

fifthring

Category number: 3

Category name: Best use of live-event marketing

Programme/initiative name: OilCareers.com Traffic Lights Party

Agency [if appropriate]: Fifth Ring

Brand or client: OilCareers.com

URL or microsite [if appropriate]: www.oilcareers.com/worldwide/

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Summary

OilCareers.com required a campaign to generate significant footfall on its website and create visibility of the brand during the Offshore Technology Conference in Houston. The market place is a virtuous circle, so with a small booth, limited budget and extremely crowded event, the campaign had to align with OilCareers.com's longer-term strategy, to position it at the heart of oil and gas jobs –providing candidates and recruiters with everything require to find a perfect match.

Capturing the zeitgeist of modern US culture, the campaign asked visitors to the conference to rate their job satisfaction by taking a drink in a coloured cup:

- Red – I really love my job
- Amber – Excite me and I will consider it
- Green – I could be just what you are looking for

The campaign was a hit with visitors and received interest from local and international media. Such was the physically viral nature of the campaign, cups have been spotted in two international airports. It's success has seen OilCareers.com implement traffic lights across its worldwide exhibition schedule.

Summary Word Count: 198

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Main submission (1,000 words)

About the client company

OilCareers.com is the leading online jobs board for the global oil and gas industry. Set up 10 years ago it now has more than 1 million registered visitors, 650,000 unique users and 635,000 registered CVs. Headquartered in Aberdeen, it now has offices in Houston, Calgary, Dubai and Australia. Its objective is to provide recruiters and organisations with the best quality candidates for a variety of positions spanning the entire oil and gas supply chain.

Strategy – broader business issues the company is facing

With a limited budget for the Offshore Technology Conference, OilCareers.com couldn't compete with competitors in terms of scale and scope. OilCareers.com required a campaign to create visibility of the brand during the Offshore Technology Conference, Houston and use this as a means of attracting increased visitors and registrations to the website. The market place is a virtuous circle, so with a small booth, limited budget and extremely crowded event, the campaign had to align with OilCareers.com's longer-term strategy, positioning it at the heart of oil and gas jobs –providing candidates and recruiters with everything required to find a perfect match.



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Objectives of the campaign

It was important that anything OilCareers.com carried out at the show would lead to dialogue and engagement with candidates and recruiters, increased dwell time on the booth and outreach through channels such as social media, the specific exhibition press and wider media, as well as providing longevity and a platform for constant contact after the event with recruiters and candidates. This activity needed to result in the sign-up of quality candidates leading to increased use of the jobs board by recruiters and therefore generate revenue.



The target audience

The target market was massive – each of the 90,000 visitors was a potential candidate. The sheer size of the audience in a crowded space proved particularly challenging along with a general reluctance to be seen by colleagues or bosses to be engaging with a jobs board if in employment already.

Media, channels or techniques used

For the exhibition stand we developed a traffic lights party concept. Popular in US and UK youth culture, it's a dating game where the colour you wear or the cup you drink from, signals:

Red – not available
Yellow – could be tempted
Green – open to offers

An e-blast introduced the campaign, designed to hit visitors to OTC on their mobile devices and a media invite was also sent out to attending press ahead of the event. Free drinks were offered in red, amber or green reusable cups, with messaging in line with the traffic lights theme.

Red – I really love my job
Yellow – excite me and I will consider it
Green – I could be just what you are looking for

A survey using a wall-mounted iPad was developed. Visitors to the booth were asked to signal their intentions in relation to job satisfaction. This provided statistics for a survey that was issued to media on day three of the event. Media were also made aware of the concept through an invitation to attend the 'party'.

Disruptive media grabbed the attention of visitors. Three dancers in red, amber and green morph-suits performed a routine on the booth twice daily. They also performed in areas OTC delegates congregated.

Social media played an important role – regular tweets using #OTCHOUSTON were used to reach out to visitors, with information about the booth and survey. In order to keep the campaign moving post-OTC, video of the dancers was pushed out, forming the build up to the next event, Global Petroleum Show in Canada.



Timescales of the campaign

The traffic lights party was presented to the client, with approximately 6 weeks to the event. Once approved, the elements of the campaign were sourced from the US to allow us as much production time as possible.
It was agreed that the HTML would be issued with the aim to hit the mobile devices of those attending OTC on the first day, when they would be receptive to news and information about the event.
A follow up session just after the event looked at lessons learned from this campaign so that the traffic lights party concept could be adopted for OilCareers.com booths at Global Petroleum Show in Canada and ADIPEC in Abu Dhabi.

Budgets

- Project management £[redacted]
- Concept design £[redacted]
- Total booth costs including all graphics etc £[redacted]
- 3000 cups and 3000 koozies £[redacted]
- Dancers £[redacted]
- Staff for the booth £[redacted]
- PR/Media relations £[redacted]

"These details were provided to judges in the original submission but are commercially sensitive and therefore confidential."

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Results

All of the elements of the campaign were designed so that we could measure efficacy and ensure the overall objectives were maintained or surpassed. Over the course of the 4 days 1500 cups and 1500 kouzies were given away, giving an indication of footfall at a general level. The iPad app had built in analytics to measure usage and give some indication of footfall and the DM also had a CV upload call to action, and stats showed how many times it had been opened. Overall web traffic on OilCareers.com increased from 162,946 visits for the same week in 2011 to 251,776 in 2012 with 30,000 US visitors, up from 19,000 the previous year.
Dwell time on the stand increased ten-fold allowing Oilcareers.com to capture details using a badge scanner, giving rich data to follow up post-event.

All of the media coverage secured was shared with the client, and so far amounts to a content weighted advertising value of £38,598 and minimum circulation of over 10million. Coverage was secured in key titles including the Houston Chronicle, Hart's E&P, Maritime and Energy and Lloyd's List Australia.
The traffic lights party featured in Houston's ABC13 news bulletin and managing director, Mark Guest, was invited to take part in a press panel discussion hosted by the UKTI.
The cups were been spotted at airports in the UK and the US.



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Client testimonial

"In an increasingly competitive industry where companies are turning to ever more innovative ways to attract the top talent, it is important to stay ahead of the game. The progressive approach firms are taking to communicate with those they wish to reach out to raises the stakes for all and at OilCareers.com we recognize the value of a creative approach."

Mark Guest, Managing director

Word Count 1040

Supporting material supplied

List any supporting material or presentation boards here Presentation boards named OilCareers.com Traffic Lights Party

Appendix

Additional material or images that do not form part of the main submission can be placed here. N/A

Submission ends