

# Cassies 2006 Cases

**Brand/Case: workopolis.com**

**Winner: Events, Seasonal & Short Term—Bronze**

**Client Credits: workopolis.com**

Patrick Sullivan, President  
Max Tremblay, VP Marketing  
Cheryl Goymour, Brand Manager, workopolis.com  
Marco Bailetti, Brand Manager, CorporateWorks.com  
Sharleen Moodie, Brand Manager, WorkopolisCampus.com  
Bruno Gendron, VP Quebec

**Agency Credits: Due North Communications Inc.**

Jill King, VP Managing Director  
Karen Howe, VP Creative Director  
Jennifer Sullivan, Account Director  
Joe O'Neill, Copywriter  
Jean-Pierre Martel, President, Creative Director, Martel  
Hélo Seguin, Copywriter, Martel  
Mylène Savoie, Account Director, Martel  
Patrick Karasiuk, Junior Art Director  
Irem Ayberkin Lutz, Senior Account Executive  
Erin Kretz, Account Executive / Case Writer  
Nicole Tardif, Producer  
Fiona Gallagher, Media Director, Round Table Advertising

**Crossover Notes:** All winning cases contain lessons that cross over from one case to another. David Rutherford has been identifying these as Crossover Notes since Cassies 1997. The full set for Cassies 2006 can be downloaded from the Case Library section at [www.cassies.ca](http://www.cassies.ca)

- Crossover Note 1. What a Brand Stand For.
- Crossover Note 2. Brand Truths.
- Crossover Note 7. Fighting for the Same High Ground.
- Crossover Note 8. Classic Rivalries.

To see creative, go to the Case Library Index and click on the additional links beside the case.

## EXECUTIVE SUMMARY

**Business Results Period (Consecutive Months):** January – April 2006  
**Start of Advertising/Communication Effort:** Jan 16 2006  
**Base Period for Comparison:** January – April 2005

On-line career companies derive their revenue from employers (job posters). They pay to post positions on a site, and naturally enough choose the site that will deliver them the best quantity/quality of applicants. For employers, the key metric is unique visitors. As the unique visitor number increases – so do workopolis.com revenues. Advertising awareness (along with referral and word of mouth) creates unique visitors.

This case deals with the first four months of a new campaign. It was based on a new insight about work, and it delivered excellent results for Awareness, Unique Visitors, and Revenue—the latter running at 33% ahead of year ago. As a result, workopolis.com established itself as the clear leader in market share over its long-time rival, Monster.ca. **Crossover Note 8.**

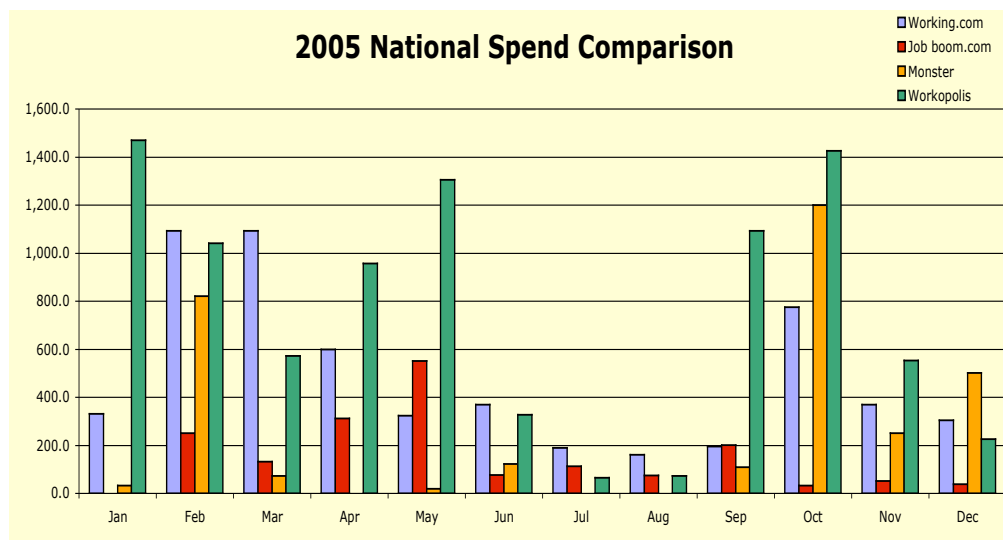
## SITUATION ANALYSIS

### a) Overall Assessment

workopolis.com launched in 2000. It is owned by The Globe and Mail division of Bell Globemedia, Toronto Star Newspapers Ltd. and Gesca Ltd., a subsidiary of Power Corporation of Canada. In some senses, workopolis.com and Monster.ca offer similar services for both job posters and job seekers. **Crossover Note 7.** Advertising spending for workopolis.com involves paid media and contra (from our owners) as available. Historical spending follows, with a 2005 competitive comparison.

