

▣ Caring Gene<sup>®</sup>  
Social Recruitment  
Campaign



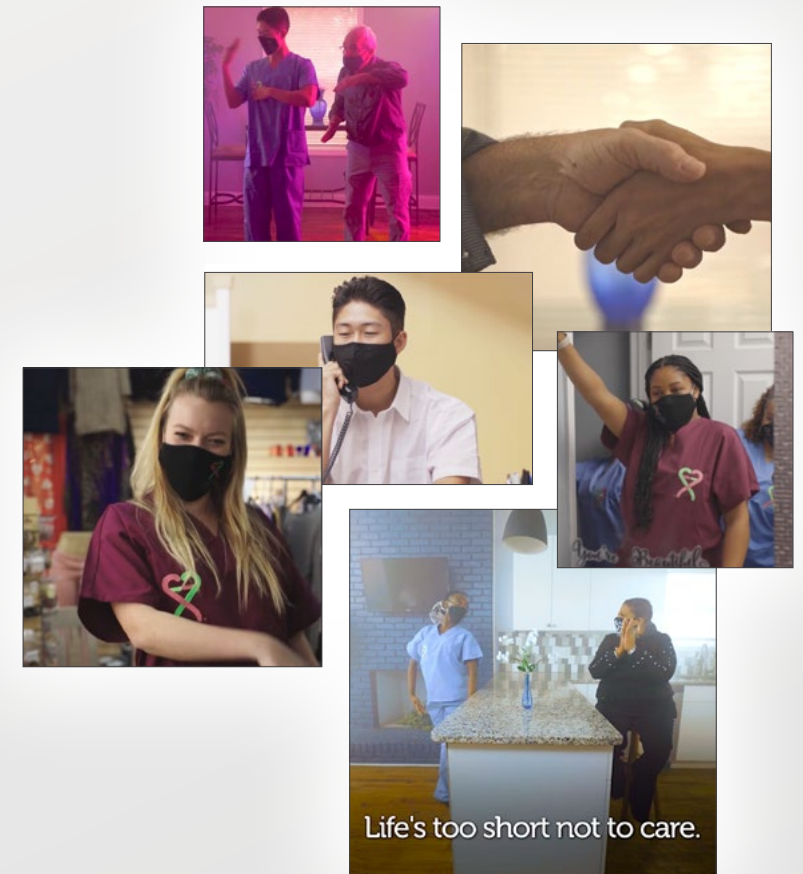
# ” Caring Gene<sup>®</sup> Social Recruitment Campaign

Attracting new employees to the long-term care sector has always been a challenge. With the COVID pandemic making the prospect even less attractive, we knew we had to convey the personal and professional rewards of helping others to our young and diverse prospects in a fresh and exciting way.

Our Caring Gene<sup>®</sup> creative team responded by developing a series of social videos embracing the art of dance and other transformational scenarios to convey the rewards of a career in long-term care.



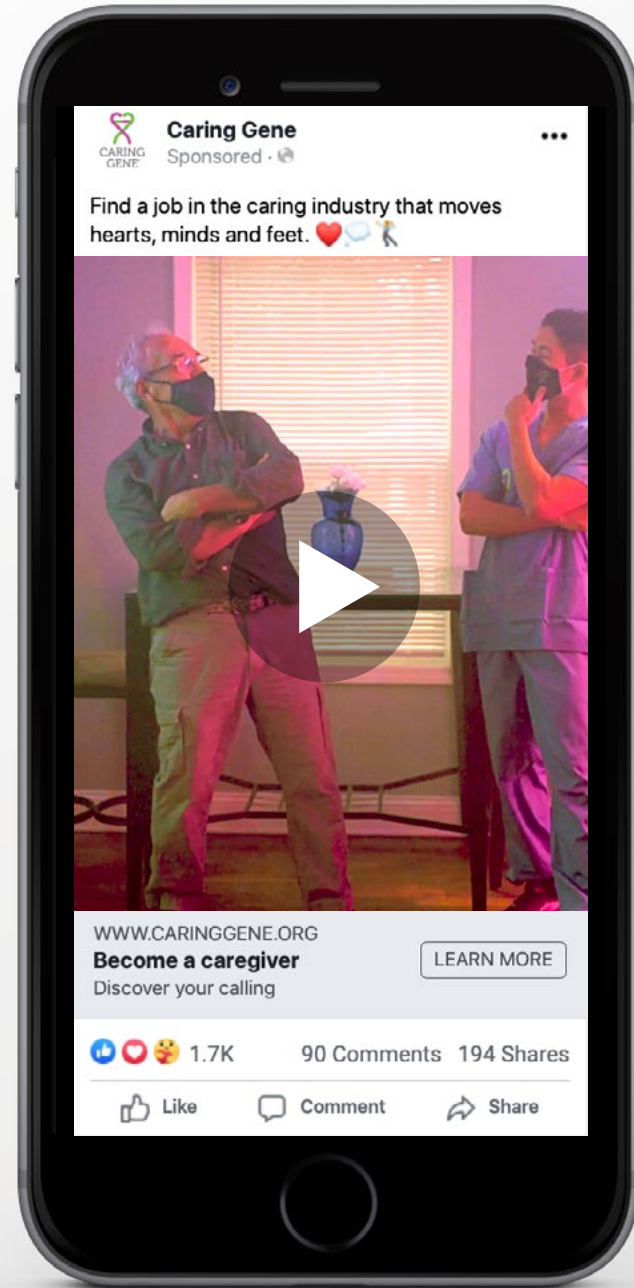
CLICK PLAY TO WATCH "THE PAYOFF"



