



MCDONALD'S - JULY RECRUITMENT DAY



MCDONALD'S – THE BRIEF



What was the brief for the campaign?

- McDonalds Recruitment Day was held in WA on the 18th August 2012.
- McDonalds were aiming to generate foot-traffic of potential employees for interviews to 47 stores in both metropolitan and regional WA.

How did Student Edge ensure the success of this campaign?

- Student Edge proposed the use of dedicated eDM and SMS media, targeted geographically to each of the participating 47 McDonalds stores in WA.
- A SMS text message was tailored to the specific store closest to the Student Edge members listed address.

MCDONALD'S - TARGETING



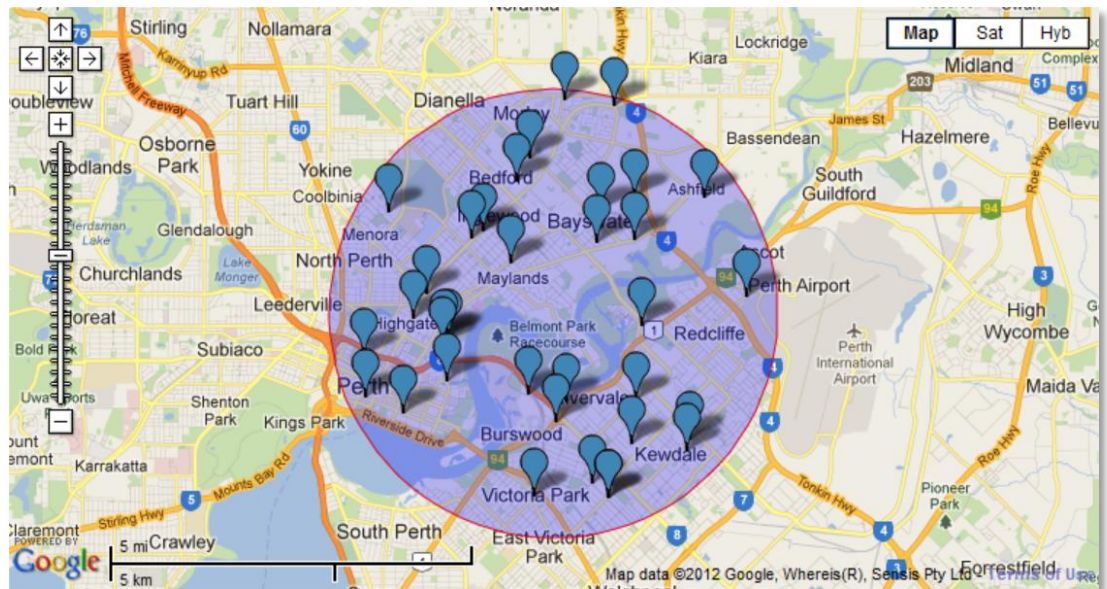
How did Student Edge ensure the most finite geographic targeting for this campaign?

Metropolitan Stores

- Targeted to a 5km radius around the McDonalds store location.

Regional Stores

- Targeting to within a 10km to 20km radius around the McDonalds store location, depending on store isolation.



MCDONALD'S - THE MEDIA



10,000 targeted eDM records



30,000 targeted SMS records



Hi "[FNAME]", Maccas is looking for new recruits. Interviews are taking place in selected stores between 9.00am and 4.00pm on Wednesday, the 18th July so **grab your resume and come on down and apply.**

We are now interviewing at McDonald's® ...

Visit the below McDonald's® stores on Wednesday 18th July



"I'm studying Sports Science at Uni. If I have exams or need time off to study, it's no hassle."

Come to the following McDonald's® Stores between 9.00am and 4.00pm on the 18th July for a job interview:

Applecross
Cnr Canning Hwy & Sleat Rd

Mandurah Forum
Mandurah Forum S/C, Cnr Pinjarra Rd & Arnold St

Armadale
69 Jull St

Maylands

MCDONALD'S – THE RESULTS



Student Edge delivered sensational results!

Feedback from stores:

- The Store Manager of East Victoria Park reported that there were applicants queuing out of the store. Over 60 applicants were successful at getting jobs at this McDonalds store alone.
- At the McDonalds store in Riverton, 8 applicants were interviewed in a 1 hour period alone.
- Over 500 successful applicants were employed in total.

31/07/2012 10:14:55 PM Posted by Megan J

I actually got a txt from student edge telling me there was interviews at maccas so I went to the interview and I ended up getting them job :D thanks student edge



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Message from member – published on Student Edge website

MCDONALD'S – THE RESULTS



Statement from Robert Holmes, WA Marketing Manager

“McDonald’s is the number one QSR in WA and employs over 6,600 people in our 66 restaurants. We have worked closely and successfully with StudentEdge for many years to both communicate new and relevant product offerings to their ever growing membership and also as a source of talented individuals to join our restaurant teams.

Both strands of our involvement have been very successful for the McDonald’s WA business and we are coming to view StudentEdge more and more as the key channel in targeting WA students through their suite of media offerings: traditional online advertising, eDMs, geo targeted sms, and through our tailored exclusive offer for card holders redeemable in store.

From a recruitment perspective we have found Student Edge to be a very speedy, cost effective and targeted channel to ensure we connect with quality applicants looking to work in our ever growing team.”



GET AUSTRALIA'S INNOVATORS IN STUDENT MARKETING WORKING FOR YOUR BRAND!



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