

# CASE STUDY

HEINEKEN GO PLACES

GLOBAL TALENT  
RECRUITMENT CAMPAIGN  
IN NIGERIA

# BRIEF

**GENERATE AUDIENCE INTEREST AND PARTICIPATION IN HEINEKEN INTERNATIONAL'S GO PLACES TALENT CAMPAIGN FOR NIGERIAN TARGETS, FROM THE PERSPECTIVE OF NIGERIAN BREWERIES PLC.**

**INCREASE GENERAL AWARENESS ABOUT THE CAMPAIGN**

**DRIVE TRAFFIC TO THE ONLINE INTERVIEW WEB PAGE, AND ENCOURAGE PARTICIPATION.**

# STRATEGY

- **EMOTIONAL STORYTELLING TECHNIQUE**

USE EXPERIENCES OF THE TYPICAL NIGERIAN JOB-SEEKER AND THE COUNTRY'S PECULIAR RECRUITER-APPLICANT RELATIONSHIP TO TELL FUNNY, RELATABLE STORIES THAT WILL SHED LIGHT ON THE EXCITING OPPORTUNITIES AVAILABLE AT HEINEKEN INTERNATIONAL AND WHY THE COMPANY IS THE BEST PLACE TO START AND BUILD A CAREER.

- **VIRAL ENGAGEMENT TECHNIQUE**

CREATE A FUNNY VIDEO, WITH VIRAL POTENTIAL, USING RELATABLE ELEMENTS THAT TALENTED NIGERIAN JOB SEEKERS WOULD IDENTIFY WITH, AND SUBTLY DIRECT THEM TO PARTICIPATE IN THE GO PLACES ONLINE INTERVIEW TEST.

# INNOVATION & CREATIVITY, IMPLEMENTATION & PRODUCTION

ORGANIZE A SIMPLE PRESS EVENT, ALLOWING LEADING PRINT JOURNALISTS & BLOGGERS TO MEET AND DIRECTLY ENGAGE BRAND EXECUTIVES AND CORPORATE TEAM.

SYNDICATE STORIES AND NEWS ARTICLES ACROSS BLOGS AND WEBSITES, TARGETING SPECIFIC VERSIONS TO VARIOUS AUDIENCE TASTES.

## CONTENT CREATION:

- ANNOUNCEMENT ARTICLES
- BRAND FEATURES
- INSPIRED FEATURES
- STORYTELLING
- LISTICLES
- COMEDY VIDEO SKIT (STARRING VIRAL SENSATION, **FRANK DONGA**)
- NEWSLETTERS VIA NIGERIA'S TOP JOB SITES - JOBBERMAN, ETC.
- SEEDED STORIES ON MOST POPULAR JOB FORUMS - NAIRALAND, LINDA IKEJI, ETC.

# RESULTS

3 WEEKS

PRINT MENTIONS — 15 INSERTIONS AND FEATURES

KEY ONLINE NEWS MENTIONS — 50 WEBSITES

COMIC VIDEO VIEWS ON SOCIAL - 50,000 VIEWS

NEWSLETTERS REACH - 2,000,000 CONTACTS (OVER 25% ENGAGEMENT/OPEN RATE)

# BUDGET AND COST EFFECTIVENESS

BUDGET CONFIDENTIAL