(\$000)	2004	2005	2006
workopolis.com Media	\$2,959	\$4,018	\$6,500
Newspaper Contra	<u>\$3,300</u>	<u>\$6,300</u>	<u>\$6,300</u>
	\$6,259	\$10,318	\$12,600

ACNielsen



As awareness is a key to attracting job seekers and posters to the site, we conducted pre-campaign research. We found that workopolis.com lagged 17 points behind Monster.ca in advertising awareness.

#### **On-Line Job Site - Unaided Advertising Awareness Dec 2005 Pre-Wave**

Monster.ca	33
<b>workopolis.com</b>	<b>16</b>
Job Boom.com	7
Working.com	4
Hot Jobs.ca	3

#### **b) Resulting Objectives (Calendar 2006)**

- a. Increase the number of public resumes posted by 40%
- b. Increase single job postings revenues by 35%
- c. Create and maintain a 25% lead over Monster.ca in unique visitors per month

#### **STRATEGY & INSIGHT**

We used market and consumer research to learn how a job/candidate search is conducted, how the category is viewed, and how our communications campaigns were seen. Here are some of the learnings:

1. Job seekers and posters believed that on-line job sites are a ‘blunt instrument.’ Both wanted to find what they wanted in the least labour-intensive way possible.
2. Users and non users believe in workopolis.com for the following reasons:
  - a. The most jobs within a relevant context
  - b. The tools to get me what’s relevant
  - c. Stats/testimonials/proof that it is a successful method
  - d. A method of accessing the intangibles – like personality
3. workopolis.com was seen as the most professional and credible. It was also seen as a bit conservative compared to the more contemporary and fun Monster.ca.

More important, though, people don’t just want a better job or a better career.

**They want a better life. [Crossover Note 2.](#)**

In a category mired in messages about ‘better jobs and more jobs’ people had a deeply felt need for work/ life balance. This led us to creative that focused on developing a well-managed career – which would lead to a better life. [Crossover Note 1.](#)



Manage your career with [workopolis.com](http://workopolis.com), and you just can't lose.

 47 of the 50 Best Employers in Canada have posted jobs with us.

 More jobs are posted on our site than on any other site in Canada.

 More companies hire through us than through any other Canadian job site.

**YOUR LIFE AWAITS.**

Having a great life begins with building a great career. Start building yours today.

**workopolis.com**  
CANADA'S BIGGEST JOB SITE

## EXECUTION

We developed the following creative, in English and French:

- Job Seekers: Radio 1 x :30, Television 2 x :30, Newspaper.
- Job Posters: Radio 1 x :30, Magazine, Newspaper.

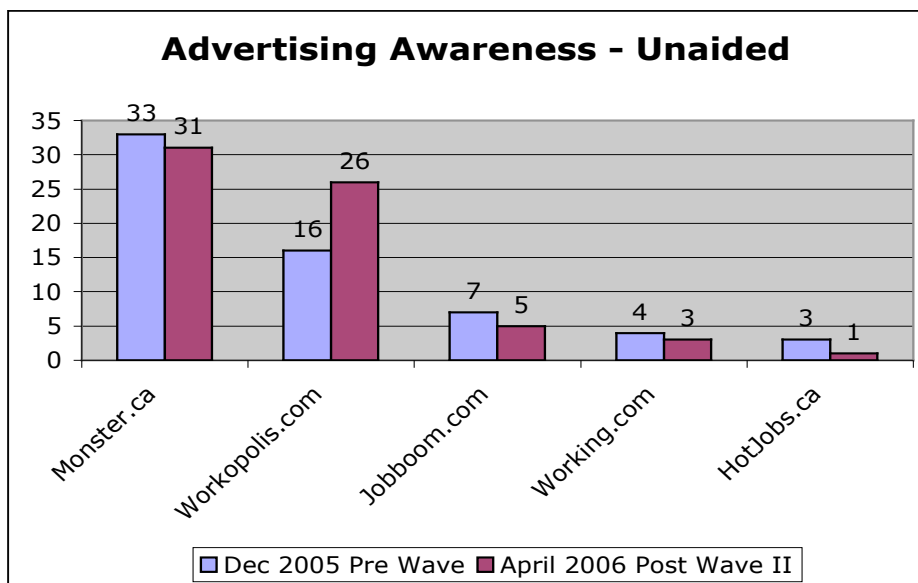
Radio asks, "Would you like to be hired by a top Canadian company?" Or, "Are you comfortable with the name 'hiring hero'?" Both spots end with 'Your Life Awaits' or 'Your Candidate Awaits' at workopolis.com .

