



“The gadget ad for Yell had fantastic visibility and amazing response. It is this kind of new ad format that helps us raise the profile of our innovative clients.”

Céline Versavaud
Search Marketing Producer,
TMP



Yell received over four million interactions with Google Gadgets ads

TMP Worldwide is a recruitment communications agency that provides its clients with innovative and creative online and traditional advertising solutions.

Yell is a leading international directories business operating in the classified advertising market through printed, online and phone-based media in the UK.

Boosting Yell's established brand

In the competitive world of corporate recruitment, companies need innovative and creative marketing solutions to establish themselves as ‘recruiters of choice’. Yell is an established brand and they wanted to raise their profile to attract quality online candidates to new media roles. As the team at Yell says, “Our strategy is to raise further the profile of Yell as an employer in a way that resonates and engages people with specialist skills in new media environments”.

TMP identified gadget ads as an innovative and engaging way to increase brand awareness and raise Yell’s profile as a new media recruiter. The gadget ad is the latest wave of an integrated recruitment campaign by Yell that has previously used other innovative channels such as Second Life, alongside more traditional online and offline recruitment communications. Combining the gadget ad with other marketing allowed TMP to target a wider audience, including “passive” seekers – job seekers who are on the internet but not necessarily actively job seeking at that moment.

Innovative and engaging Gadget Ads on the Google Content Network

TMP and Yell launched the first UK recruitment gadget ad entitled “Let your fingers do the dancing” in June 2008. As Yell describe, “Gadget ads are a dynamic and creative online marketing format that uses new technology to great effect. It enables us to engage and entertain web users whilst demonstrating that Yell is an innovative employer with new media, technology and innovation at the heart of our business...”



Deciding the content of the gadget ad

The gadget ad had to reflect Yell’s brand image as young, innovative, fun and exciting as well as attracting candidates to new media roles.

TMP designed an interactive gadget ad that included a game, home-made finger dancing videos and an area to apply for jobs in marketing and new media roles in marketing, technology and sales. They used a fun and engaging strap-line; “Let your fingers do the dancing”.

ABOUT GOOGLE GADGET ADS

Gadget ads enable advertisers and agencies to engage audiences on the Internet's largest ad network with a rich and interactive new ad format. Think of gadget ads as mini versions of your website in any AdSense ad size. Truly useful applications incorporating data feeds, maps, images, audio, video, Flash, HTML or JavaScript in a single creative. Reach over 75% of unique Internet users in more than 20 languages and over 100 countries with no serving or hosting costs. Users can post and share your gadget ads anywhere. Receive site-by-site interaction reports tracking dozens of actions.

For more information visit
<http://www.google.co.uk/adwords/gadgetads/>

Displaying and tracking the gadget ad on the Google Content Network

With their target audience in mind TMP chose websites within the Google Content Network such as YouTube and other social networks, entertainment, jobs and community sites.

TMP were able to track the success of the gadget ad using Atlas tracking, as well as Google's Interaction Data Reporting. This gave them full visibility into the performance of the ad and enabled them to gauge how much users were interacting with it.

TMP received site-by-site interaction reports tracking numerous actions, with reporting as granular as to give them mouse-over statistics. The agency received weekly dashboards on total impressions, interactions, interaction rate and overall performance.

Over four million interactions with the gadget ad

Céline Versavaud, Search Marketing Producer at TMP summarises "The gadget ad for Yell had fantastic visibility and amazing response. It is this kind of new ad format that helps us raise the profile of our innovative clients".

In just one month the gadget ad received an enormous 24 million impressions and over 4 million interactions in total. Yell could see the breakdown of the interactions the gadget ad received, including over 4,000 interactions to the 'Apply to Job' tab and 15,000 interactions to the 'Play Video' tab.

These figures proved to Yell and TMP the excellent brand exposure that a gadget ad affords. As Celine says, "It met our strategy to raise the profile of Yell as an employer in a way that resonates and engages people with specialist skills in new media environments."

The gadget ad proved itself a dynamic and creative ad format, enabling cost-efficient, creative branding and the ability to capture and engage an audience they might not previously have reached.

