis is Canada's leading careers and employment website. It wanted to remind Canadians of all the benefits and resources available on Workopolis.com to help them find that next great gig and increase unique site visits, job searches and views at [www.workopolis.com](http://www.workopolis.com).

### The Challenge

In the face of new, more socially-immediate and real time competition from online communities and social networks like LinkedIn, Kijiji and Craigslist, the brand sought a way to reach and engage job-seeking Canadians.

### The Plan

Canadians are voracious consumers of news and love to share the hottest topics of the day on social networks. Media Experts together with partner creative agency Zulu Alpha Kilo knew they could leverage this interest by taking advantage of topical and news-worthy pop culture events on the minds of Canadians locally and nationally every day. By putting Workopolis at the heart of the day's popular conversations, linking each message to a different Workopolis benefit, while executing at the speed of news, they could give print the immediacy of social media and reinforce Workopolis as a relevant and current brand. By amplifying the impact of Workopolis' messaging in print and social media, as the news was unfolding, it would drive job seekers to Workopolis.com.

Summer is coming.  
Find jobs for the off-season.

Search more than 6,000 new job postings each week.  
We may not be able to fill your Sunday night void, but with the most jobs from Canada's top employers, we can help you fill your 9 to 5. It's what makes Workopolis Canada's number one job site.

workopolis.com #workopolis

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\*Number one job site based on the month average unique job postings for period ending April 30, 2013. Comparison between Workopolis and all other major job search portals. See our website at workopolis.com for full methodology details. Last updated: April 30, 2013. © 2013 Workopolis.

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### The Creative

A series of witty, editorial-style cartoon ads depicting current news worthy events were developed, each leveraging a current topic to highlight a Workopolis.com benefit, and placed contextually in newspapers in key markets to deliver timely mass exposure.

Speed of execution was critical to the success of the campaign. Cartoons depicting trending news were created quickly and placed in the contextually appropriate sections of each print vehicle at the speed of news to maximize the relevance and impact of each cartoon giving the executions the immediacy of social media.

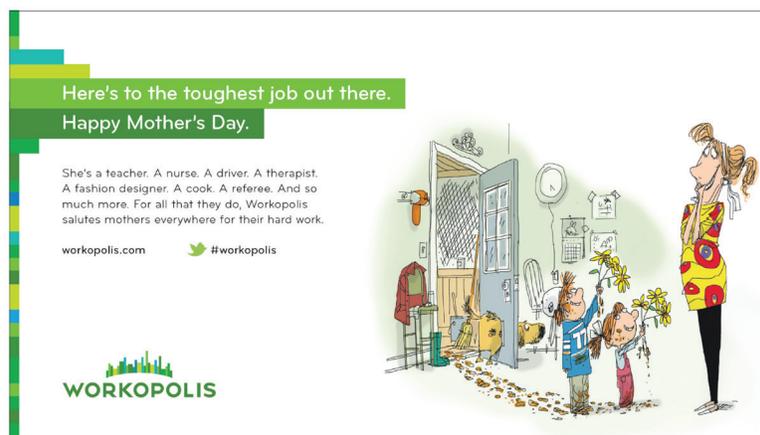


### The Results

In one month, unique visits to workopolis.com increased 5% nationally, +6% in Quebec, +10% in the Prairies and +26% in British Columbia. During the campaign, Workopolis.com saw the highest national site traffic in a year.

The newspaper component of the campaign helped drive a 671% increase in conversation about Workopolis on Facebook, and a 1484% increase in Workopolis' weekly Facebook reach.

The pop culture editorial illustration executions contributed to a significant increase in job searches on Workopolis.com.



For further industry information, go to [www.newspaperscanada.ca](http://www.newspaperscanada.ca)



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