

Seriti Bursary Program

The Ask

- A full marketing and recruitment solution
- Recruit 500 new bursars in key mining communities
- Collect the necessary data and on board them

The Result

- Student Village received in excess of 10,000 applications
- We successfully shortlisted the 500 candidates for confirmation within a 12 week period, 4 weeks ahead of the requested Client deadline

How We Did It

- Incredible reach and awareness of the bursar programme was achieved through our university relationships (faculties, lecturers, academic societies etc) and the correct mix of digital media channels
- Our proprietary software made it easier for the bursars to apply and allowed our team to put together an initial shortlist of 700 candidates
- From there, our team worked with the Client to make up the final number of 500 candidates

