

Disrupting recruitment with creative advertising

 By Leigh Andrews

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While surfers are easy to find in Durban, art directors are not. That's why the end of April saw Greatstock and TBWA Hunt Lascaris Durban collaborate for inspired recruitment, using the stock image platform in an innovative way...

There are only so many ways to place a job ad, right? Wrong, says TBWA Hunt Lascaris Durban. When on the hunt for a new art director, they steered clear of the standard placement options and rather placed an ad where the ideal candidate would already be spending lots of time online - searching for visual inspiration on Greatstock.co.za.

Elton Arnot, Creative Director for TBWA Hunt Lascaris Durban and spokesperson for this campaign, tells us more...



Elton Arnot, Creative Director for TBWA Hunt Lascaris Durban, and Margi Sheard, the Managing Director of Greatstock

■ 1. *Firstly, how did the collaboration come about?*

Arnot: The collaboration came about in Durban as a response to a local problem - a lack of local art directors. Therefore, it made sense to hunt for a new one on Greatstock.co.za, where they spend most of their time.

■ 2. *OK then - why Greatstock?*

Arnot: Greatstock has a good selection of pics and a 'can do' attitude, so we felt they would be up for trying something different.

■ 3. *What's the intended outcome for the recruitment industry?*

Arnot: The intended outcome for the recruitment industry is to disrupt it with innovation and creativity, resulting in higher quality applicants.



A screenshot of the campaign

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■ 4. *Is this a sign of the times, going to great lengths to recruit for specific positions?*

Arnot: We chose this recruitment route because we have always found it difficult to find quality applicants in Durban.

■ 5. *Tell us more about the 'super-targeting' trend...*

Arnot: The super-targeting trend involves tapping directly into the interests and behaviours of the group you wish to target, resulting in reaching the people most relevant and fit for your required outcome. Super-targeting also allows for the opportunity to stand out in a competitive market place - to attract top quality applicants, you need to stand out by doing what hasn't been done before.

■ 6. *That's for sure. What has response been like so far - from job applicants and clients alike?*

Arnot: We have had a great response and we have certainly received more quality CVs. So hopefully we will get the right person for the job!

It's certainly one way to attract applicants. I'm looking forward to seeing more innovation in this.

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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