

“Caring Gene[®] Three-Year Campaign

Like many states, New York was and still is facing a critical shortage of workers who care for its aging population. Iroquois Healthcare Association, a group dedicated to recruiting and retaining candidates for these challenging positions, partnered with us to create an engaging, highly focused recruitment strategy. Enter the “Caring Gene”—a creative campaign not only focused on filling these positions, but finding and celebrating the best caregivers. Those individuals with an intrinsic desire to care in their DNA. In market for just over three years, the platform has proven big enough and flexible enough to morph and evolve along with a rapidly changing landscape. One that was able to move from a career-building recruitment effort to a pandemic call-to-arms to one that addresses the realities of a younger, more diverse audience in a post-pandemic world. In short, the work was emotional, impactful and, for a statewide initiative, unprecedented.



Go with your heart and a career will follow.

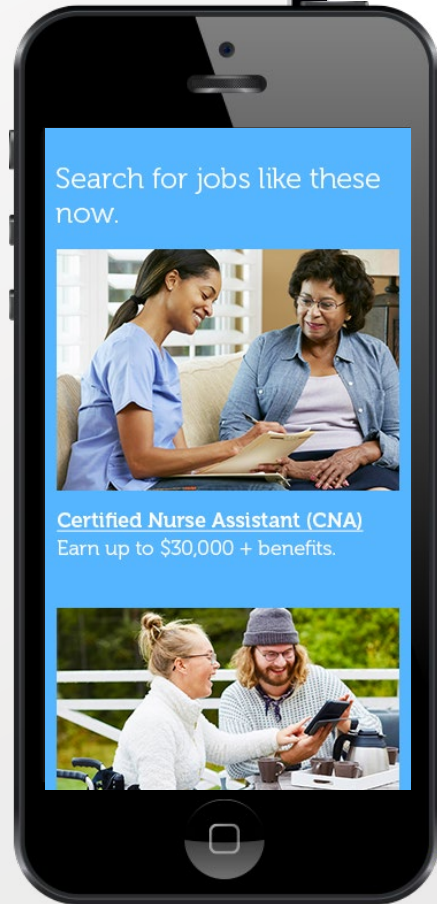
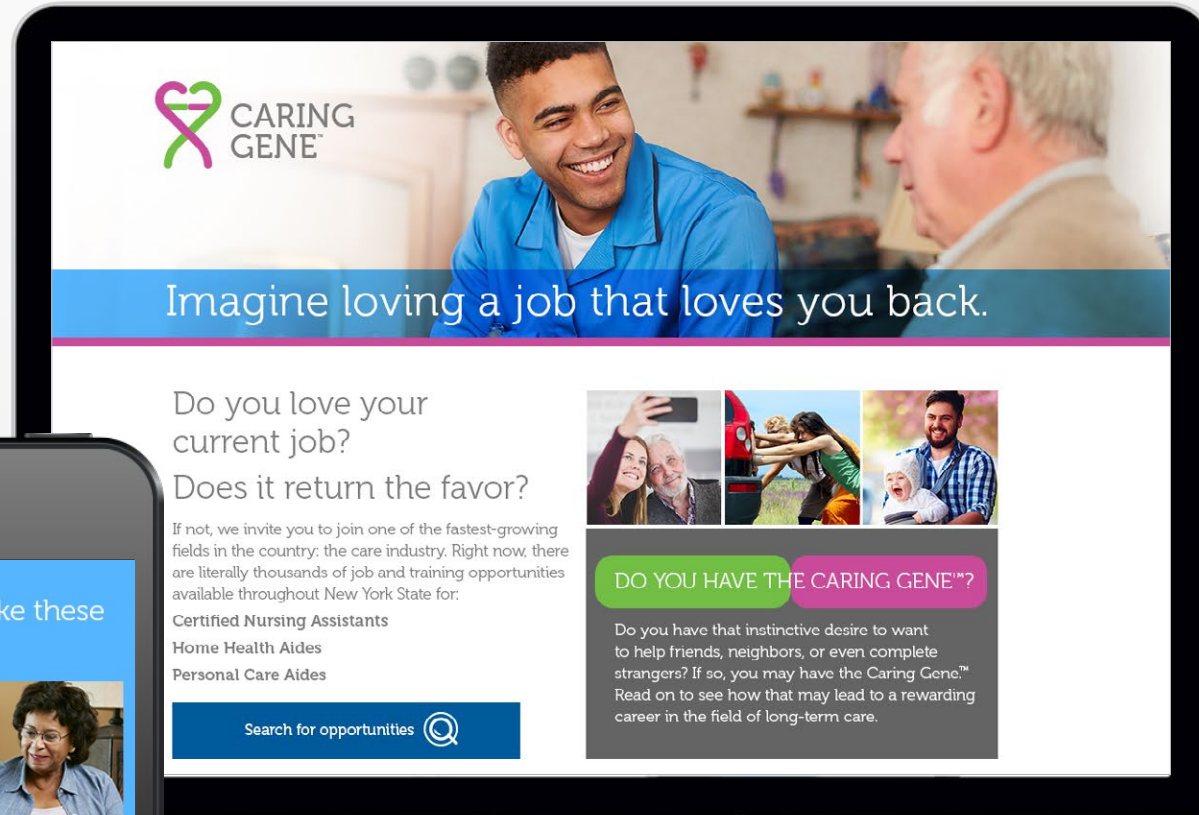
There's something special about you. You've had it all your life, but may not even know it. You've got that innate ability to step up and help a friend, a neighbor, even a complete stranger. You have a genetic predisposition to care for others. And that natural instinct can lead to a career in long-term care as a CNA or HHA. A career where the personal rewards are great, the salary and benefits competitive, and the opportunity for growth—inspiring.



