



MMA CASE STUDY

SMARTIES

UPS Mobile Career Site

Campaign Summary

As the U.S. economy began to recover, UPS didn't see the rise in viable employment candidates it expected to. By expanding its recruitment function into the social and mobile space, the brand was able to connect with a young target audience more effectively and efficiently than ever before.

Strategy

Objective and Context:

Job seeker behavior over the past few years has changed dramatically for many employers in the United States. For UPS, traditional recruiting channels were no longer delivering the volume and quality of candidate applicant flow needed to maintain customer service goals, drive innovation, and expand the organization. Realizing candidates were embracing social and mobile technologies in other aspects of their everyday lives, UPS sought to bring similar innovative techniques to its talent acquisition function. The brand would monitor clicks, time spent on its mobile-friendly career site, completed applications, and hiring volume as KPIs.

Target Audience:

The primary intended target audience was individuals 18 to 25 years old, with a secondary market of 26 to 45 years old, skewed slightly towards male candidates due to the physicality required for many of its positions. Students were a primary target, as UPS provided a generous education assistance program and managerial training to college students who worked part-time while attending school.

Creative Strategy:

The "Problem Solved" campaign's messaging revolved around the idea that working at UPS can help individuals, whether they need money for college, want to receive management training from a Fortune 100 company, or would like to work globally in one of the over 220 countries UPS serves. The strategy was to engage viable candidates more quickly, more effectively, and less expensively than through any traditional means.

Execution

Overall Campaign Execution:

The campaign, now in its fifth year, began with only text-message marketing, which soon led to a mobile-optimized career site where potential candidates could view available jobs easily. In its third year, the brand engineered its job site to allow mobile applications, becoming one of the first companies to do so. Since then, the brand has leveraged the fact that mobile is often used in conjunction with other media to create a fully cross-channel integrated campaign. The brand used print, TV, promoted social posts, and promotional cards to drive traffic to the mobile job site. The initiative now drives the greatest percentage of tracked hires for UPS (25 percent) and the most efficient conversion rate of candidates, from creating an application all the way through to being hired.

Mobile Execution:

UPS made it easy for the target audience to intuitively and quickly search for relevant jobs, and gave them a simple but elegant way to apply for a job via a handheld device and share those jobs with friends. While 25 percent of UPS hires are generated via social and mobile, only approximately 10 percent of the budget is allocated to it. It is highly effective for UPS, and the brand is leading the way in leveraging mobile to hire candidates.

Results

In 2013, 24,475 UPS hires came from social and mobile. The campaign also recruited 46,622 interviewees and facilitated 104,889 completed applications. The mobile platform enabled a much more deeply engaging experience, and gave the brand both tracking and cross-media integration ability. Google Analytics reported that from June 2013 to June 2014, 2,394,073 unique users visited the UPS mobile career site 3,824,688 times. The average duration was 3 minutes 51 seconds, not including the time to apply, which showed a very high level of engagement.

Source

“UPS Mobile Career Site.” 2014 MMA Smarties Mobile Search Finalist. Brand: UPS. Lead Agency: TMP Worldwide.