

# DEFEATING AIR CHALLENGE

Marketing Communications Campaign for Recruiting Air Controllers

Agency: **META Advisory Group, communication agency**

Category: **PR**

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## STORY BEGINS

The position of an air traffic controller is being regarded around the world as one of the most mentally challenging jobs, as it can be notoriously stressful, depending on many variables (equipment, configurations, weather, traffic volume, human factors etc) and at the same time comes with a great responsibility for the lives of air passengers. Our job was to make the invisible man visible.

## OBJECTIVES/CHALLENGE

- Meet the target of 300 qualified applications for the position of air controllers by using the tools of marketing communications instead of traditional recruitment campaign. The number requested was high, the candidates were to meet strict selection criteria and at the same time the awareness and thus the attractiveness of the profession was low. The campaign had to be conducted within a strict period of 3 weeks.
- Other objective of the campaign was to promote the job of an air controller, enhance the employer branding of the Air Control Center, raise the profile of the job and shape the preferences of the future Estonian Air Academy students towards choosing the curriculum.

**BUDGET: 6500 EUR**



## STRATEGY

- We chose to create and implement an integrated marketing communications campaign in order to tackle the challenge of the Client, the elements of which were content marketing, traditional media relations, event marketing, social media support and a recruitment campaign at the popular gathering places of the target group, as well as in the universities.
- A focus point for the targeted media campaign in national news and lifestyle media was the narration of stories – providing inspiring examples by the existing air controllers in order to raise the awareness and thus the attractiveness of the position.

## IMPLEMENTATION

- **Integrated MEDIA and PR CAMPAIGN**, covering all major Estonian news and lifestyle media, from online and print to TV and radio and from national to regional level, using a mix of traditional media relation tools: press releases, topic offerings, interviews, video interviews etc.
- The campaign was further amplified by the **CONTENT MARKETING** cooperation with the biggest online portal Delfi, where one could read inspiring stories by existing air controllers linked straight to the recruitment site in order to integrate the narration of stories and call-to-action.
- **MEDIA EVENT** for major Estonian media channels at the Air Control Center during which the experiment of testing the air controllers job was offered to one of the leading TV channels in Estonia - TV3.
- **SOCIAL MEDIA** channels integration: Air Control Center's page and the Flight Academy page, several media channels' pages. Also the existing air controllers shared the stories.
- **RECRUITMENT CAMPAIGN** via information posters held in the most popular gathering places of the target group (cinemas, entertainment centers, cafes etc) and in the universities



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## RESULTS

- 400 candidates against the set target of 300
- Information campaign conducted in more than 70 popular gathering places and universities
- Highly visible media campaign in 16 major Estonian media channels, covering all media types
- The profession of air controller became the no 1 choice in the Estonian Flight Academy for the first time

## COST EFFECTIVENESS

We and the Client consider the campaign to have been cost effective, taking into account the results achieved versus costs, especially during such a concentrated period of 3 weeks.

## CREATIVITY

The core creative idea of the campaign was to use the marketing communications tools for the recruitment campaign, instead of the more traditional recruiting methods, integrating content marketing, traditional media relations, social media outreach, event marketing and information campaign. We had the existing air controllers themselves in the center of narrating stories, not only introducing the benefits of the job, but also letting the possible candidates know that they would be working with inspiring people from diverse backgrounds, from a former football coach to a former journalist to a former ballet dancer.

„Hearing about this job offer was like winning a lottery ticket for me.....“

- Former Estonian journalist, now air controller