



TESTIMONIAL

## CLEAR CHANNEL PUTS OUTDOOR TO THE TEST

### "Recruitment Ad Finds Candidates"

**THE PROBLEM:**

Clear Channel Outdoor's operations department was seeking qualified individuals for installing billboards in the DC-MD-VA area. Clear Channel had in the past recruited employees via advertisements in the local newspapers and Internet.

**THE PLAN:**

Clear Channel Outdoor decided to put its own medium to the test and created a bulletin ad for their recruitment efforts. The bulletin was posted for one-month on a secondary artery in Laurel, MD, within 5 miles of the Clear Channel Outdoor office.

**THE RESULTS:**

Within 24 hours of posting the bulletin, 68 responses were received via voice-mail. After 15 days of posting, there were more than 175 responses received. The campaign resulted in 40 interviews scheduled, 20 interviews conducted and 8-10 qualified candidates. After two months, the operations department was still receiving calls in response to the help wanted advertisement. The campaign was so successful, the operations manager decided to move the ad to another location to generate additional candidates.

**CUSTOMER SAID:**

"I was very pleased with the success of the outdoor campaign. I was surprised with how fast (within 24 hours) the calls starting coming in - my voice-mail was unable to handle all of the messages! We will continue to use Outdoor to recruit, as it has been the most successful medium to date."

-Joe Kroeger, Operations Manager  
Clear Channel Outdoor, DC/Baltimore



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