CLICK TO PLAY :30 TV SPOT

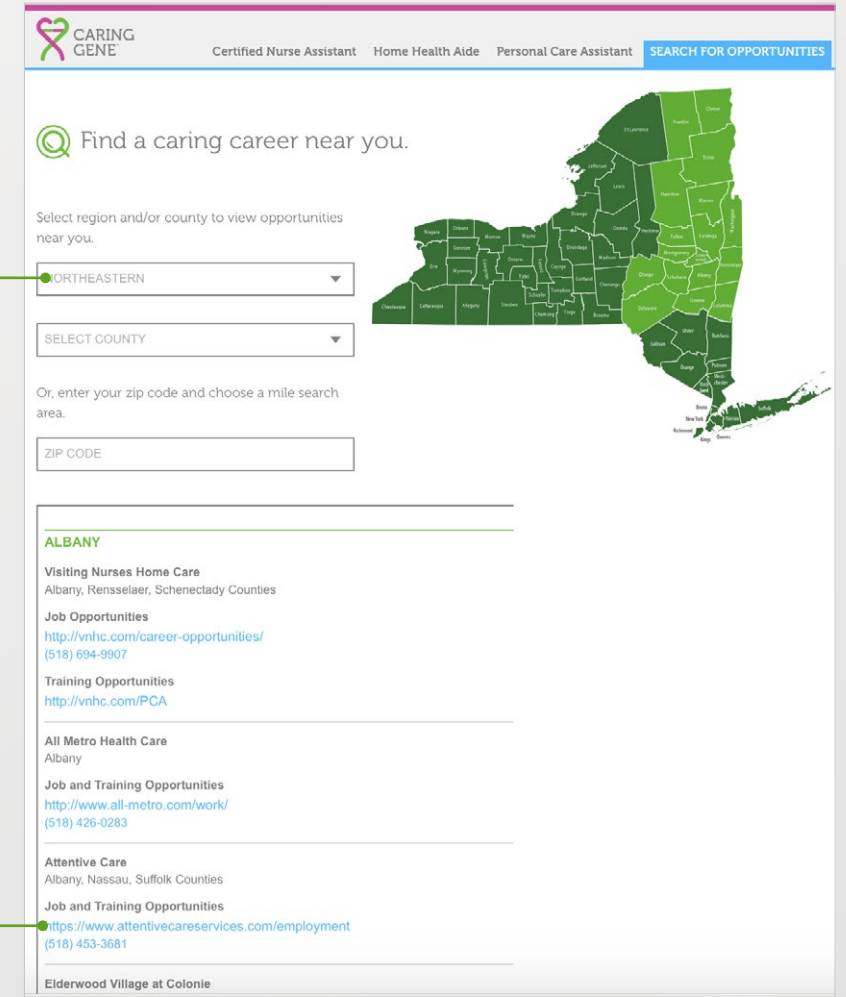


CLICK TO PLAY :15 ANIMATED VIDEO



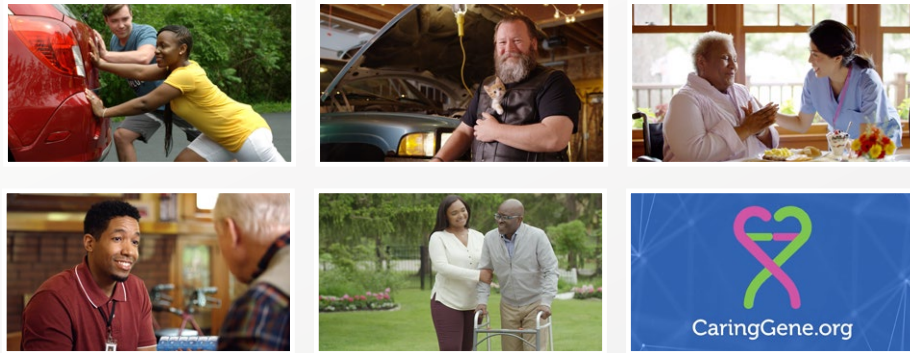
MORE THAN
131,000
SITE VISITS

NEARLY
47,000
JOB SEARCHES



MORE THAN
16,700
CLICK-THROUGHS TO
PROVIDER WEBSITES

TV & OTT :15 & :30

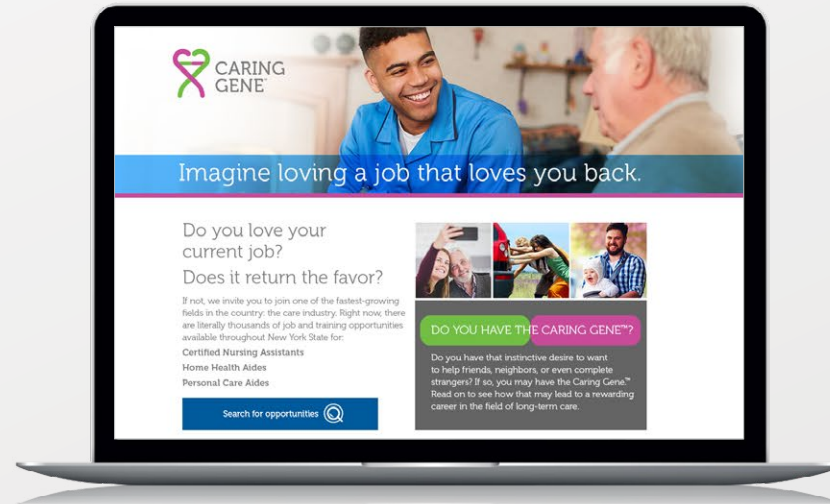
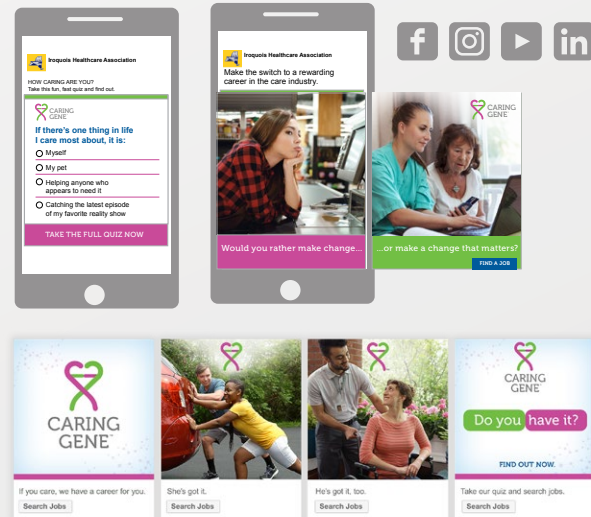


MOTION GRAPHIC :15



CLICK TO PLAY RADIO / STREAMING AUDIO

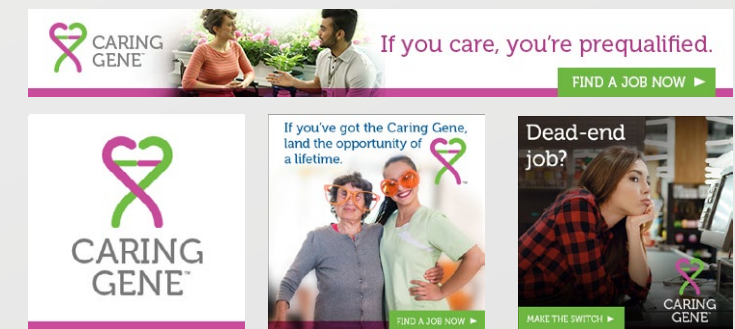
PAID SOCIAL



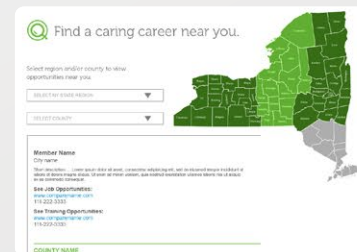
OUT OF HOME



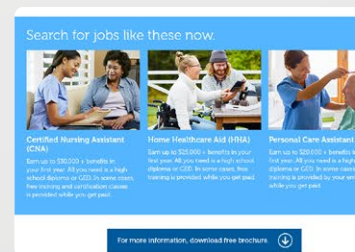
DIGITAL DISPLAY PROGRAMMATIC ADS



BRANDED SWAG



FILTERED EMPLOYER SEARCH



CAREERS INFORMATION



PDF DOWNLOAD: LONG-TERM CARE CAREERS BROCHURE

Caring is
YOUR CALLING



Healthcare work can be physically and mentally challenging—but also very rewarding. It takes a special type of person—those who have an innate desire to help others in their DNA. For some people, care is their calling. We've identified this unique trait—we call it “the Caring Gene®.” And it makes them perfect candidates for a career in the care industry.

Now, recognizing the unprecedented times we're in—there are even greater opportunities and an immediate need for healthcare heroes in both clinical and support roles.



