



Monster.com
Double Your Salary Sweepstakes
Case Study

Prepared and executed
by Tad W Perryman

Based on experience while working outside +IU Brand

Monster.com | Awareness and Account Lead Case Study

BUILDING THE DATABASE TO DRIVE RESUME SEARCH BY COMPANIES

Monster.com is known as a database of resume's by businesses looking to fill positions with new employees. But you have to get the resume's online for the businesses to come searching.

Challenge Most consumers believe Monster.com is for them to search for open jobs posted by companies, but the breadth of the business is gained through selling the database of resume's to recruiters and corporate HR departments. The Challenge was to get more resume's loaded and new active accounts in order to have a platform to sell against.

Solution The group developed a very timely campaign to reach job seekers (those actively and passively looking for the next move in their career.) As the cost of living was rising we capitalized on a key consumer research finding focusing on doubling your chances of getting a job when you post a resume on Monster

Across three key markets we offered the chance for someone to double their current salary just by opening an active account on Monster.com. Local TV and Radio along with Geo-Targeted Digital Display Ads and promotional incentives delivered the message of the campaign.

Results

4,532 Resumes Posted

151,465 Job Searches

21,121,069 Impressions

This case study was executed by the team while working for another agency.

monster
MARKETS
MARKETING UPDATE

September 29, 2006

Dallas/Ft. Worth

Double Your Salary Winner Takes Home the Check

The winner of the Monster Double Your Salary promotion was presented with the grand prize check on Wednesday, September 27, 2006 at the Dallas sales office. The Double Your Salary promotion was open to residents in Dallas/Fort Worth, Atlanta and Cincinnati from July 10 to August 13.

Ms. Phyllis Peteet was chosen as the winner. Ms. Peteet is an executive legal assistant for a small law firm in Dallas. The entire Dallas sales team was on hand to congratulate Ms. Peteet and enjoy lunch with her. Ms. Peteet plans to be extremely frugal with her prize winnings, but admits that she intends to spoil herself a bit next month with an extravagant 40th birthday celebration.

Photos of the presentation were submitted to local Dallas print publications including; The Rowlett Lakeshore Times (a community news print publication in the city where Ms. Peteet resides), the Dallas Morning News and several minority news outlets. A full media coverage report will be completed upon publication of the story.

David C. Wright, along with his Dallas sales team, make presentation at Dallas regional office (Wednesday, September 27, 2006)

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Confidential Information

**It's not just about branding.
It's about leads.**

