

Job Today

Background

Job Today launched in New York in Q4 2022. The company set a goal of achieving rapid growth to become the leading employment marketplaces for small businesses in the greater New York area. There was a need to reach, nurture, and grow both sides of the marketplace – employers and job seekers – in a short period of time. Job Today was seeking advertising opportunities, both online and offline, that provided coverage over key NYC neighborhoods to reach a significant share of the target audience population.

Objective

New Product or Service Launch.

Develop brand equity & trust; Drive adoption on both sides of the marketplace.

Strategy

Job Today decided to use an omnichannel approach to address the market and build brand awareness, and selected OOH ad placements across the New York City Subway as its key ad placement. The company recognized the New York City subway was the mode of transport used by most young working professionals as well as business owners – its two key target audiences.

Plan Details

Market: New York, NY

Flight Dates: 11/21/22 - 12/18/22

OOH Formats: Subway Two-sheets, In-car Ads, Live Billboards

Target Audience: Young professionals and business owners in the hospitality industry

Budget: \$10,000 or larger

Results

Job Today saw an 80% uplift in app installs on the first week of the OOH campaign with 28,000 additional app installs driven throughout the campaign period and the two-week cooldown period. They also saw a 55% improvement in paid digital ad campaign CPI throughout the OOH campaign period.