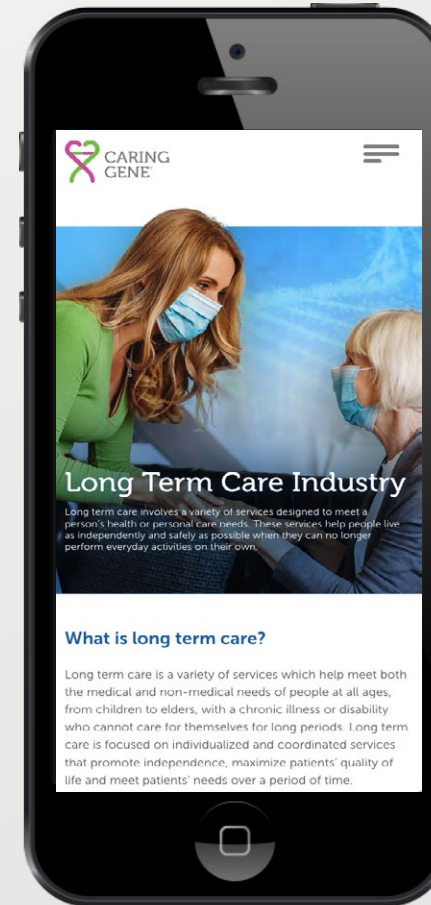
CLICK TO PLAY :30 TV SPOT



CLICK TO PLAY :12 SOCIAL VIDEOS



POP-UP ON HOMEPAGE



702,000
WEBSITE VISITORS
7X THE PREVIOUS YEAR

35,000
CLICKS TO PROVIDER SITES
**250% INCREASE OVER
PREVIOUS YEAR**

100,000
JOB SEARCHES



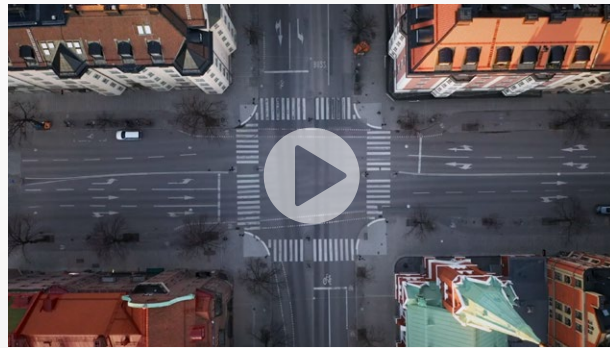
★ HEALTHCARE HEROES ★
WE NEED YOU
ANSWER THE CALL TO CARE

Immediate Opportunities. Apply Now! www.caringgene.org





TV & DIGITAL MEDIA



CLICK TO PLAY VIDEOS



WEBSITE

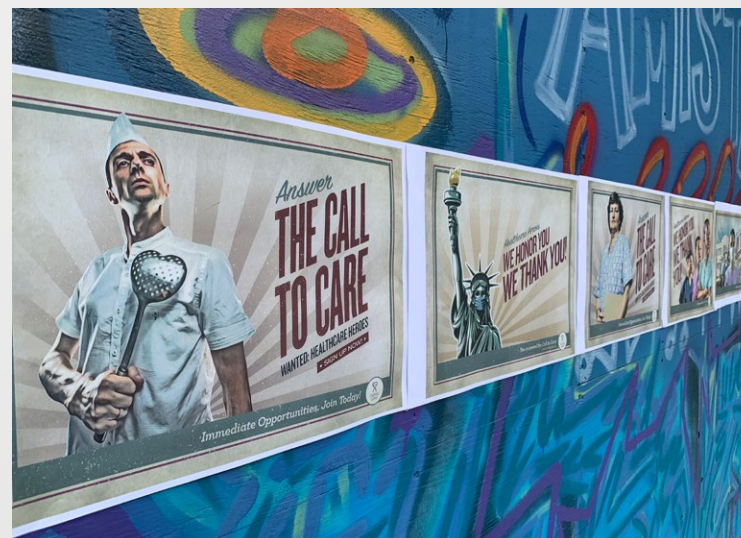


OUT OF HOME

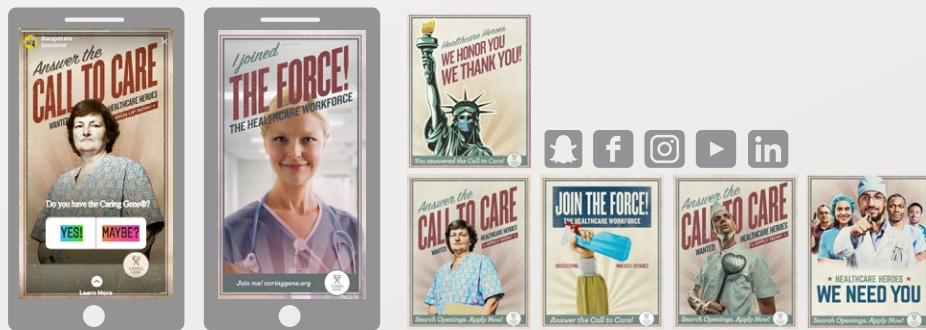


CLICK TO PLAY VIDEO

WILD POSTINGS



SOCIAL MEDIA—ADS-VIDEO-QUIZ-FILTERS



