

# Case Study - Mycareer

## Campaign Objective

- To promote Mycareer employment site to commuter audience over Jan-Feb period.

## Campaign Solution

- Transit WiFi package on buses and ferries was used to promote Mycareer brand to a commuter audience and encourage them to visit the website to look for their new career while travelling to and from work.
- Poster and Wifi domination across Manly route, First Fleet Inner Harbour and Metro 10 buses.
- Enables passengers to look for new career using free Wifi while on the bus or ferry.
- All passengers were redirected to Mycareer website once logged into the free WiFi on board.

## Results

- Audience reach of approx 1.7 million passengers over 6 week campaign period.
- Over 108,924 WiFi connections and redirects to Mycareer website.
- Poster domination on board vessels delivered high impact brand campaign.

