

FIT FOR VIRGIN ACTIVE CAMPAIGN

THE CHALLENGE:

Virgin Active were looking to create a pool of sales talent to fulfil on-going national recruitment needs at their healthclubs. WDAD was asked to devise a campaign targeting people both with and without sales experience. Virgin Active wanted to target candidates who would be representative of the range of groups that Virgin would like to attract to join their healthclubs - not just stereotypical, young, healthy-looking people. Virgin Active were also keen that candidates were fully aware of how challenging the roles are and that candidates had the opportunity to show their drive and personality during the application process. We also needed to provide regular management information so that the People team could accurately measure the success of the campaign.

THE CAMPAIGN:

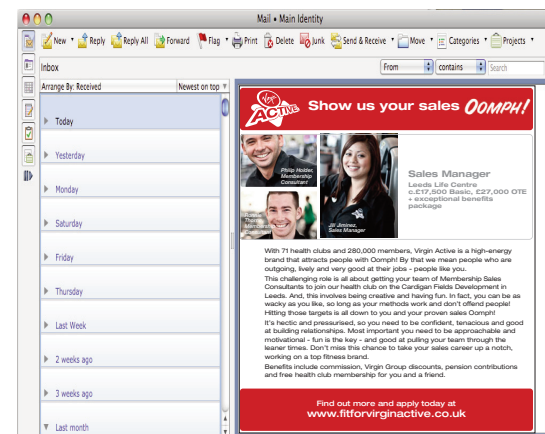
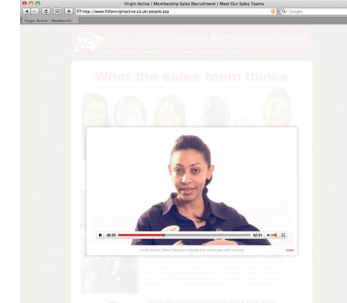
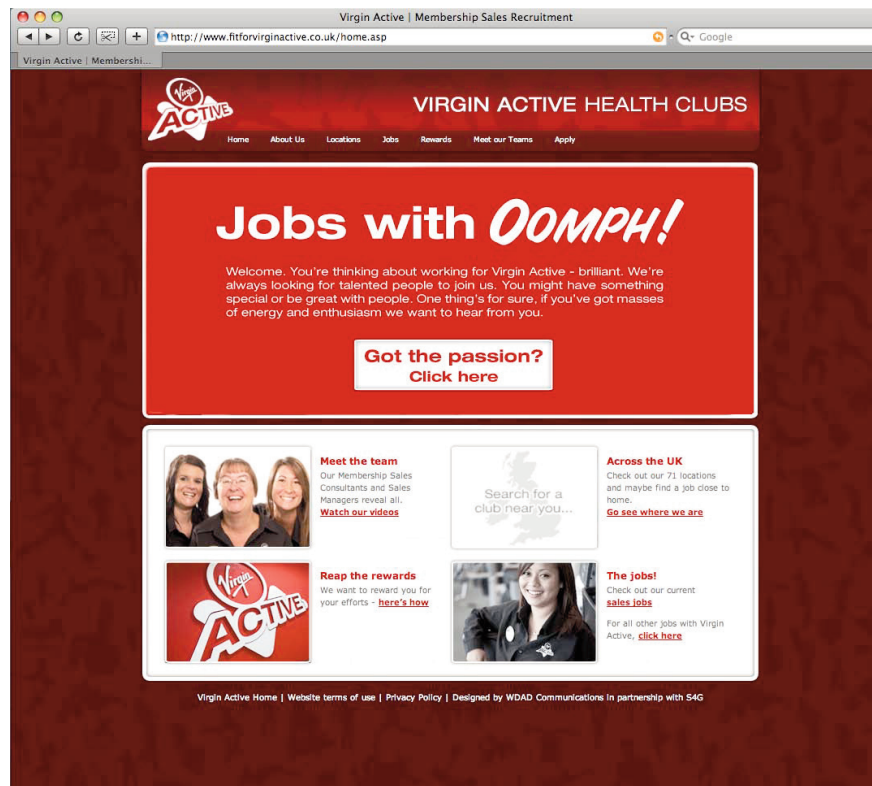
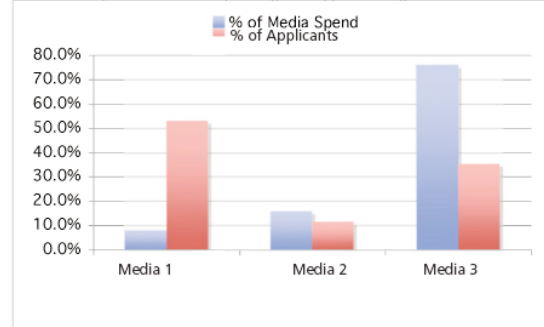
WDAD devised a three month campaign which included:

- profile-led banners, MPUs, buttons & job postings on generalist and leisure recruitment websites
- targeted html e-shots
- posters, café table-toppers & on-screen adverts for use in Virgin healthclubs
- re-refresh of Virgin Active's employee referral scheme materials
- dedicated microsite with video profiles of a range of employees and pre-application video www.fitforvirginactive.co.uk
- simple online application process with opportunity for candidates to upload short video of why they're right for Virgin Active.

THE RESULTS:

The online media campaign was tracked with weekly reports being provided and the campaign optimised where necessary. After the first month of the campaign, the online media generated 3282 unique visitors to www.fitforvirginactive.co.uk. 27% of candidates who clicked on the media advertising went to the site to find out more and apply, an excellent conversion rate. At the time of writing, there has been a total of 2389 applications. The website is currently being developed to incorporate a wider range of roles.

Chart 1: Comparison of Media spend against applications generated



HTML

Website & videos
www.fitforvirginactive.co.uk

Sales people with OOMPH!

"The more you put in, the more you get out"

"I never thought I'd love it so much."

Got the passion?

Online banner

Case Study: Virgin Active