WATCH COMPILATION VIDEO ▶

**2-3X** ENGAGEMENT BENCHMARKS FOR EMPLOYMENT ADVERTISING

"SHOW ME YOUR MOVES"

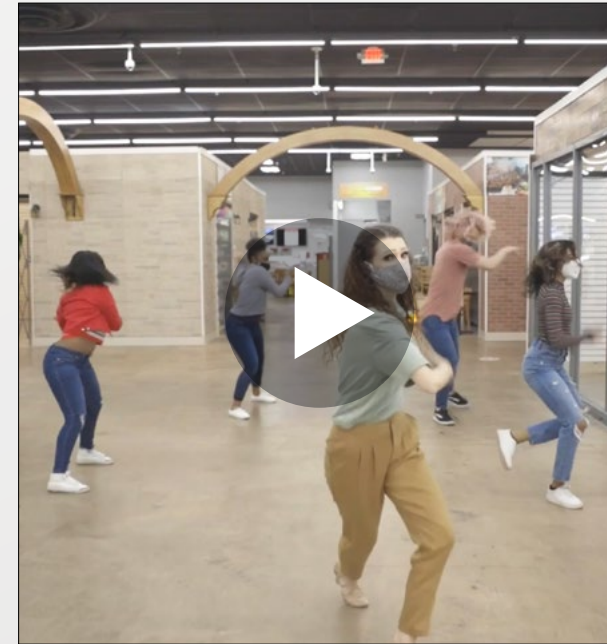


CLICK PLAY TO WATCH

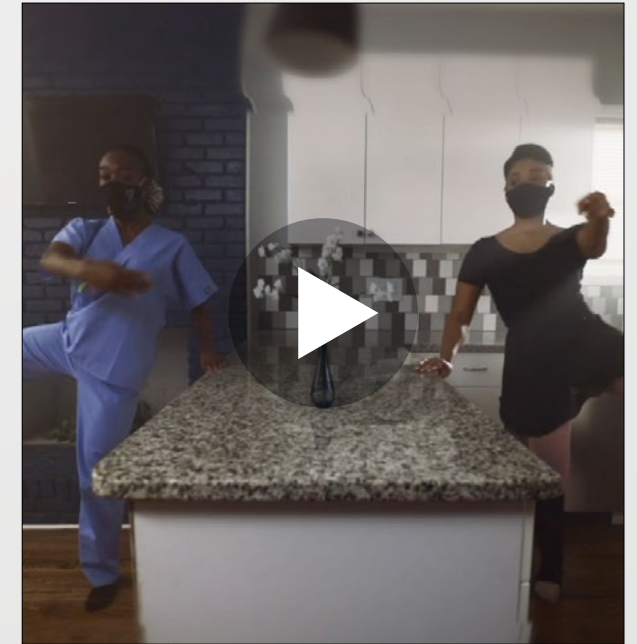
"THE WIPE"



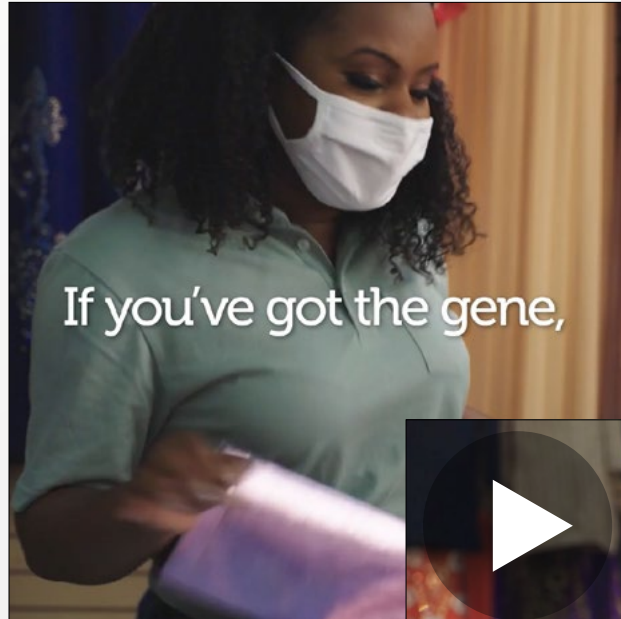
"THE UNIVERSE"



"THE BALLET"