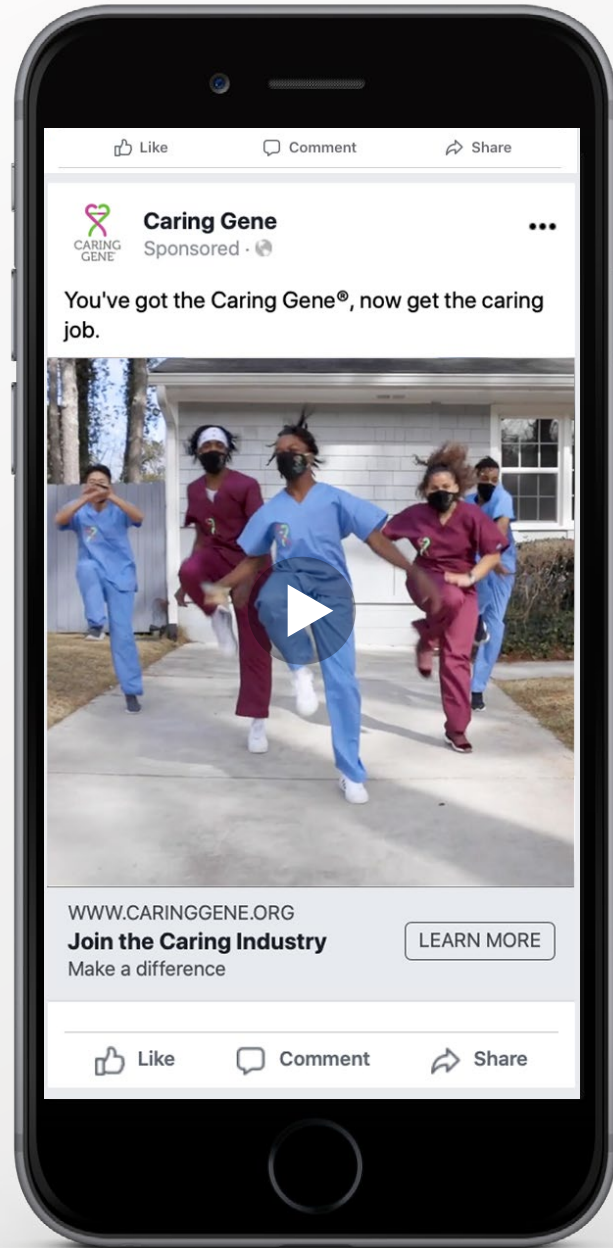
DIGITAL ADVERTISING



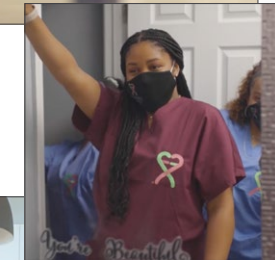
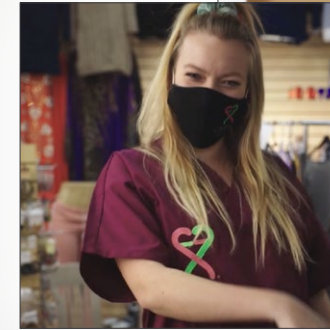
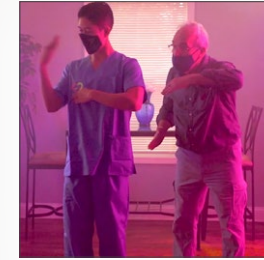


Attracting new employees to the long-term care sector has always been a challenge. With the COVID pandemic making the prospect even less attractive, we knew we had to convey the personal and professional rewards of helping others to our young and diverse prospects in a fresh and exciting way.

Our Caring Gene® 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.



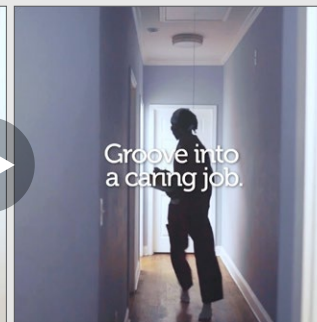
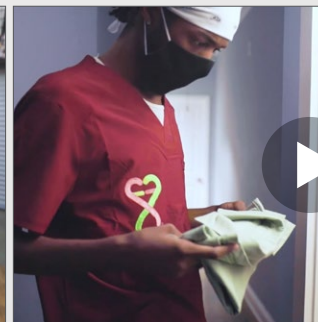
CLICK TO PLAY



Life's too short not to care.

