MEDIA CASE STUDY

State Broadcast Association: **Recruiting the Next Generation**

YouTube, Display, and Facebook geofencing that drew quality candidates to broadcasting careers.

OVERVIEW

Client
State broadcast association

Campaign length
Three months

Geography
Northeast U.S.

Total investment
$19,500

Products used
YouTube Video, Programmatic Display, Facebook Device ID

OBJECTIVE

Build awareness of broadcasting careers to recruit new talent into the industry.

65%
YouTube view rate.

STRATEGY AND SOLUTIONS

We geofenced **universities across the state** to build interest in broadcast careers in marketing, sales, engineering, journalism, and technology.

YouTube video ads told the story of a broadcasting career. Strong creative and targeting by job seekers and career interests drove awareness and engagement.

Programmatic Display extended reach across the web, and **Facebook geofencing** focused on regions with open positions.

The client was impressed with **both the quality and the quantity** of candidates.



RESULTS

2.3M
total impressions

3,281
total clicks

65%
YouTube view rate

Hiring or recruiting? Video and geofencing can reach the right candidates where they study and work.

Results from a single advertiser; individual results vary.