

Programmed for success.



Background

Carecareers is a not-for-profit recruitment initiative aimed at attracting and retaining staff within the community care and disability sector. The program is funded by the Department of Ageing, Disability and Home Care Department of Human Services and is run by National Disability Services.

As part of a workforce recruitment marketing initiative, National Disability Services wanted to create an advertising and communications campaign that would raise the profile of the community care and disability sector.

Challenges and Objectives

The objective of the campaign was to dispel negative perceptions about the industry and to encourage everyday people to consider a career in the community care and disability sector.

To this end, National Disability Services and media agency MediaCom worked with Regional Mediaworks (Southern Cross Ten) to create a communication solution for carecareers that extended beyond their planned TV spot schedule.

One of the key communication strategies was to leverage the real-life stories of carers in order to reveal the inspiring and unknown side of pursuing a career in non-profit disability and community care while ensuring that negative perceptions weren't highlighted, and that the solution didn't patronize, or make 'heroes' or 'angels' of those currently working in the sector.

Target Market

Everyday people, with a focus on younger audiences.

CASE STUDY: CARECAREERS

Strategy

Regional Mediaworks' strategy was to create a bespoke half-hour television program for carecareers, showcasing the inspiring real-life experiences of some of the carers already working in the disability and community care sector.

The program would complement the tone of the subject matter and the existing TV spot schedule, while delivering the Carecareer's key messages in a way that appealed to a younger audience.

Working with National Disability Services, Regional Mediaworks sourced real people and stories that highlighted the challenges and rewards of working in the sector. By engaging the audience in these stories, Regional Mediaworks wanted to educate and change perceptions, driving people to the carecareers website to discover more about the many career options open to them in this area of work.

By pushing the boundaries of the existing media strategy, Regional Mediaworks extended the reach and effectiveness of the carecareers campaign.

The Media Solution

Regional Mediaworks scripted, filmed and produced a half-hour TV special "Care Careers", airing the program on Southern Cross Ten on Sunday, 21 March at 4:30pm, prior to the news.

The TV program was the centrepiece of a cross-platform media solution that leveraged Regional Mediaworks' television and radio assets.

Cost-effective 30-second TV and radio commercials were also created in-house featuring content from the "Care Careers" program, and ran on-air in the week prior to the TV special. Regional Mediaworks also leveraged Community Service Announcement airtime, as well as digital multi-channel ONE HD, to provide additional support for the commercial schedule.

Children's television personality Drew Jarvis was recruited to host the program, bringing a youthful and enthusiastic tone to the program and delivering the messaging in a down-to-earth and easy to understand manner.

Drew was also made available for live interviews on Local Works Breakfast radio shows in NSW, further extending the campaign and encouraging listeners to watch the program.

The Results

The bespoke approach taken by Regional Mediaworks delivered measureable results that went beyond expectations.

Carecareers saw a double-digit increase in the number of job applications, crediting the TV program as the main driver of the impressive uplift.

CASE STUDY: CARECAREERS

The Results (continued)

The program also succeeded in spiking curiosity – the carecareers website saw a massive 37 per cent increase in the number of people utilizing the career quizzes section (designed to help people find out where they best fit into a career in the disability and community care sector) following the program's airing.

Registrations to the carecareers talent pool for future vacancies rose by more than 12 per cent, while brand recall also increased, evidenced by a rise in the number of visitors getting to the carecareers website via organic and direct online searches.

The TV program produced by Regional Mediaworks is now used as an in-house training resource within the sector, and National Disability Services plan to roll out the integrated campaign nationally in 2011.

Who

Client: National Disability Services
Network: Regional Mediaworks (Southern Cross Ten)
Media Agency: MediaCom

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