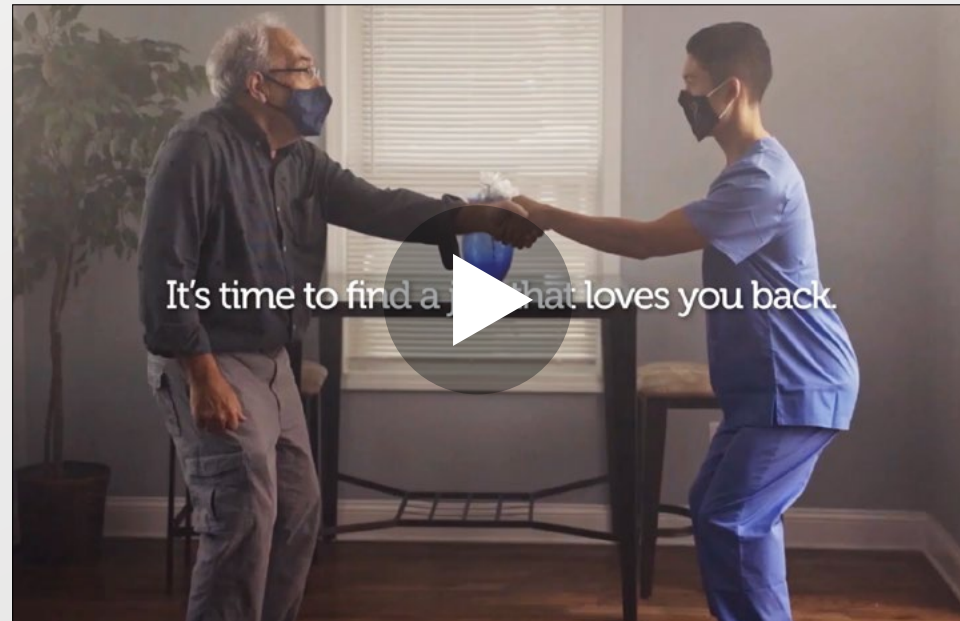
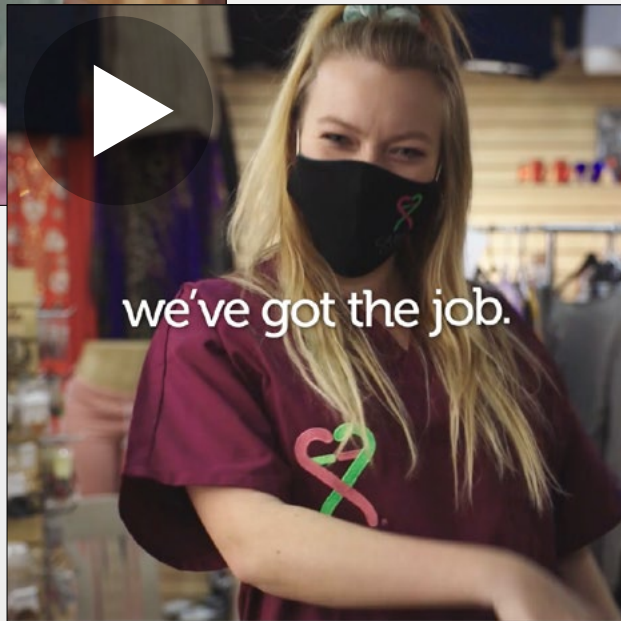
"THE CHECKOUT"






