



Client: Office of Business Opportunity – 2014 Hire Me Now Job Fair

Project: Hire Me Now Job Fair

Objective: The Office of Business Opportunity, through its TweetMyJobs Houston! initiative, hosted its inaugural Hire Me Now Job Fair on September 25, 2014 at the BBVA Compass Stadium. The goal of the event was to bring together approximately 75 local, hiring businesses and at least 1,000 job seekers while providing educational workshops to attendees about the TweetMyJobs Houston! mobile platform, increasing registration on the Houston site.

One World Strategy Group was retained to develop a full-scale communications campaign that would attract a wide range of hiring businesses and as many job seekers as possible within a short, eight-week timeframe. We were also tasked with creating a brand that would stand the test of time and work to build event awareness, ultimately growing the size of the job fair year-over-year.

Strategy: With a limited budget and only eight weeks to create a brand, announce the event and attract the right audience, One World set to work compiling a full-scale communications strategy that would pull from traditional media outreach, paid online and print advertising, outdoor advertising, public service announcements and social media. We setup a series of 1:1 briefings with elected officials and requested their assistance in promoting the job fair through newsletter reach and social media. One World also worked closely with the Office of Business Opportunity to develop a partner communications plan where all partners and sponsors of the event – including lead sponsor AT&T, would assist in reaching hiring businesses and job seekers alike through their own communications platforms. This grassroots approach allowed many different avenues for reaching the intended audience. The result was truly impressive.

Result:

The Hire Me Now Job Fair attracted 100 hiring businesses offering several thousand job opportunities ranging from entry level to the c-suite. In attendance were more than 3,300 job seekers with over 1,000 pre-registered to attend. A press conference announcing the event on September 17th coupled with traditional media outreach the week prior to the event yielded ten stories. Throughout the month of September 10 billboards were designed and placed throughout the greater Houston area, Clear Channel Digital ran 30 separate PSAs, multiple online ads were placed through NewsWireHouston, dMars, Houston Community Newspapers, JobSparx and other sources, and a LinkedIn advertising campaign was initiated that led to nearly 100k impressions. In an effort to build the brand, a logo was designed and used on a variety of marketing pieces including a push card, step & repeat, electronic flyer, and electronic signage used throughout BBVA Compass Stadium on event day. The logo was also spread through social media and throughout marketing materials developed by event partners and sponsors.