

Student Integrated Competition 2024

How can we use the power of an integrated marketing campaign to encourage more employers to post their vacancies on the Campaign Middle East job page?

Background

Campaign Middle East serves as a platform for industry professionals, agencies and creatives in the Middle East. With its focus on marketing, advertising and creative excellence, we deliver up-to-date news, expert insights and career resources to shape the professionals of tomorrow. We are a multi-media title working across print, digital, events and podcasts.

The Challenge

Campaign Middle East offers a dedicated jobs page on its website, connecting talented individuals with career opportunities within the advertising, marketing and media industry. It serves as a hub for recruitment ads, vacancies and internship opportunities.

Campaign Middle East wants to become the number one destination for job seekers in the Middle East. To do this we need to increase the number of employers and recruiters that are posting their open roles on the site.

By increasing the number of vacancies advertised on the job board we aim to boost traffic and further raise awareness of Campaign Middle East.

Target Audience

Employers and Recruiters across the Middle East with open vacancies.

Insight

- Employers can list jobs for free - this is for a limited time
- Higher job demands after summer
- Major trend in industry - we see lot of people switching jobs - and this career portal will be the right platform to find the right candidate
- General platforms like LinkedIn and other job portals etc. have generic job vacancies and hence the audience would receive multiple unrelated job applications.
- Campaign readership is mainly managerial level and above - so employers can target candidates beyond entry level jobs.

Strategy

Think about the following platforms when creating your campaign - Social platforms like LinkedIn, print adverts in campaign magazines, Digital banners and also activation in our Campaign breakfast briefings we host every month.

Key Message

Posting your job on Campaign Middle East's job board will help find your perfect candidate.

Personality

Our brand embodies credibility, offering the latest, most reliable news and analyses. We're your informed guide, staying ahead of industry shifts, ensuring our audience receives cutting-edge perspectives. Professionalism defines us; expect the highest standards in our work and interactions. Innovation drives us; we set trends through forward-thinking content. Engage with us; your voice matters in our interactive discussions. We're not just a source; we're an authority, providing expert analyses and comprehensive coverage.

Campaign Do's and Don'ts

- Highlight success stories
- Capture the imagination of our audience
- Social Media Engagement:
- Assess Practicality of the campaigns (not overdoing with technology driven campaigns)
- Avoid overwhelming content

Deliverables

- 1 x Presentation board A2
- Entry can be in English and/or Arabic
- Maximum of 300 words describing the campaign plan - how the campaign will be launched, executed, and the appropriate channels used. It must include the strategy, the creative idea and key messages, the channels used, and evaluation criteria of expected outcomes
- Entries must include three types of media across paid, earned, shared, and owned (e.g. posters, billboards, websites, podcasts, social media posts, offline/online activations, videos etc.)
- Only individual entry submissions are allowed (Team based entries will not be accepted)

Checklist

Required format:

- Supported upload file types are: .jpg, .jpeg, .png, .pdf
- Size: 420mm(h) x 594mm(w)
- Entry can be in English/Arabic (if in Arabic, please provide English translation)