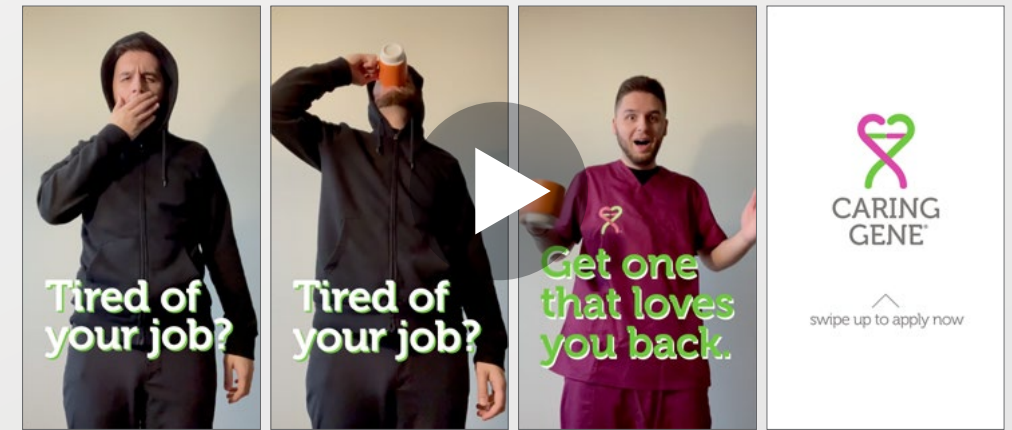
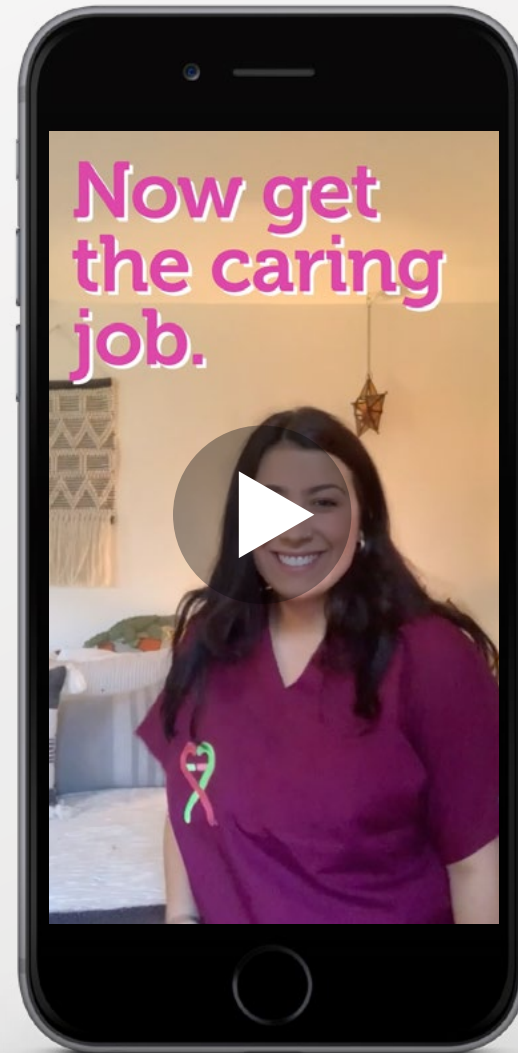
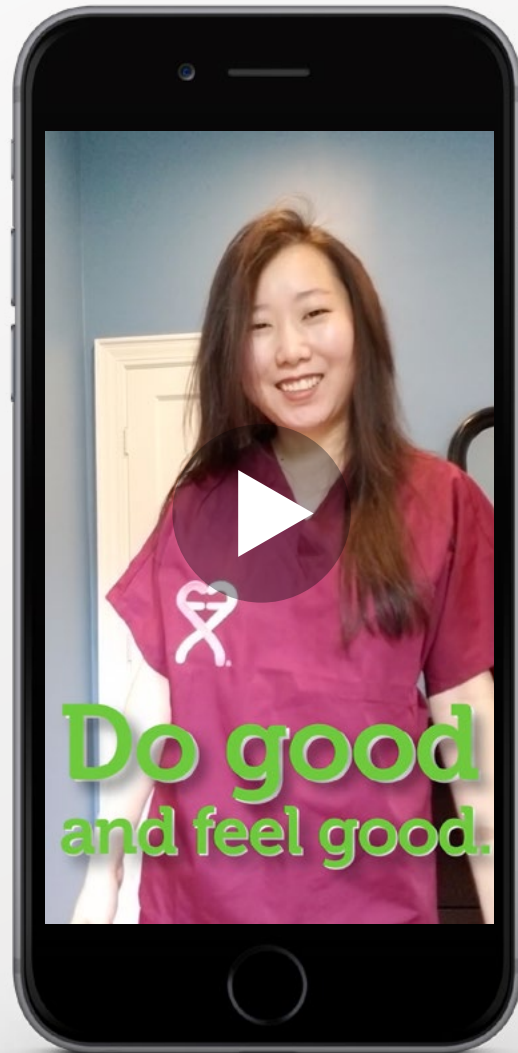
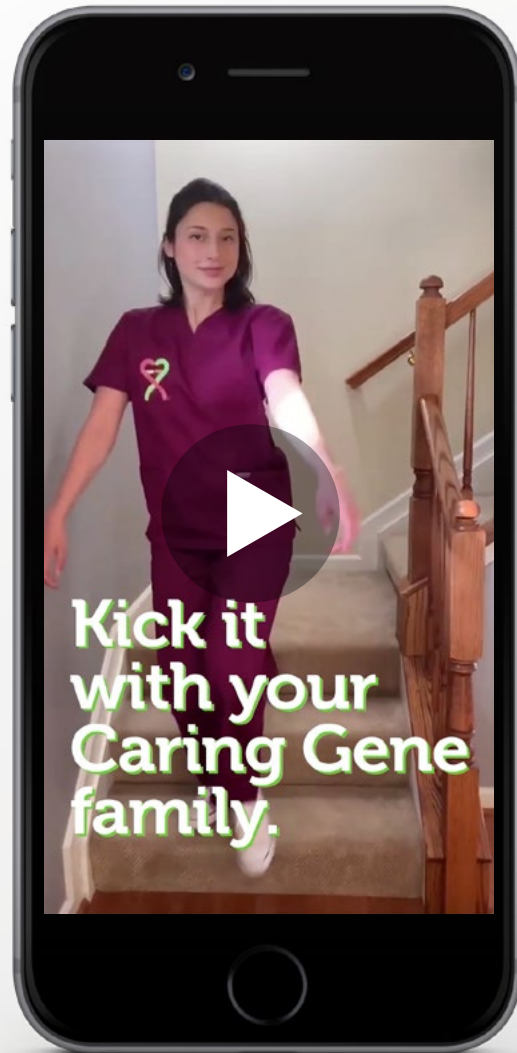
"THE FOLD"



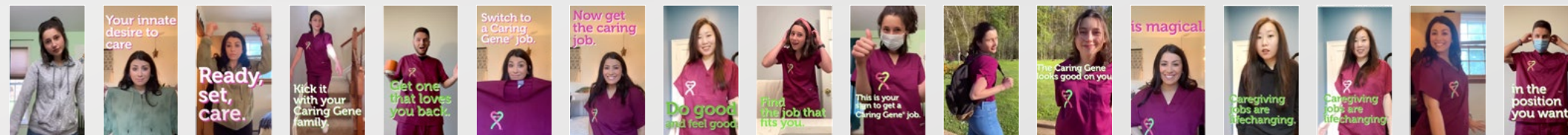
"THE FIRST STEP"



- 
**Megan Fuller Reid**  
 Pamela Wright Bogle. I can imagine you dancing here.  
 Like Reply Hide 19w
- 
**Marilyn S Ward**  
 Great video.  
 Like Reply Hide 12w
- 
**Kim Dowe**  
 LOVE THIS ❤️ Thk U ...  
 Like Reply Hide 13w



