



BRAND CAMPAIGN

JANUARY 2012

jobsite

THE JOBSITE TV ADS

Jobsite's ads return to TV from Monday 9th January in a high impact campaign, which runs for 4 weeks across over 200 terrestrial and satellite channels. The messages in our adverts encourage potential job seekers nationwide to 'upload your CV to Jobsite'.

STATISTICS FROM OUR JANUARY 2011 ADVERTISING CAMPAIGN

173,900 CVs UPLOADED - that's almost 6,200 CVs daily

1.12 MILLION APPLICATIONS - up 9% on our January 2010 campaign

4.95 MILLION VISITS - up 12% on our January 2010 campaign

144,000 REGISTRATIONS - up 5% on our January 2010 campaign

Source: unaudited Google Analytics and Jobsite internal data, 10th January - 6th February 2011.



Max Beesley, the star of our ads, connects well with our target audience and he is now widely regarded as the face of Jobsite, appearing throughout our website and other marketing activity over the last 3 years. We also appointed award winning director Mike Leigh to direct the ads, ensuring that they are of exceptional quality.

Following our October 2011 TV campaign, our ads featured twice in Marketing magazine's top 20 Adwatch chart of most memorable ads, which demonstrates their impact with job seekers across the UK.



CAMPAIGN BREAKDOWN

ON TV

We will be reaching 82.5% of the UK working population – which is over 32 million people. What's more, each individual will see our ads an average of over 6 times during the 4 weeks. We place our ads amongst a diverse mix of programmes, ensuring we're seen by high numbers of potential job seekers from all sectors across the UK.

We'll be running a mix of 30 and 10 second ads, which means that we can be on TV more frequently and build greater awareness of Jobsite with our target audience.

Our unique programme-led TV advertising strategy is:

- **NATIONAL** – running UK-wide for 4 weeks across terrestrial and satellite channels
- **CONSISTENT** – Max Beesley plus our compelling message builds on our previous 3 years of TV advertising
- **TARGETED** – focuses on the shows that our target audience is watching



ONLINE

We cover a wide remit online ensuring that we're highly visible to both active and passive candidates. So whether someone is looking for a job using a search engine, checking their emails or reading the latest news, we put Jobsite in front of them.

- Pay-Per-Click campaigns across the major search engines ensure that we're prominent for all types of job searches. We increase our search engine budget during our TV campaign periods, so we can benefit from the

20 - 30% uplift in searches that TV ads bring to our brand.

- Pre-targeting activity will play our ads to people who have never visited Jobsite before, encouraging them to register and upload their CVs.
- Our successful dynamic display retargeting ads encourage previous Jobsite visitors to return to our site, as they browse other websites. Users are shown display ads containing jobs similar to those they've seen on Jobsite, increasing relevant applications.
- To tap into the power of viral, our fun visual survey looks at what type of worker you are. Share buttons enable people to easily pass on our ads to their connections

ONLINE cont...

online. Over 11,000 people completed the survey during our trial in autumn 2011.

- We'll be showing our TV ads to people as they engage with games online, where they can earn credits for watching them.
- Banner ads will be running across sites in our group such as Daily Mail, Metro and across the regional Northcliffe newspaper sites.

MOBILE

As mobile is increasingly becoming the first choice for how many people go online, our initiatives are helping us to reach audiences through this channel. There's our partnership with O2, which includes the fully Jobsite-branded Careers portal on O2 Active, one of the UK's most visited mobile sites, as well as text and video messaging activity to O2 customers. We're also running mobile Pay-Per-Click campaigns through Google. All of our mobile activity links through to our fully optimised mobile site meaning that candidates can quickly and easily find your vacancies.

IN PRINT

Print ads featuring Max Beesley have been designed to complement our TV campaign. These are appearing in

DMGT's newspapers, including the Daily Mail and Metro (reaching over 5 million), plus 115 regional newspapers reaching 8 million people across the UK.

PORTSMOUTH F.C. SPONSORSHIP

Jobsite is the proud sponsor of Portsmouth Football Club. Our branding is prominent on the kit as well as official merchandise, which offers us extensive and unique opportunities to build awareness of Jobsite amongst a huge audience of job hunters across the UK.

MAKE JOBSITE YOUR FIRST CHOICE

Jobsite is the Recruitment Website of the Decade (National Online Recruitment Awards 2010) because we consistently deliver for our clients. In addition to our industry leading candidate attraction methods, our extensive network of sector and regional sites, coupled with our innovative vacancy distribution methods, ensures that we reach your ideal candidates wherever they are.

Our CV database contains over 2.7 million searchable CVs and is growing fast. So, if you don't already have access, talk to us about a CV database licence today.

CONTACT US

0844 561 9000



NEW TO JOBSITE?

newpromotions@jobsite.co.uk
0844 561 9233

RECRUITMENT AGENCIES

sales@jobsite.co.uk
0844 561 9000

ADVERTISING AGENCIES

aa@jobsite.co.uk
0844 561 9000

EMPLOYERS

js-direct@jobsite.co.uk
0844 561 9160

PRESS ENQUIRIES

www.jobsite.co.uk/mediacentre
0844 561 9160

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