

# Social Media Groundswell

## Challenge

UPS is a highly innovative organization that embraces technology to continually serve its clients better so that they, in turn, can serve their clients better. So, it was not surprising that UPS Corporate Workforce Planning, which handles the recruitment for all UPS positions, was looking for ways to reduce costs and improve overall performance of their recruitment marketing efforts.

In the United States, UPS has particularly high-volume seasonal and part-time hiring needs throughout the Thanksgiving and Christmas holiday period, which is its peak delivery time. It also does significant on-going hiring throughout the rest of the year to staff many full and part-time positions throughout the U.S.

## Solution

UPS Corporate Workforce Planning partnered with TMP Worldwide to create and deploy a "spreadable" social media campaign. The "UPSjobs-Problem Solved" campaign created a groundswell that has attracted, and engaged 4,000,000 people to learn more about U.S. employment opportunities at UPS and ultimately driving them to apply at [UPSjobs.com](http://UPSjobs.com) from August 20, 2008 to August 19, 2009.

## Tactics

UPS and TMP leveraged Web 2.0 technologies, online media and social networks to make this already successful campaign even more effective. Employee videos of actual UPSers who appeared on UPSjobs.com were also integrated among all recruitment media including email marketing, employee retention marketing, college recruitment, search engine optimization, online job board postings on all the major job boards, niche job boards, banners, search engine marketing on all major search engines, content advertising on search networks, the major search engine aggregators, social media sites including Twitter, MySpace, Friendster and Facebook, YouTube, radio, cable television, text messaging, mobile marketing, and even newspaper.

The video integration across all media and the encouragement of viewers to refer their friends was a huge success. The [UPS mobile marketing effort](#) that included video integration drove over 30,000 responses alone.



## Results

In just one month, from October 20, 2008 to November 20, 2008 over 1,000,000 people viewed these UPSjobs-Problem Solved videos. The UPSjobs-Problem Solved "spreadable" campaign resulted in over 150,000 applications being submitted from August 20, 2008 through December of 2008. With very little paid-media support since January 2009, over 4,000,000 people have viewed "spreadable" UPSjobs videos across all digital media from August 20, 2008 to August 19, 2009 to see and hear what it's like to work at UPS from actual UPSers, and the career opportunities awaiting them.



As a result of the UPSjobs-ProblemSolved campaign, more than 345,000 interested job seekers have submitted applications since January 2009, eliminating the need for costly, reactive newsprint advertising and greatly reducing online recruitment marketing media costs. During the week of August 17<sup>th</sup> to August 23<sup>rd</sup>, 2009, a typically slow time to attract recruits, there were still more than 80,000 page views of the UPSjobs-Problem Solved videos and there is no slowdown in sight. The groundswell continues...

## Awards



The third annual Forrester Groundswell Awards were announced on October 27, 2009 at the Forrester Research Consumer Forum in Chicago, IL.

UPS & TMP Worldwide Advertising & Communications, LLC won the prestigious Social Media award for the UPSjobs "Problem Solved" campaign competing against over 140 entries globally including finalists from AFLAC, American Family, Xerox and ArcelorMittal.

This competition included participation from most of the leading advertising agencies in the world. TMP Worldwide was the only digital agency focused upon recruitment advertising and communications to be selected as a finalist among all the entries submitted.

The Forrester Groundswell Awards recognize excellence in achieving business and organizational goals with social technology applications. The awards program was developed to support and recognize the principles outlined in the Forrester Research book Groundswell: Winning In A World Transformed By Social Technologies (Harvard Business Press, 2008).

The Mobile Marketing Association (MMA), announced the winners of its Fifth Annual Global Mobile Marketing Awards during the Annual Dinner and Awards Ceremony on November 17 in Los Angeles. As the MMA's highest honors, these awards recognize companies and their campaigns for spearheading the adoption of the mobile channel for marketing purposes.

For the UPS "Problem Solved" recruitment campaign, TMP was the winner in two categories:

### **Cross-Media Integration Campaign, North America:**

UPSjobs - Problem Solved: UPS & TMP Worldwide

### **Best Mobile Campaign Overall Globally:**

UPSjobs-Problem Solved Mobile Media Campaign Delivers  
Hires: UPS & TMP Worldwide

The competition for this award also included most of the leading advertising agencies globally. Again, TMP Worldwide was the only recruitment-focused digital agency selected as a finalist.



Mike Vangel, VP, Client Strategy, TMP Worldwide, accepting the 2009 Forrester