PLAY VIDEOS



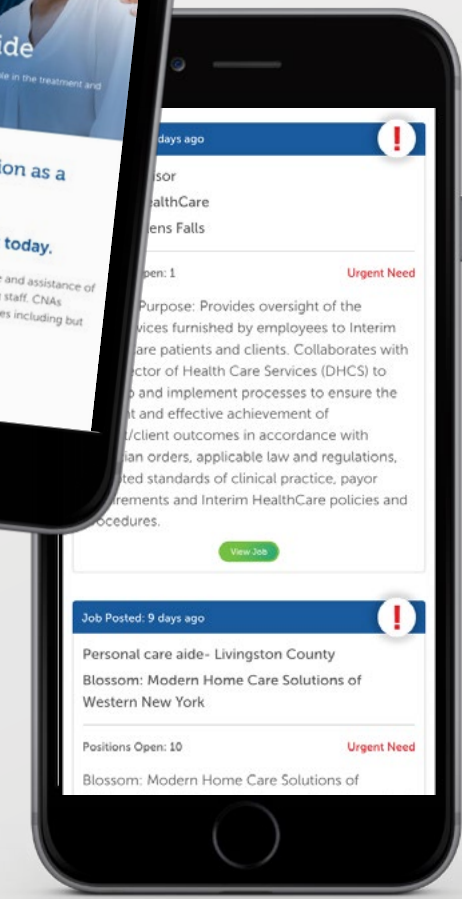
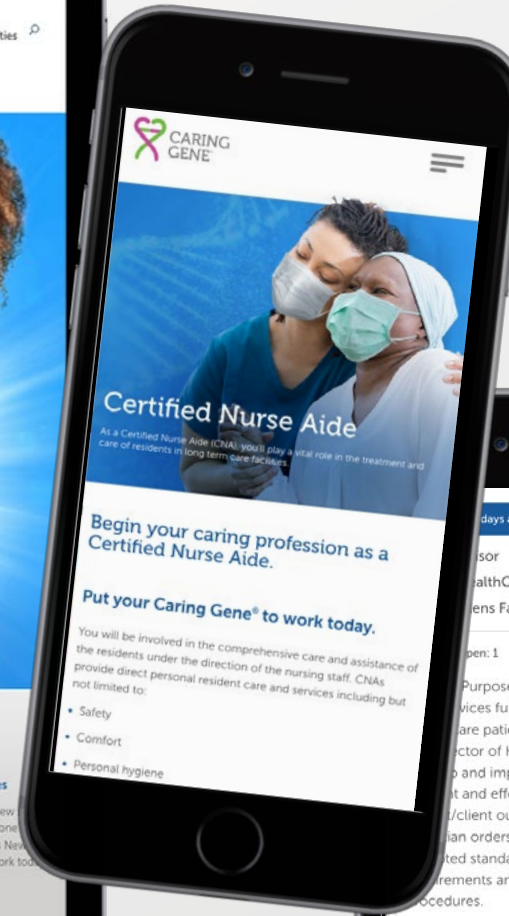
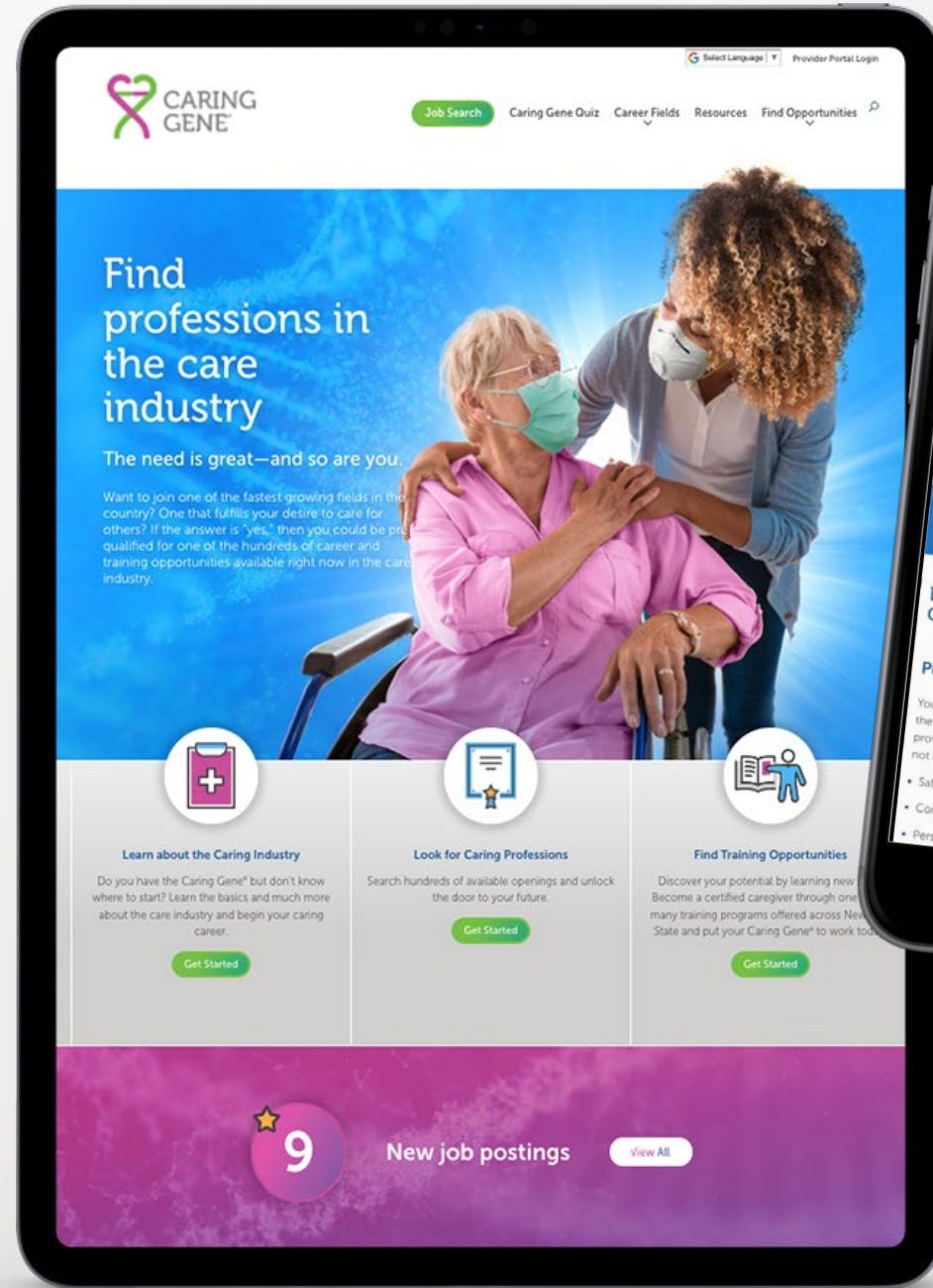
Social Recruitment Videos—TikTok Style “Wardrobe Change”

