

NRC Group Finland

Multi-channel pDOOH campaign with location and time targeting to boost recruitment

Region

Europe

Client

NRC Group Finland

Partners

JCDecaux Finland, Muru Agency, Adform

THE CHALLENGE

NRC Group, a leading Nordic infrastructure company, wanted to cut through a highly competitive talent market to rapidly boost recruitment and reshape their employer brand image.

THE OBJECTIVE

Increase awareness through comprehensive and multi-channel visibility in order to strengthen recruitment and employer image.

THE SOLUTION

A multi-channel campaign combined programmatic DOOH and geo-targeted Meta ads to boost recruitment. Precision location targeting focused on busy metro stations, university areas, and main entry ways across five major cities. Ad scheduling was time-of-day optimised to maximise visibility during peak commuting hours, allowing the campaign to remain relevant to the target audience.



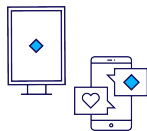
Target audience

- Potential employees and students. Current and potential customers. Current employees and public administration decision-makers.



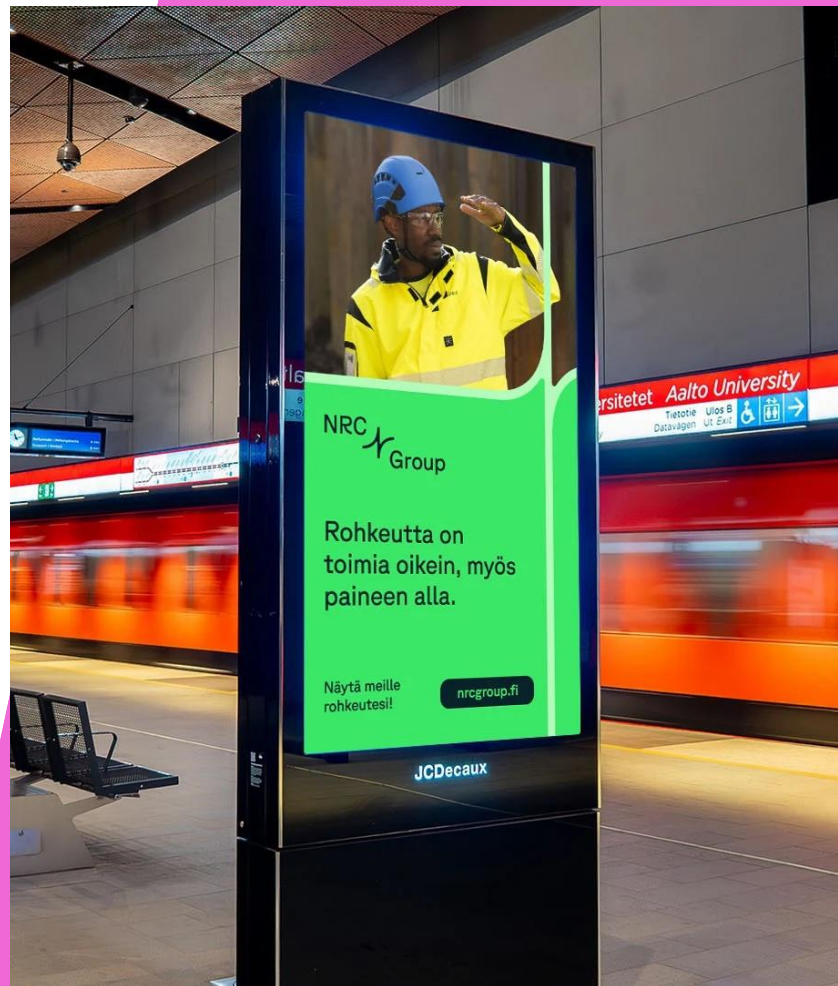
Inventory

- Screens selected in close proximity of the routes to metro and tram stops as well as university areas.



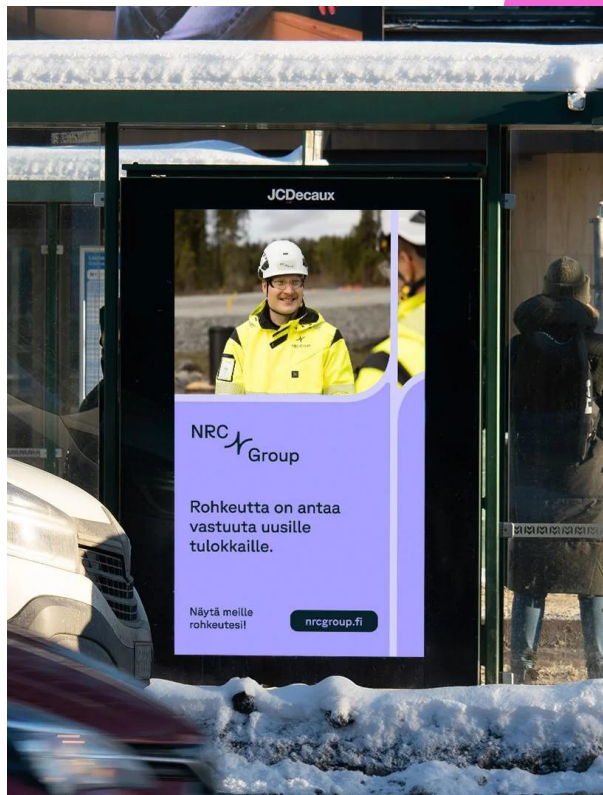
Channels activated

- pDOOH
- Social Media (Meta)



Campaign results

317k Impressions.



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With the help of outdoor advertising, we gained significant visibility and reached our key target groups in the Helsinki metropolitan area and the largest cities.

Marja Merta
Communications and Marketing
Manager, NRC Group Finland

