



Case Study

As part of Finning International Inc., the world's largest Caterpillar equipment dealer, Finning (Canada) sells, rents and provides customer support for Caterpillar equipment and engines in British Columbia, Yukon, Alberta, the Northwest Territories and a portion of Nunavut. Committed to servicing what they sell, Finning (Canada) serves a wide range of industrial markets and the commercial transport industry.

Challenge

Finning (Canada) initially came to g[squared] in 2005 to develop recruitment print ads for the organization. Upon further examination of their needs, g[squared] determined that to keep up with the organization's growth and attract 500 heavy-duty mechanics and apprentices, a more strategic approach was required.

Strategy

A strategic planning session with key members of the recruitment and marketing team from Finning (Canada) was held to provide background information on the issues that needed to be addressed and to begin to outline an approach. Following this session the development of a strategic recruitment marketing plan was begun.

The result was the development of large scale recruitment campaign that was truly innovative and different. The development of a Human Resources brand was the starting point and from there, the plan worked to integrate a combination of grass roots initiatives and traditional mass marketing components to effectively deliver the message that Finning (Canada) was hiring.

Results

The Wanted Tour, a first of its kind initiative, was born and the Human Resources team at Finning (Canada) set out to cities across Canada on a recruitment road tour. The response to the campaign was phenomenal, with 1000 resumes received during the first month of the tour. Within the first year, Finning made 1000 hires from applications received during The Wanted Tour – double their original goal. The average cost per hire through g[squared]'s initiative totaled only \$1,100. Comparatively, a head hunter hired two employees during that time and charged 20% of the employees' salaries: \$16,000 per \$80,000 salary.

As one of the recommendations made to Finning (Canada) was to develop a long-term, sustainable recruitment strategy that would see the company through more than just initial resume generation, a three-year strategic plan was developed to take the strategies beyond just one year. Throughout the past two years, Finning (Canada) has experienced tremendous success with its recruitment endeavors and is recognized as a leading brand for corporate recruiting. Due to the popularity of the initiative, \$300,000 in free media exposure was generated.

Accolades

Finning (Canada) received the 2007 Marketer of the Year Award from Alberta Venture for the campaign.

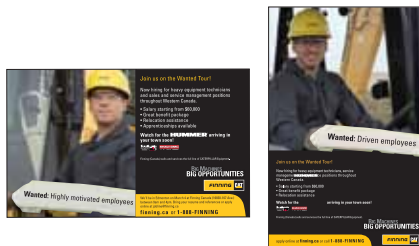


Creative Examples

"Wanted Tour" Billboards



"Wanted Tour" Posters



"Wanted Tour" Hummer Decal



"Open Spot" Poster