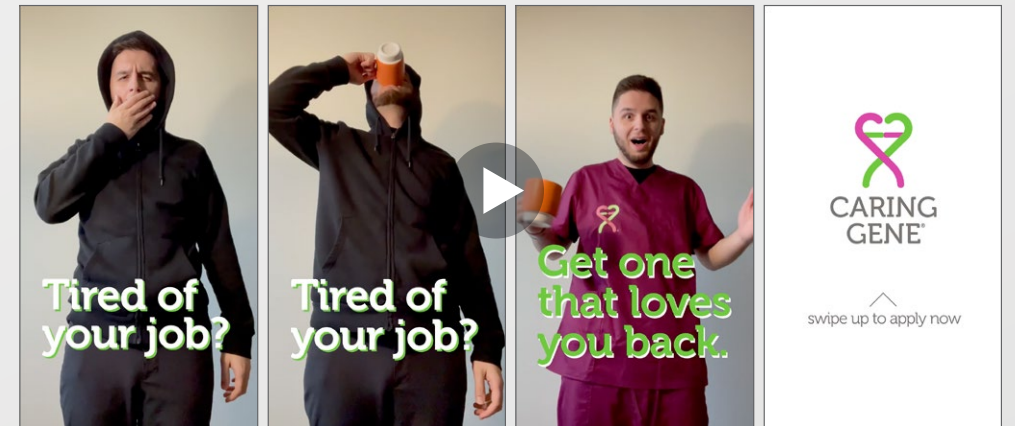
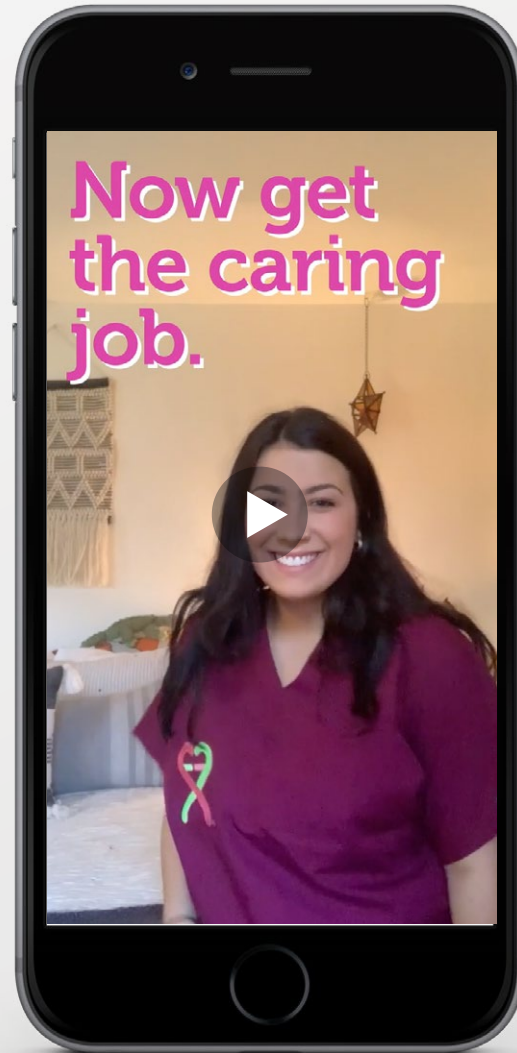
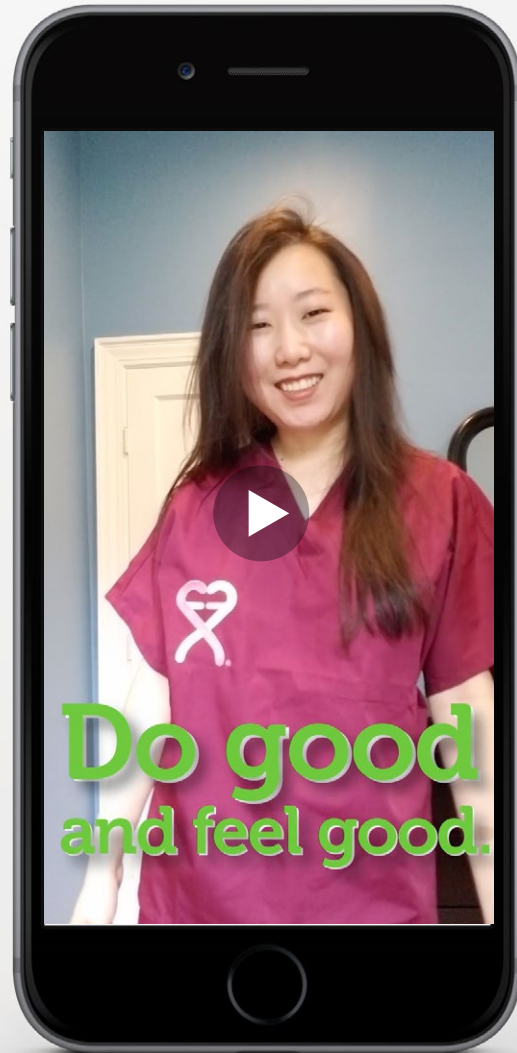
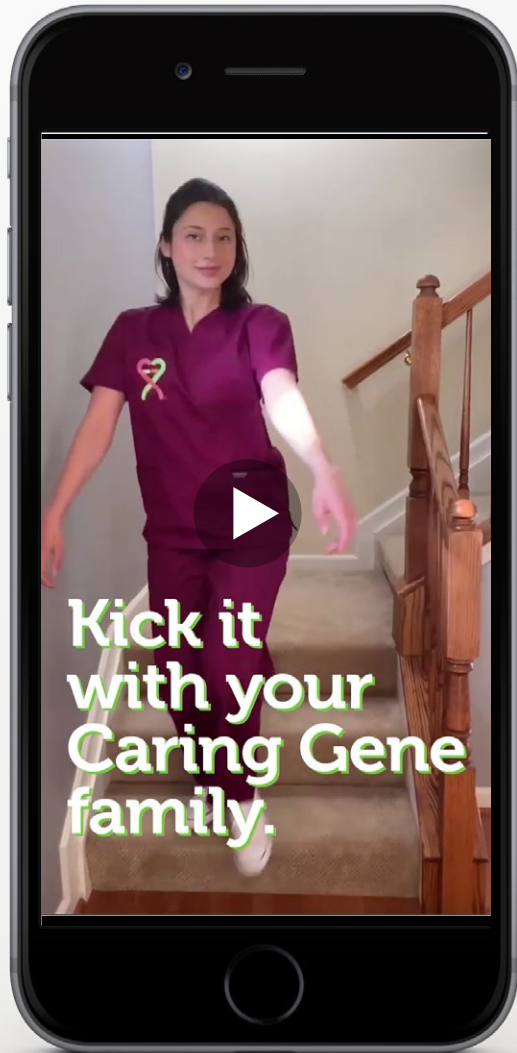
WATCH COMPILATION VIDEO ▶

