

Success story



How to enhance Randstad's brand awareness by designing a hyper-local programmatic DOOH campaign?

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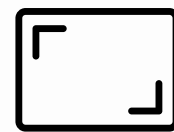
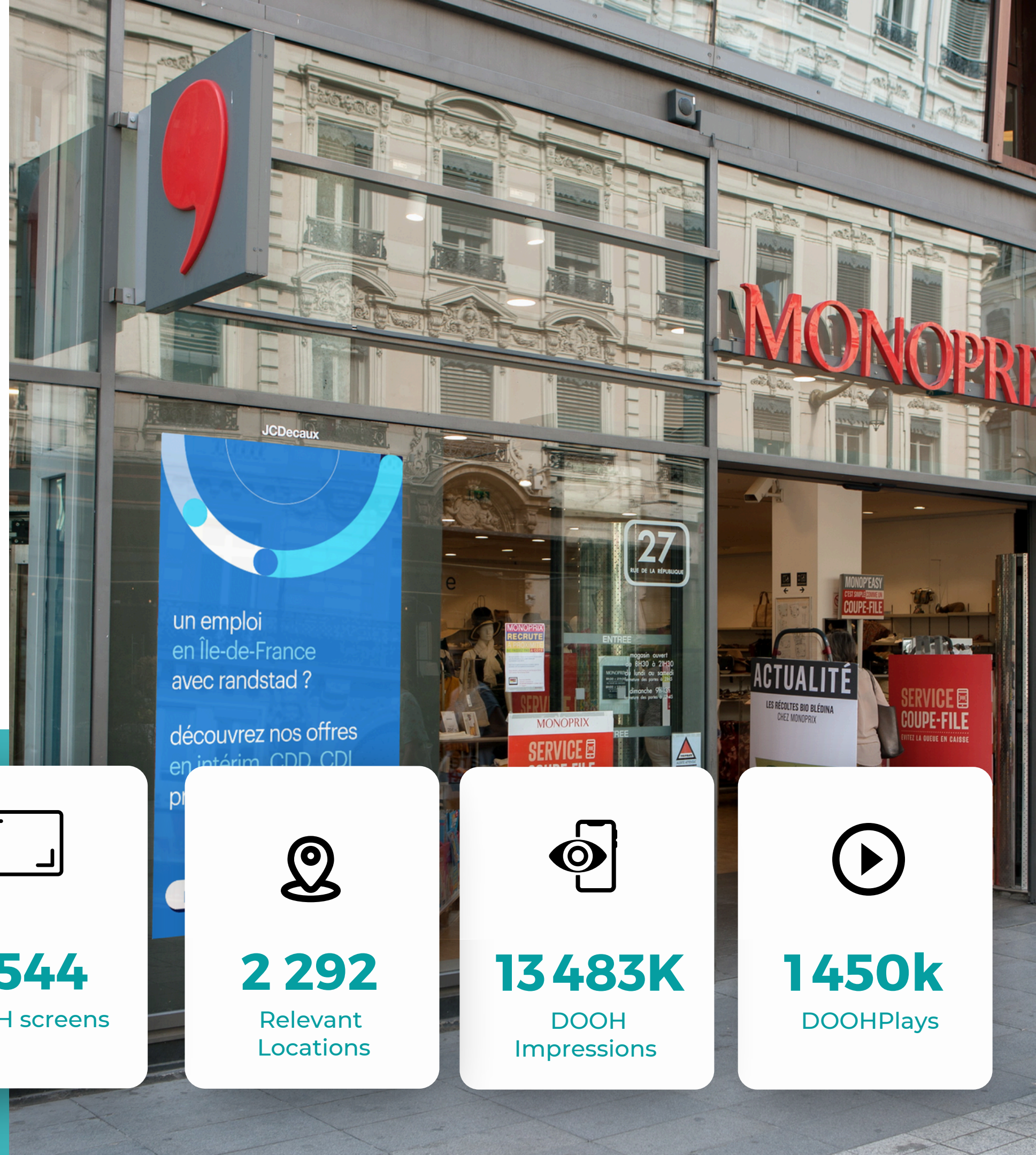
CONTEXT

Boost business activity and attract new talent in sectors facing challenges and tensions.

A hyper-local DOOH campaign designed to combine brand awareness and proximity. The goal is to establish a strong presence in local areas by directly targeting a young audience, particularly temporary workers seeking job opportunities.

