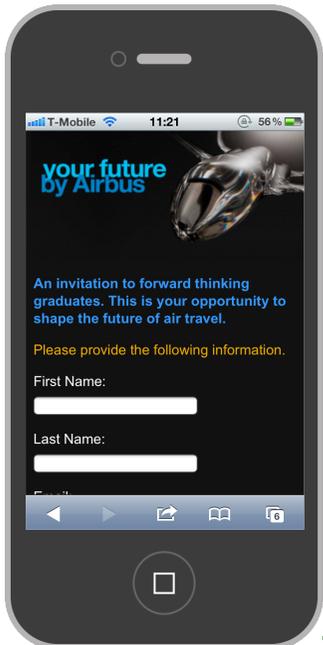


Incentivated aids Airbus' recruitment process

Business need

To deliver a messaging and mobile internet campaign for Airbus, targeted at students who are registering their interest in engineering recruitment events.



The solution

Working with agency Dawson Walker Communications, we delivered a graduate recruitment campaign for Airbus centred on SMS as an initial point of contact, and a mobilised website to deliver further information to students.

Students who send a text to register their interest in a career at Airbus are sent an SMS which contains information about their nearest recruitment event and a link to Airbus' mobile recruitment site, m.airbuswork.com.

There are also outdoor advertisements about the campaign as well as on leaflets handed out on campuses that contain a QR code which links directly to the mobile site.

The recruitment pages of the mobile site are linked to interactive mobile apps of the 'Your Future by Airbus' concept planes as well as connecting to the Airbus Facebook page and main Airbus careers site, as part of the deep content provided to attract high quality candidates.

Functions

- Direct response
- Find my nearest
- Mobile internet
- Enterprise messaging
- QR codes