2-3X ENGAGEMENT BENCHMARKS FOR EMPLOYMENT ADVERTISING



Groove into a caring job.





CARING GENE

swipe up to apply now

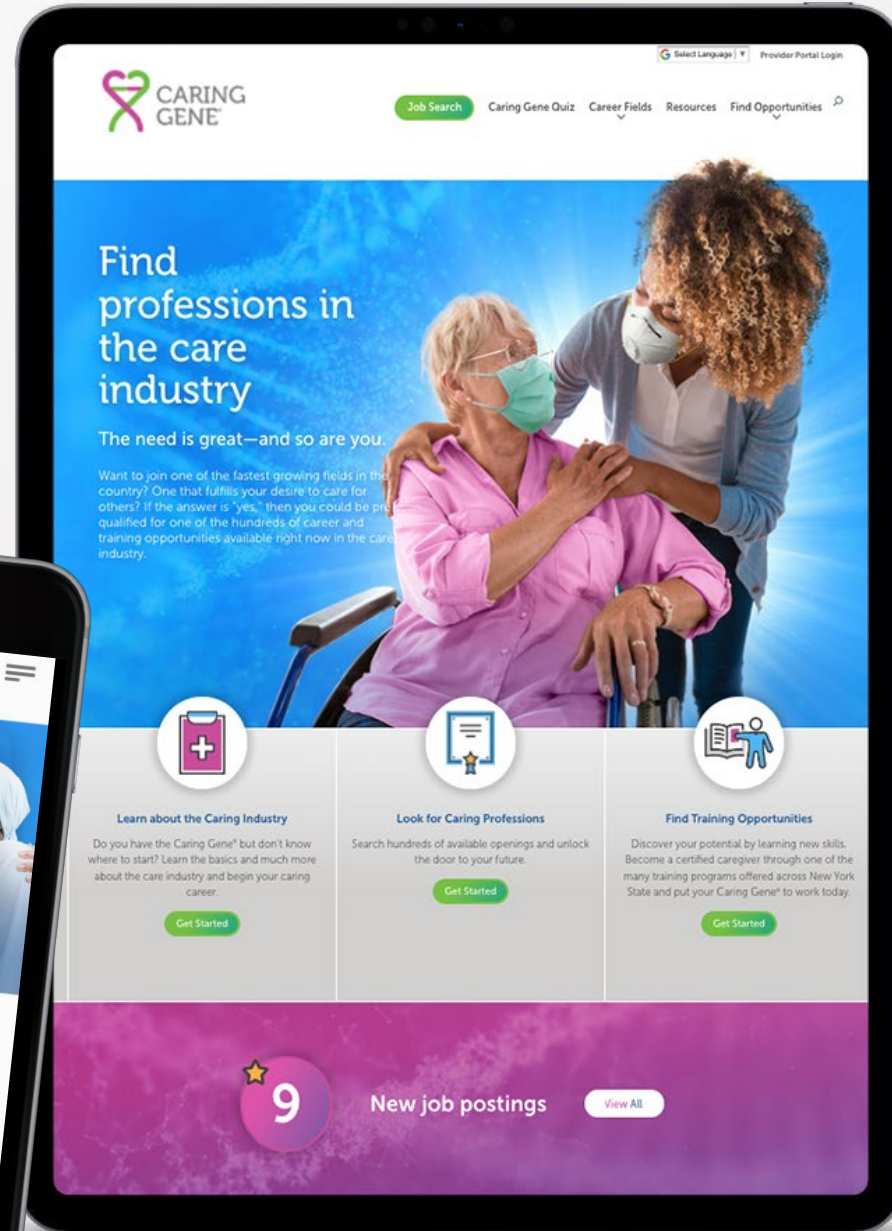
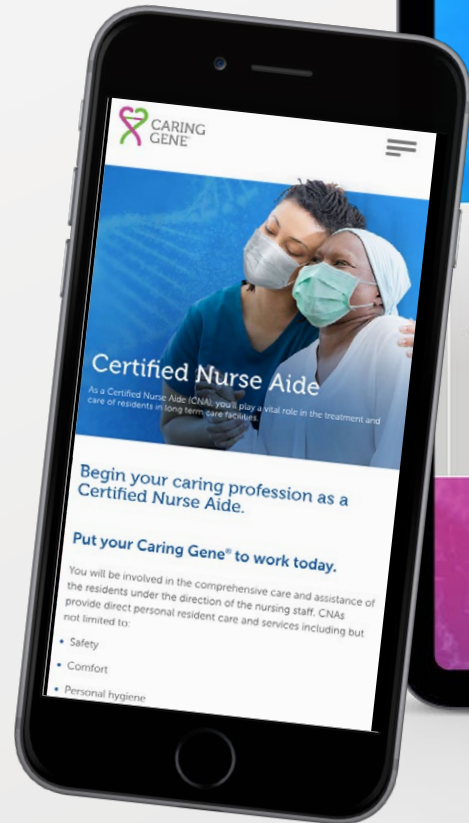
CLICK TO PLAY VIDEOS