A THREE WEEKS CAMPAIGN DURING APRIL 2024

- **Broadcast area:** 50 target cities in France and Île-de-France
- **Target:** young candidates looking for stable employment or their first work experience
- **Message:** 'A job in [department] with Randstad? Discover our temporary, fixed-term, and permanent job offers near you'



3 544

DOOH screens



2 292

Relevant Locations



13 483K

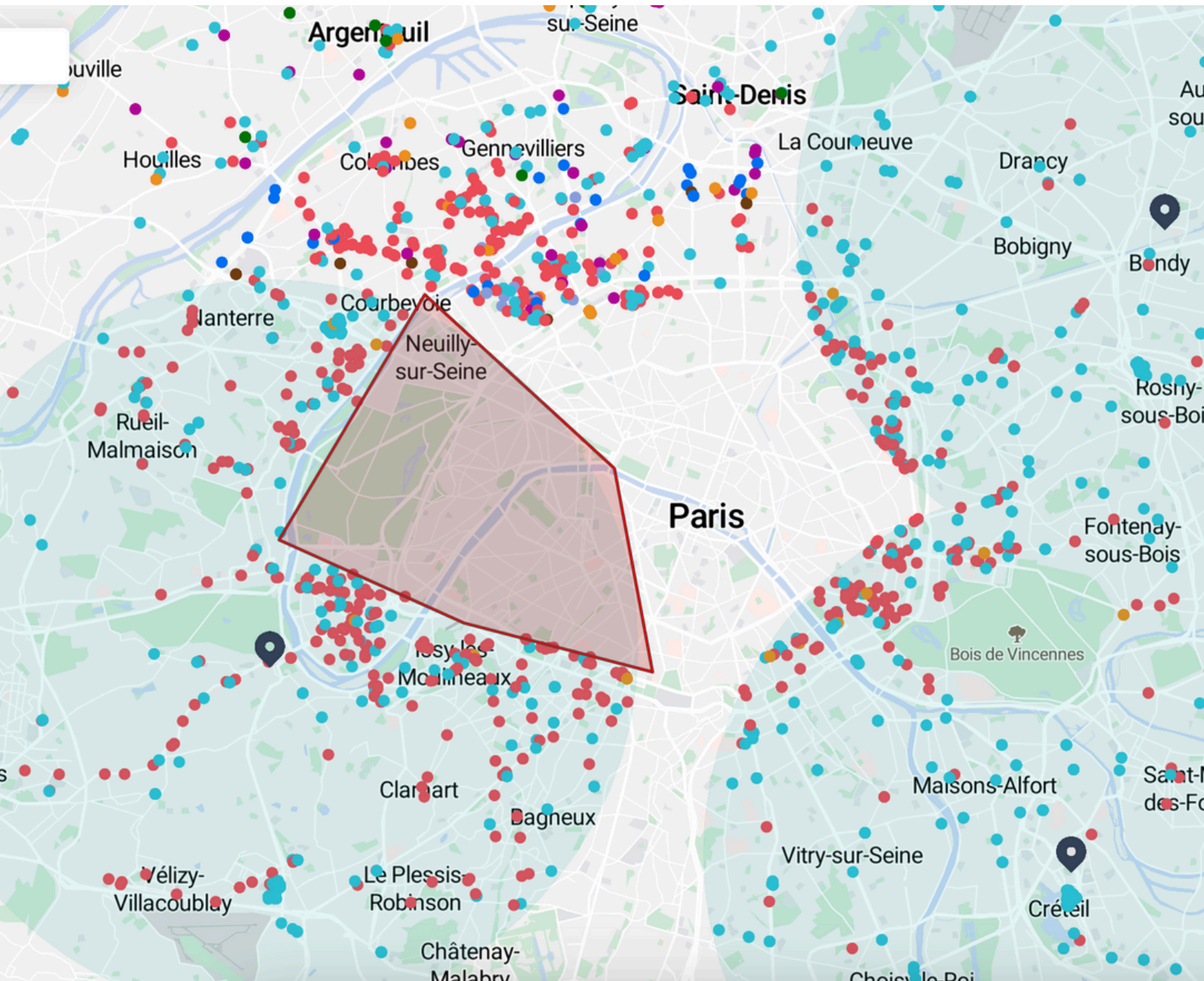
DOOH Impressions



1 450k

DOOHPlays

A hyper-local DOOH campaign to combine relevance and impact



Geo-targeting

- **50 cities in France**—within a 30 km radius—featuring tailored creatives for each city where Randstad agencies have a limited physical presence.
- **Paris and Île-de-France**, where competition for talent is higher. The 15th and 16th arrondissements are excluded, as the target audience is not present there.

