

Press Campaigns & Direct Mail

Employment National

*the***BRIEF**

To provide a centralised design facility for Employment National's (a 100% government owned enterprise) state and national based marketing teams.

Adrenalin was asked to enhance and apply the corporate look and feel to an array of press campaigns in both national and local media and develop a series of sales aids for field based staff.

*the***OBJECTIVES**

To increase brand awareness of Employment National within a newly deregulated market.

To create a positive image of the company.

To increase candidate registrations at Employment National offices.

Reduce press-ad design turnaround to 4 days.

*the***SOLUTION**

Adrenalin created an Employment National design cell that exclusively worked on Employment National advertising. Coupled with a motivated account service team, Adrenalin delivered and exceeded client turnaround deadlines of 4 days for new ads (from brief to placement).

*the***RESULT**

Adrenalin exceeded the design target in 98% of circumstances, helped increase brand awareness from 35% to 80+% and increased registrations from 3,000 a month to 12,700 per month within a twelve-month period.



Adrenalin
...what a great idea