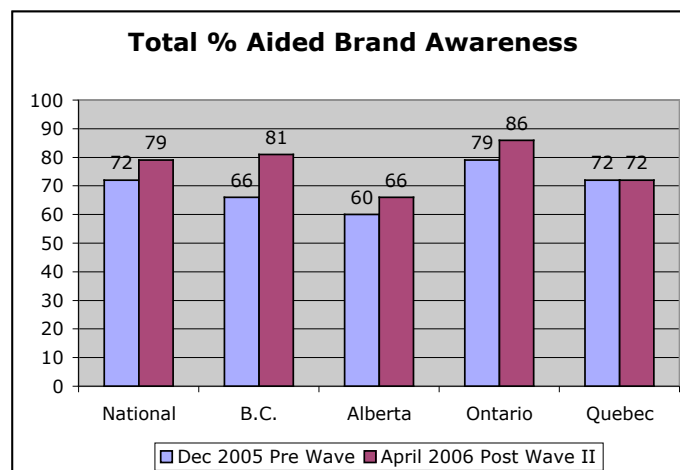
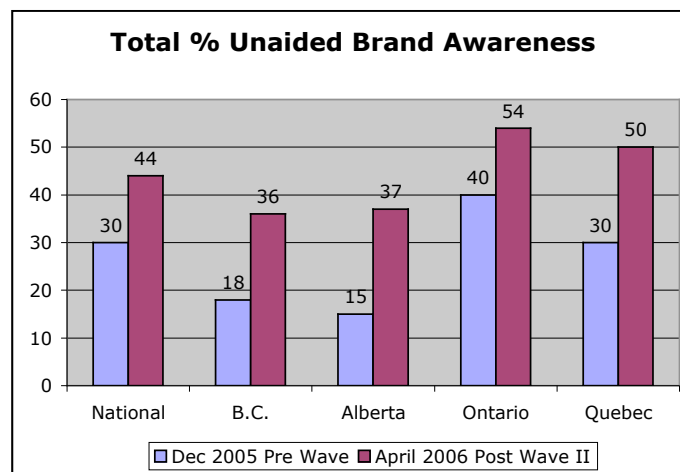
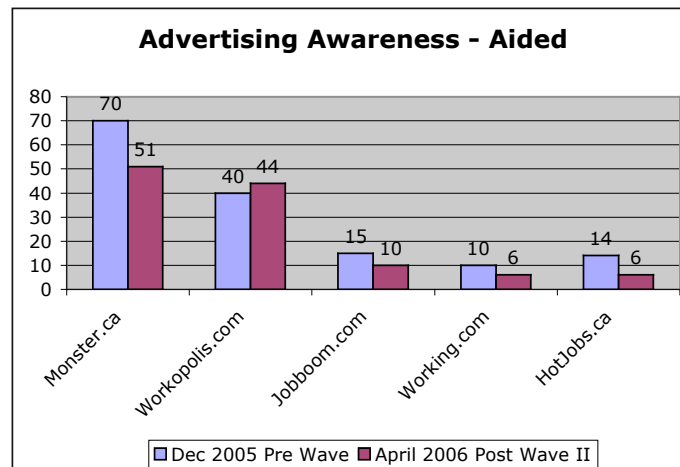
TV was aimed at job seekers. Images of what could happen with the right job – stenciling vice president on the door with the audio "do you want the rapid promotion" and "do you want to be named to the top 40 under 40?" These spots end with 'Your Life Awaits'.