Strategic location

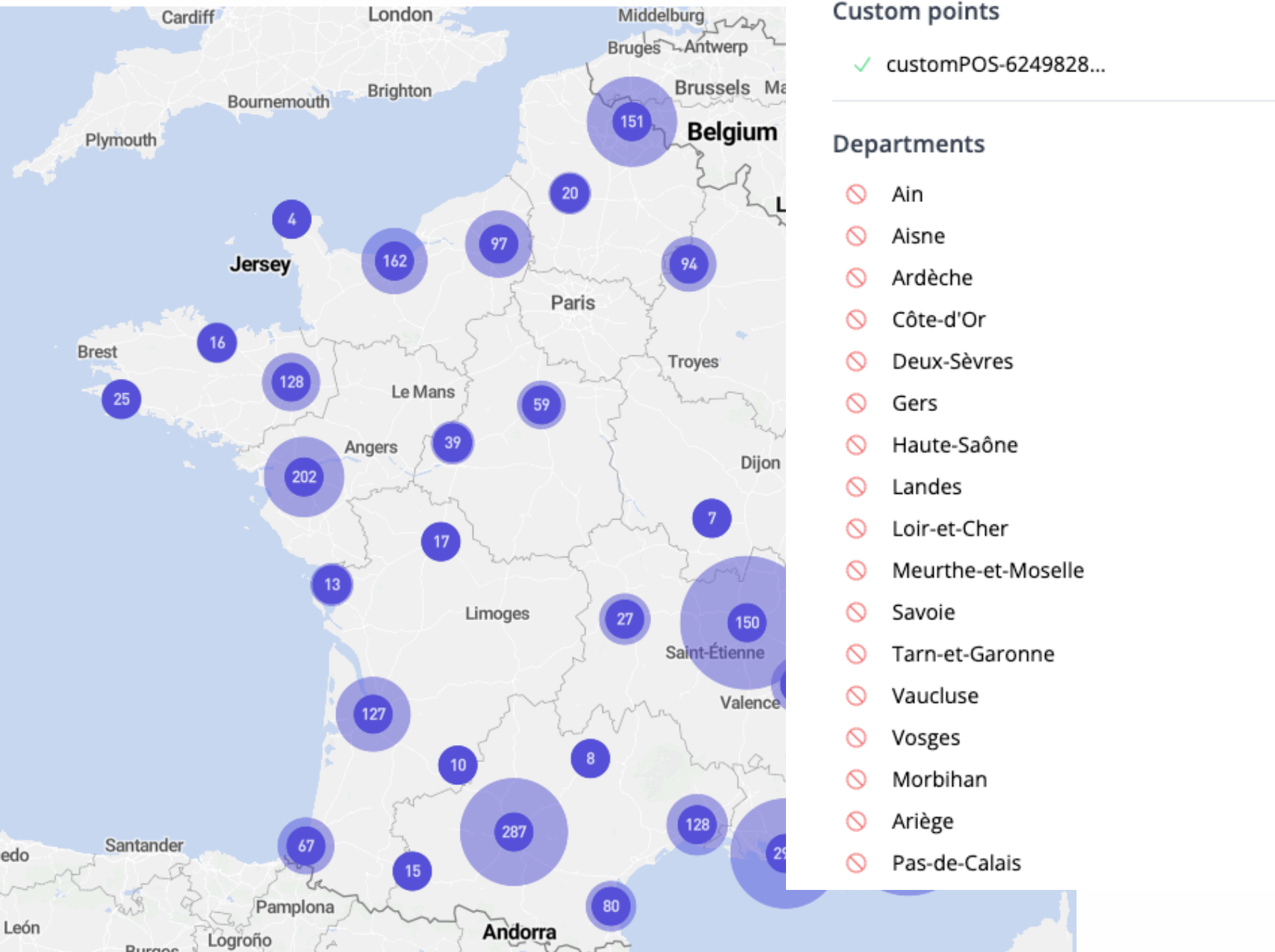
- Near **Pôle Emploi/France Travail**: key locations to reach active job seekers.
- In **streets** where other temporary agencies are located to intercept potential talent.
- Along **major roads** leading into urban areas, where visibility is highest to capture the attention of workers during their commutes.

Dayparting

- **Monday to Friday**: 7 AM - 11 AM, 12 PM - 3 PM, and 5 PM - 7 PM, targeting peak traffic hours to maximize impact.
- **Saturday**: 11 AM - 3 PM and 4 PM - 8 PM, engaging with a relaxed and available audience during shopping or family outings.

Contextualized ads to establish a local presence

'A job in [department] with Randstad? Discover our temporary, fixed-term, and permanent job offers near you'



un emploi en Loire-Atlantique avec randstad ?

découvrez nos offres en intérim, CDD, CDI près de chez vous.

randstad.fr

un emploi en Île-de-France avec randstad ?

découvrez nos offres en intérim, CDD, CDI près de chez vous.

randstad.fr



The hyper-local DOOH campaign conducted with Displayce perfectly met our expectations. The results in terms of visibility and intent to apply, significantly strengthened our local positioning while supporting our efforts to invigorate the job market. We are delighted with the positive impact of this initiative.

Gilles GOBRON

Deputy Marketing Director, RANDSTAD.




RESULTS

A contextualized and relevant campaign that fosters trust and interest in the message


With this hyper-local DOOH campaign, Randstad reaffirms its commitment to **making employment accessible and visible** where it is most needed. By creating connections between job seekers and local businesses, this campaign brings a sense of proximity back to the job search and positions Randstad as a facilitator of professional integration. **Through its refined, targeted strategy and measured impact**, it promises to create a commercial and social dynamic essential for attracting new talent while supporting the local economy.




+55pts
Uplift In
Specific Intent



+24pts
Uplift in
Brand Image



+23pts
Uplift in
Consideration



Top 5
Campaign
measured by
Happydemics