1.129mm+

WEBSITE VISITS  
57% INCREASE OVER ONE YEAR

50,000

JOB SEARCHES  
75% INCREASE FROM PRIOR YEAR



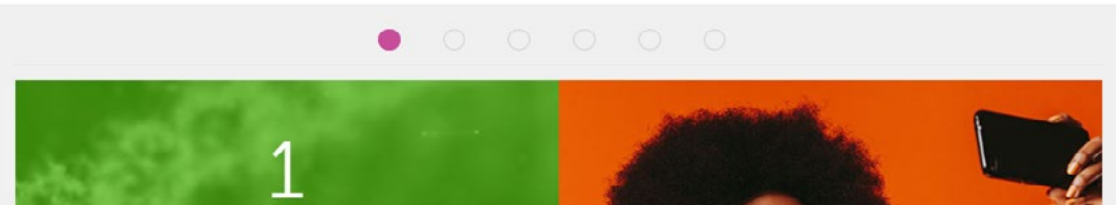
VIEW LANDING PAGE

# Do you have the Caring Gene<sup>®</sup>?

It's an inherent trait of some very special people who have a natural tendency to care. It's who you are, and it drives your life's passions, your relationships and even your career path. Some are born with this unique quality; others can develop it.

## Care to find out? Take the Quiz.

Answer 6 easy questions below to see if you have the Caring Gene<sup>®</sup> and learn how it could lead to a rewarding career in the field of long-term care.



MacBook

[VIEW CARING GENE<sup>®</sup> EDU-TAINMENT QUIZ](#) ▶

1

You're making a TikTok (probably going viral) when someone walking by trips and falls. You:


- A. Leave that part in—you're definitely going viral now.
- B. Check on them to see if they're okay and pull out your handy first-aid kit.
- C. Tell them that they're just doing it for attention and you're the main character.
- D. Laugh so hard you fall too.

[Next Question](#)



2

Your neighbor's new puppy just escaped through a hole in the fence and you're the only one around. You:




- A. Run inside to grab deli meat, dial for backup and start your trek to find it in the neighborhood so it won't get hurt.
- B. Pretend you didn't see it—that's not your dog, so who cares?
- C. Catch the puppy and keep it. You've been eyeing it since the day it came home anyway.
- D. Leave a nasty note to the neighbors about how they're ruining the neighborhood.

[Previous Question](#) [Next Question](#)

3

When you meet someone for the first time, you:




- A. Stare to intimidate them.
- B. Smile, wave and ask genuine questions to learn more about them.
- C. Immediately add them to your "close friends" list on Instagram so they can be jealous of your life.
- D. Ignore them and walk away—you already have enough friends.

[Previous Question](#) [Next Question](#)

4

If there's one thing in life you care most about, it is:

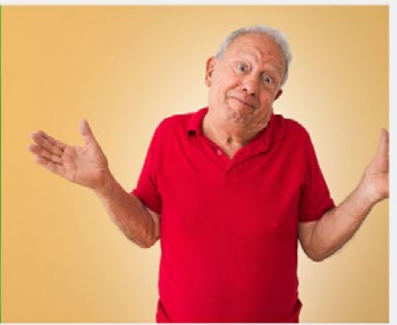


- A. Being the center of attention. It's all about you!
- B. Going the extra mile to lift people up and support those who need it.
- C. Finishing "Squid Games" in record-breaking time.
- D. How many Instagram followers you gained this week.