Newspaper/Magazines used a game board representing life's choices and strategies, with suggestions like "bask in the glow of domestic bliss" and "boss praises you for raising the company profile."

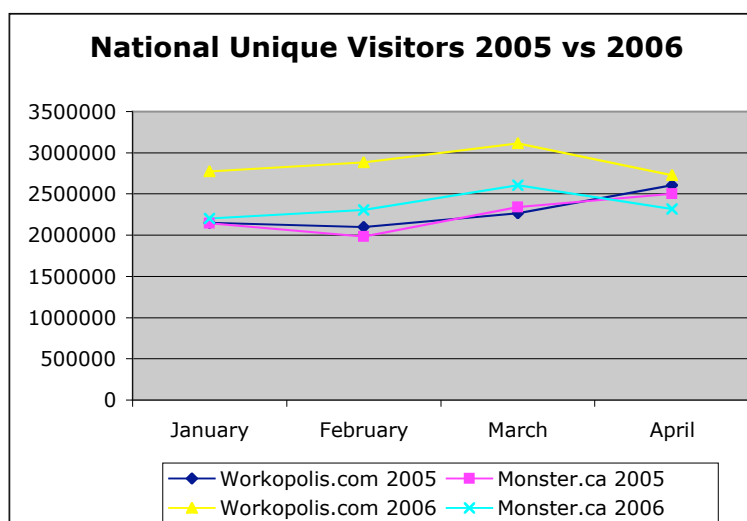
## BUSINESS RESULTS

We tracked pre and post aided and unaided awareness campaign, for the brand and the advertising. In all tracking, awareness increased. Most notable is the shift in unaided advertising awareness. What had been a 17 point differential had shrunk to 5 points.

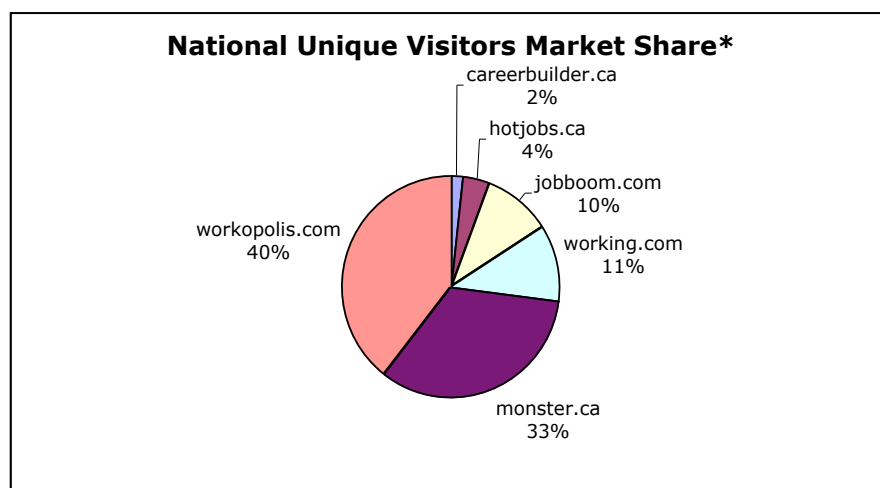




As awareness grew, unique visits have increased as well. This gives job posters a larger pool of candidates. We have also outpaced Monster.ca on the number of unique visitors. Our aggressive goal was to exceed them by 25% each month. We have come very close to that for Jan – April 06, with a 22% lead over Monster.ca versus year ago.



For market share, workopolis.com is the market leader, with 40% of national unique visitors—and a 7 point market share lead as at April 2006.



**With this increase in unique visitors, revenue for national single job postings is up an average of 33% per week during the campaign versus a year ago.** The number of public resumes posted has also increased 50% on average vs the prior four month trend.

In terms of ROI, we are not comfortable releasing specific data, but we can say unequivocally that this incremental growth has been well worth the money invested, not just today, but as a factor in our long term growth objectives.

### **CAUSE & EFFECT BETWEEN ADVERTISING AND RESULTS**

Pricing and distribution channels remain unchanged during this time period and have not impacted business results. We also saw a dramatic correlation between advertising activity and subsequent results [information was supplied].