



HEALTH • HYGIENE • HOME

Reckitt Benckiser Graduate Campaign

A Case Study by Student Village 2015



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The Approach

Reckit Benckiser called on Student Village to assist them in recruiting the best candidates into their Graduate recruitment programme.



Reckitt Benckiser wanted **Student Village** TO...

Expose potential graduates to the RB brand

BUILD RB'S EMPLOYER BRAND SO STUDENTS CAN RELATE TO AND CONNECT WITH THEM

Inform Graduates about the June/July internship and 2016 graduate programme

Attract top entry level talent

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Concept and application



Some of the tactics incorporated included: Posters, flyers, social media, promoters and word of mouth

Student Village excited students about the programme with various pre marketing tools and promotions across four campuses including UCT, WITS, TUKS and UKZN



The main aim was to get students into the presentation room with Reckitt Benckiser and Student Village pulled out all the stops.

Two weeks after the premarketing, an activation stand was set up at **EACH CAMPUS WHERE STUDENTS COULD REVIEW RECKITT BENCKISER'S PRODUCTS AND GET DIRECTED TO THE PRESENTATION WHERE THEY'D LEARN** more about the graduate recruitment programme

Results

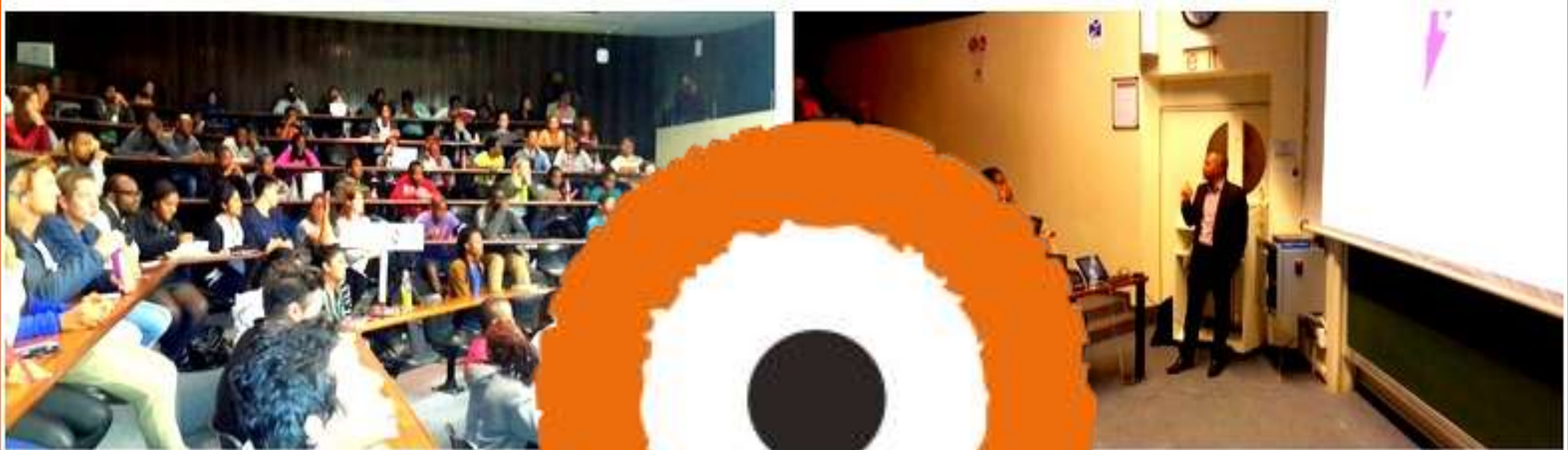


TUKS:
2150 student interactions with 100 eligible candidates at the presentation

WITS:
2200 student interactions with 85 eligible candidates at the presentation

UCT:
1800 student interactions with 120 eligible candidates at the presentation

UKZN:
1800 student interactions with 75 eligible candidates at the presentation



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