[Previous Question](#) [Next Question](#)

5

An elderly person asks you for directions to a place just down the road. You:




- A. Say "You're on your own, grandpa!" and walk away.
- B. Give them the wrong directions because it's funny to confuse others.
- C. Use your finger to write "HONK" in the dirt on the back of their car.
- D. Offer for you and a friend to lead them there.

[Previous Question](#) [Next Question](#)

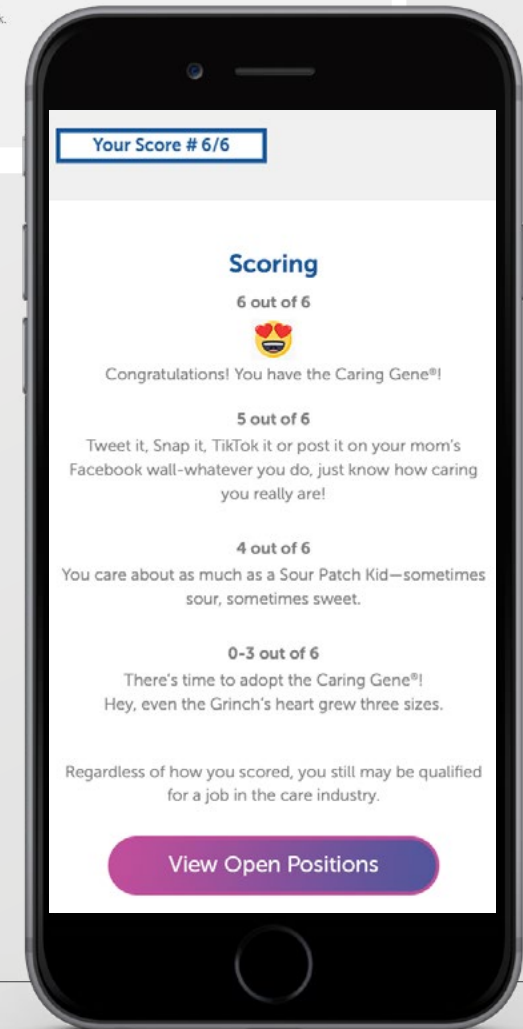
6

You are kind to other people because:



- A. They might give you something in return.
- B. They could be capable of being meaner back to you and that would hurt your feelings.
- C. You hate to see others struggle and you like to make people feel comfortable.
- D. You have to, that's how you were raised.

[Previous Question](#) [Submit](#)



NATIVE ADVERTISING

The collage illustrates native advertising across different platforms. It includes:

- AOL:** A sidebar with navigation links (City/Zip, Mail, News, etc.) and a main content area with articles like "A good boy again: Biden's dog will return to the White House" and "I bought this viral iPad case because of TikTok".
- MSN:** A news header "Sanxingdui: Archaeologists discover 3,000-year-old gold mask in Sichuan, China" and several smaller article thumbnails.
- ESPN:** A sports page for "Ohio State vs Creighton" with "Updated bracket results" and "Bracket busted? Play Tournament Chance".
- Health:** A central article titled "Since Coming Out as Transgender" with a video player and a sponsored section titled "Does your job love you back?".
- Other:** A "Sponsored" section at the bottom left featuring the "Does your job love you back?" ad, and a "Popular articles" section at the bottom right.

