

Crew Car Wash

Problem

How does a local chain spread the word that it's hiring?

Solution

By using strategically placed OOH ads to promote the starting pay rate and other employee benefits.

Background

Crew Car Wash was looking to fill available positions in its 20+ locations in ahead of its busy season.

Objective

The objective of this campaign was to place new hires in these positions by December. Ages 18-34 were targeted, the general age range for new hires.

Strategy

High-profile locations were utilized in the market. The creative included details about starting pay, in an effort to grab the attention of the 465,000 people age 18-34 in the Indianapolis CBSA.

Plan Details

Markets: Indianapolis, IN

Flight Dates/OOH Formats:

- Static Billboards
- Flight: September 17, 2015 - November 11, 2015

Budget: \$10,000+

Results

Crew Car Wash experienced a 34 percent increase in applications in 2015 compared to 2014. As a result, 100+ new hires fulfilled all of the hiring needs for the 2015 holiday season.

