



CareerBuilder.com and TribeAgency Launch Promotional Email and Banner Campaigns



Market Outlook

Finding or posting a job opening online is a widely used but new advent for today's progressive workforce. With the growing number of website options for job seekers and employers to use, it is important that online job resource sites stay innovative and on the cutting-edge in their attempts to attract individuals to use their site as the cornerstone for their career options and plans.

Opportunity

Through more than 130 local newspapers that reach a combined print circulation of more than 15 million readers and with an average of 26 million unique visitors to its website each month, CareerBuilder.com has become the fastest-growing recruitment and career-advancement source for employers, recruiters and job seekers.

Desiring to expand on this growth, CareerBuilder.com selected TribeAgency as its agency partner to develop a series of promotional banner and email campaigns to promote their array of services to job seekers.

TribeAgency had been charged with the challenge of managing all the external web identity efforts of CareerBuilder.com. In an effort



Change your label...



with CareerBuilder.com Job Alerts.



Let us do the search.



Change your label now! [careerbuilder.com](#)

to uncover and discover more effective ways to draw job seekers to CareerBuilder.com, TribeAgency strategist used various methods of research such as phone polls, online surveys and focus groups to build profiles of job seekers.

In reviewing the findings of the research, TribeAgency strategists quickly found that job seekers find career change a very stressful undertaking. They admire professionalism in their job hunt resource but also appreciate a sense of humor that shows their selected resource understands their unique predicament.



CAREERBUILDER.CASE STUDY



STRATEGY CREATIVITY TECHNOLOGY WEB INTERACTIVE PRINT MOTION IMMERSIVE

Solution

The key to successfully reaching job seekers turned out to be generating a series of clever campaign themes that spoke to them on a fundamental and direct level about their current career situation. It was also determined that it was crucial that this messaging be accompanied by quirky designs that matched the text stylistically. By doing this, the web banner campaigns would retain a strong and cohesive presence no matter what website on which they appeared.

TribeAgency's strategy team and content writers worked to compose twelve different unique and humorous campaign concepts to present to key CareerBuilder.com executives for approval. With approved campaign concepts approved, TribeAgency's creative team set to work on making them a reality. TribeAgency designers combined a sense of kitsch, humor, sensibility and cutting-edge design images to generate a series of banner campaigns that would run across 379 web properties.

After completion of the design process, the banner designs were then set in motion by TribeAgency's multimedia experts. These experts assured that the banners were animated using the latest in animation and optimization protocols. It was in this manner that TribeAgency assured that the results of their creative process would strictly adhere to the rules and regulations set forth by the various web properties on which the campaigns would appear.



TribeAgency designers combined a sense of **kitsch, humor, sensibility and cutting-edge design** images to generate a series of **banner campaigns** that would run across **379 web properties**.



Results

The result of these banner campaigns upon launch was a booming success for CareerBuilder.com. Traffic for CareerBuilder.com accelerated and gave them a fresh and interesting identity to the web community outside of their own domain. It is through these banners that CareerBuilder.com draws a good portion of their web traffic so the various campaigns TribeAgency put together have worked to great effect towards the success of their business.



2039 W. WABANSIA AVE.

CHICAGO, IL 60647

P: 773.227.2200

INFO@TRIBEAGENCY.COM

WWW.TRIBEAGENCY.COM