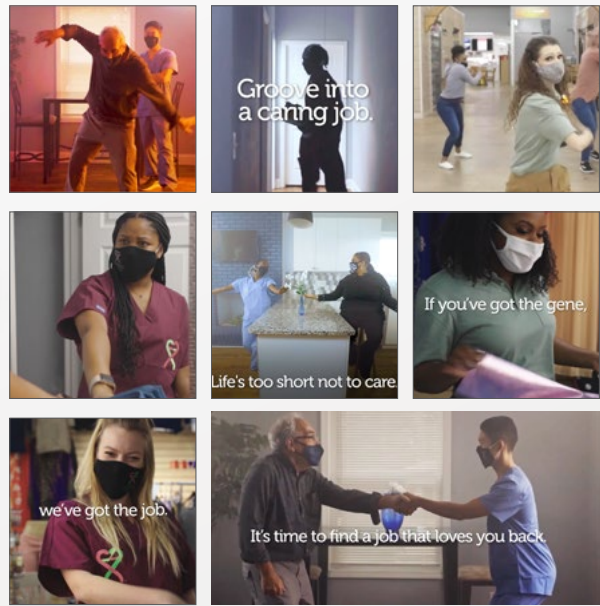
DIGITAL AUDIO



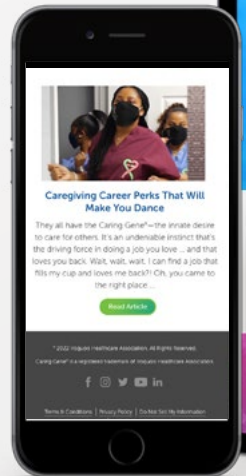
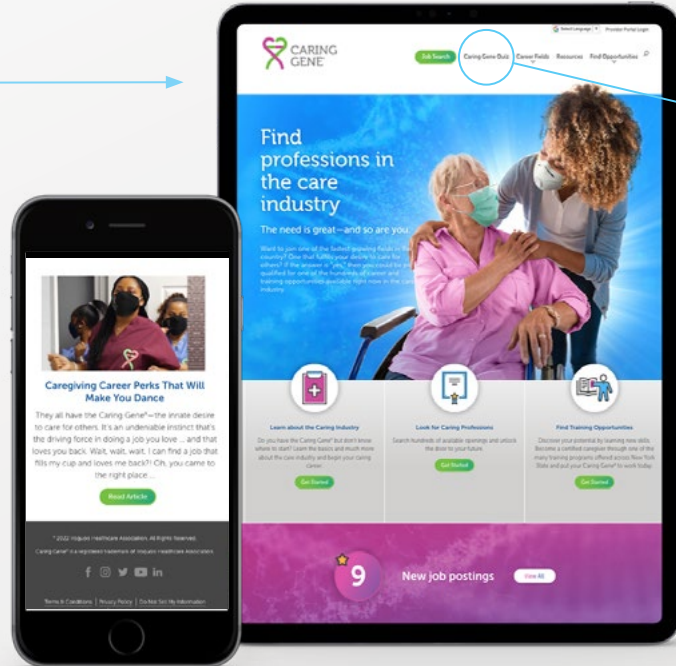
- Spot 1
- Spot 2
- Spot 3
- Spot 4



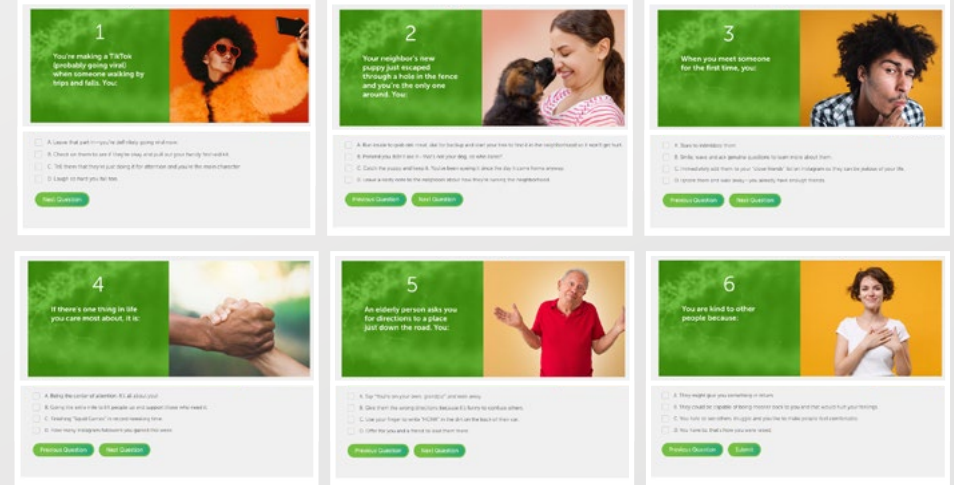
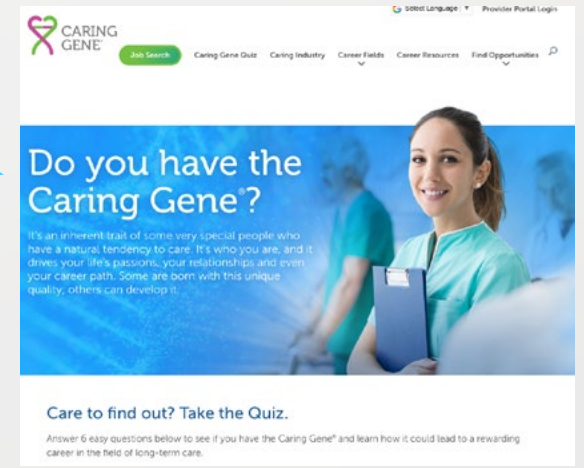
SOCIAL VIDEOS    



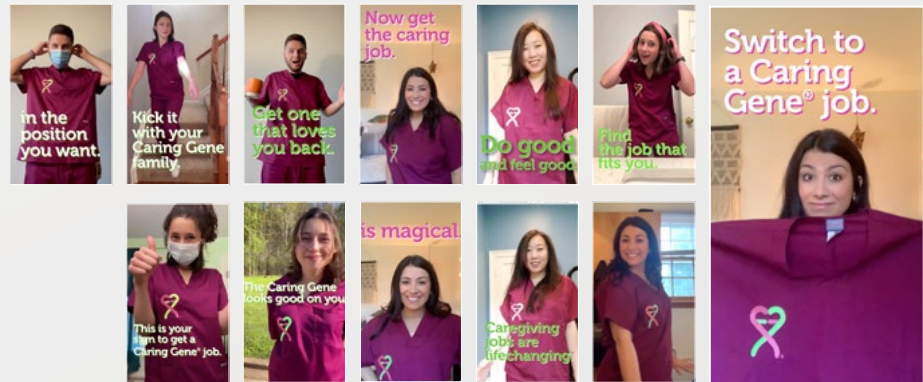
CARING GENE® LANDING PAGE



CARING GENE® QUIZ



TikTok STYLE "WARDROBE CHANGE"



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2,285

APPLICATIONS SUBMITTED VIA  
CARINGGENE.COM

2-3X

ENGAGEMENT BENCHMARKS FOR  
EMPLOYMENT ADVERTISING

DIGITAL AUDIO



NATIVE ADS

