

TRAGUS - BIG ON YOU

Tragus's continued expansion means that they are always looking for new talent and, being a customer focussed industry, what better way to find these like minded people than to approach them when they've just provided great service.

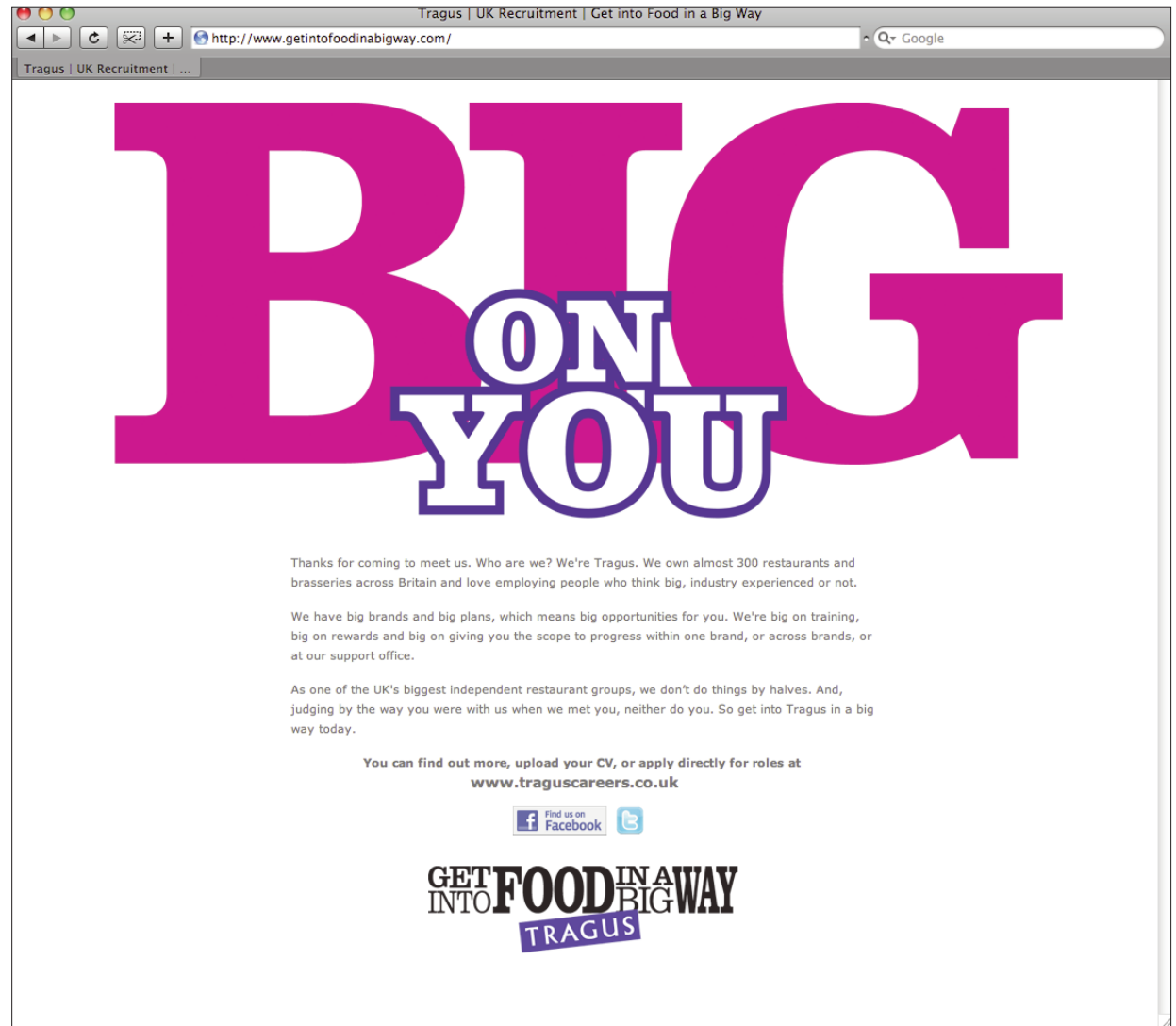
Poaching cards were developed for key hiring managers to carry with them so that when they receive great service, no matter what the industry, they can leave a card.

WDAD worked closely with Tragus to develop the poaching card in such a way that candidates wouldn't immediately know the employer - the card simply states 'Big on you' and offers the chance to find out more about career opportunities with the mystery employer via a webpage: www.getintofoodinabigway.com

This web page reveals who the employer is and how the candidate can find out more about the opportunities available and then apply to any vacancies.

Launched in November 2010, this is a long term campaign which will gain in momentum over time.

www.getintofoodinabigway.com



Case Study: Tragus