

MAKE NAME

CAMPAIGN

Client: Reed Business

## The Task

Multi-media concern Reed Business, business division of Reed Elsevier, was looking to fill about 350 job openings in 2007. These were mainly sales positions for candidates with Bachelor's and Master's degrees, aging from 20-35. Reed Business approached us in July because a large number of vacancies had not been filled yet.

## The Problem

Reed Business was not well known in the (job) market and the Dutch labor market was very tight. On the other hand, however, the public was already familiar with Reed Business' brands (magazines, websites etc.). We had to ask ourselves: How can we find suitable candidates and fast?

## Showcase

One thing is certain: Sales professionals want to score. They are all looking to achieve and Reed Business' tagline reads: Supporting your Success. We came up with the idea for an institute that specializes in researching people's names. The institute was established by an Austrian named Ferdinand von Rigtenstein who emigrated to the Netherlands in 1937. Thanks to co-operations with an American IT company, the institute recently discovered an online method of investigating the impact an individual's name can have on his or her success in life. Through "official" radio commercials and advertorials, the Scientific Onomastic Institute Rigtenstein calls upon individuals to take part in an online study that will determine the success factor in their names within minutes.

The response was overwhelming. The radio campaign was taken off the air early as the virals had already reached full speed. The campaign received a lot of free publicity on TV, radio and on web logs, turning it into a true hype. Within a few weeks, the Rigtenstein Institute's website ranked second in the Internet Top 100 and over a million people had visited the site, amounting to over 3.5 million page views. The viral was forwarded 140,000 times and Reed Business received over 1000 résumés altogether. More than 20% of these were either interesting or extremely interesting candidates for Reed Business, and not just for the openings within the sales department. The campaign also generated speculative applications from candidates interested in other positions such as the editorial and marketing departments. The campaign enabled Reed Business to fill all of its job vacancies in the sales department, and build up an interesting database of résumés for future openings. Although the name Reed Business is hardly mentioned in the campaign, the company is now suddenly an attractive potential employer.