



## Gorilla Recruitment

Sourcing new talent in media

### Media objectives

Position Gorilla as the foremost media recruitment specialist amongst young people

- Driving awareness of the services they provide

Raise awareness of their new-candidate contact number

Drive traffic to [www.gorillarecruitment.co.uk](http://www.gorillarecruitment.co.uk)

Stimulate applications from young candidates interested in pursuing a career in the media industry

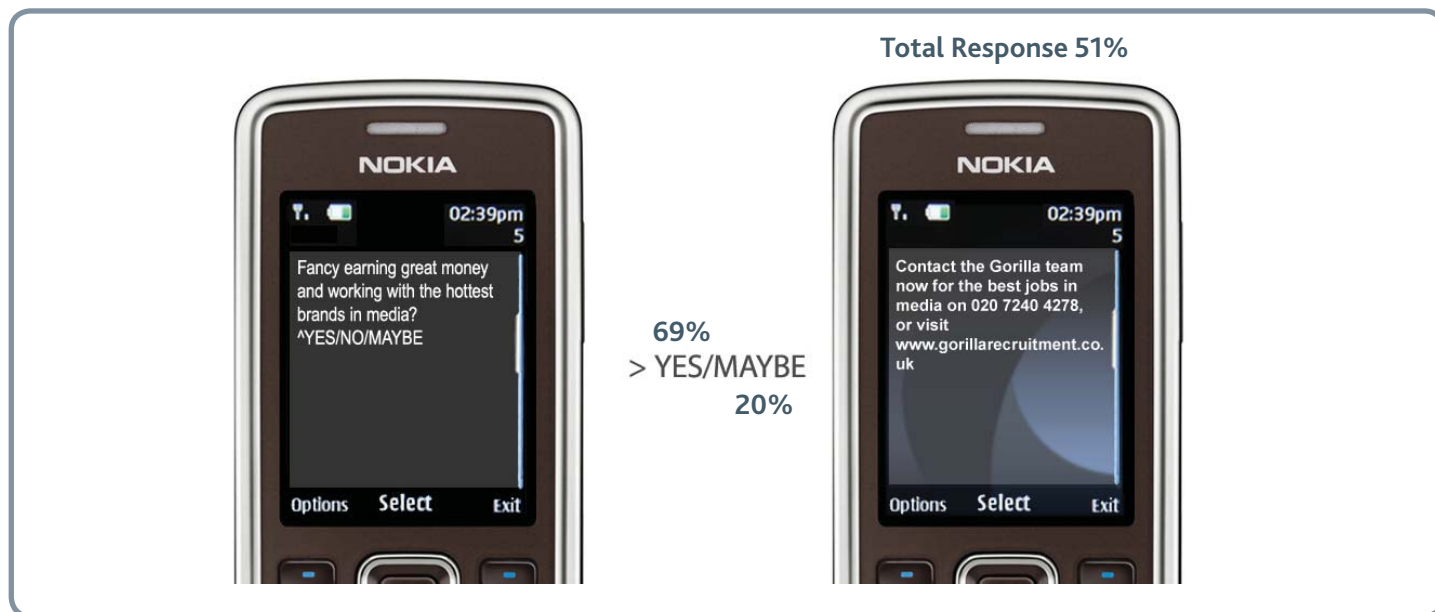
### The Blyk Solution

A simple text based 2 part SMS dialogue

- No image is needed: a clear and effective method of engaging with members on a serious subject

Sent to all members throughout November and December 2007

- Stimulating interest amongst members who may want a fresh start in 2008



### Results

**51% of Blyk members responded**

- 69% of which said they were looking for a job in media
- A further 20% said 'maybe'

**3% of these then followed with a call to Gorilla**

- A very high call rate considering this number was not free rated to the member

### Insights

**This level of response out strips other media**

- Direct Mail - 2%,
- Email - 2.5%
- Web Banners - 0.5%

(Based on industry averages)