

RECRUITMENT EVENTS

NESTLÉ



UQ Marketing partners with Nestlé to recruit improve recruitment efforts, and increase student applications by 64%.

CHALLENGE: Lack of Qualified Job Applicants from Midwest Universities

Nestlé's college recruitment team was struggling to attract top student talent from universities in the Midwest. Recruitment events on campus were poorly attended; the recruitment team wasn't meeting applicant goals in high-need fields such as business and engineering.

STRATEGY: Generate Buzz About Nestlé Careers Through Networking Events

UQ Marketing needed to establish Nestlé as the premier employer for students pursuing a career in engineering or business on Midwestern Campuses. UQ Marketing planned a major networking event at popular upscale venues near campus. UQ Marketing hired Nestlé street teams to promote and work the event the day of.

On-campus Promotion- UQ Nestlé street teams distributed Nestlé chocolates with event information at business and engineering schools. The street team was also responsible for hanging posters at high-traffic areas on campus, specifically around the business and engineering buildings.

Buzz- Business and engineering organizations helped spread the word about event to members through an email campaign. Business and Engineering professors were contacted and made announcements about the Nestlé networking event in class.

Happy Hour- Casual networking environment appealed to students. A check in process captured all student information. Interactive photo booth allowed students to interact with Nestlé's family of brands. The first 100 student attendees won Nestlé t-shirts to further promote the brand.

Social Media- The Nestlé street team shared the event on Facebook, reaching their networks of 1,200 friends on average. During the event, students were tweeting why they wanted to work at Nestlé using the hashtag #nestlecareers.

Email Campaign- Major-specific emails targeted students with 3.5 GPAs and above sent post-event encouraged qualified students to apply.

RESULTS: Increased Annual Applications by 64%

As a result of the recruitment efforts:

- Largest event attendance to date with over 600 student attendees per event
- Annual applications increased by 64% compared to prior year
- Email campaign reached an average of 4,373 students per university per event

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