1.129mm+

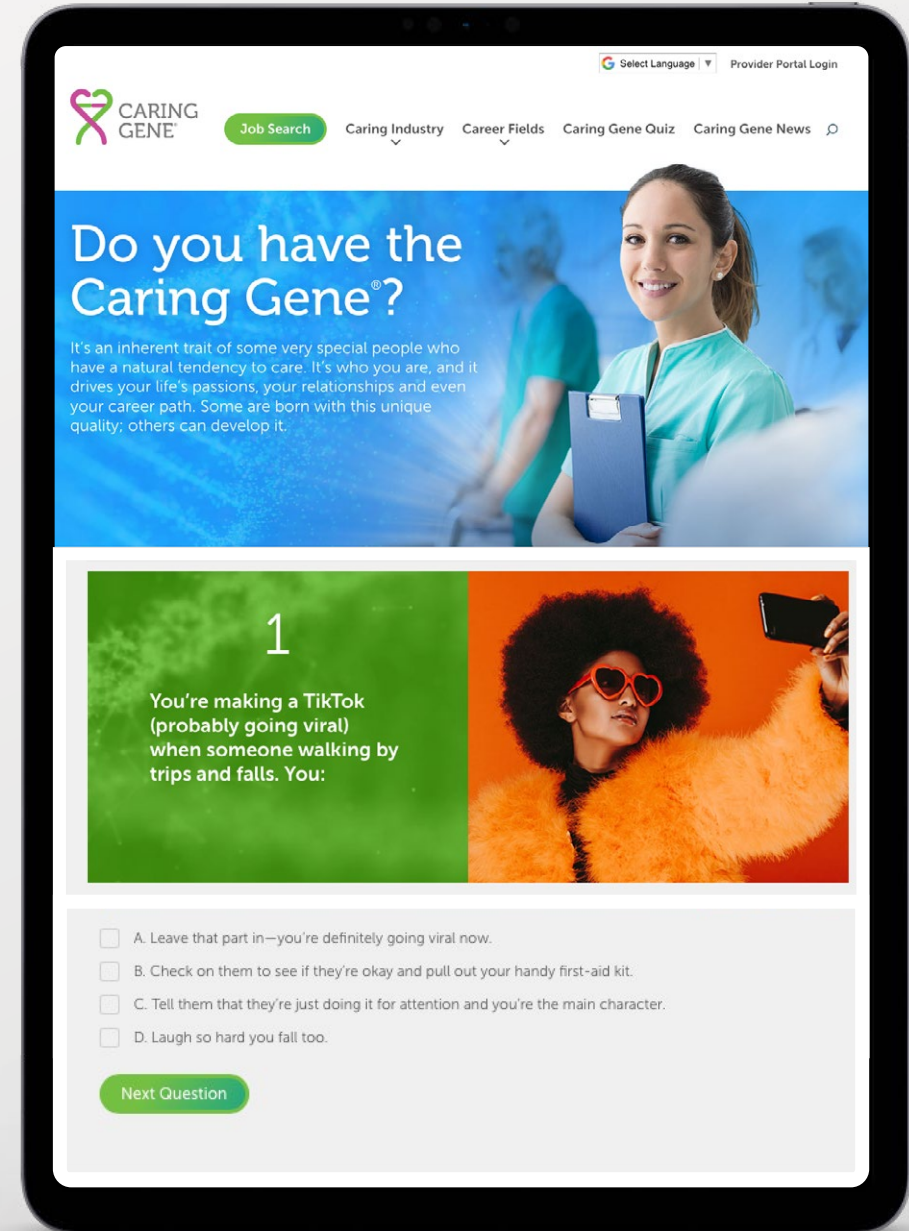
WEBSITE VISITS
57% INCREASE OVER ONE YEAR

50,000

JOB SEARCHES
75% INCREASE FROM PRIOR YEAR



[VIEW LANDING PAGE](#) ▶

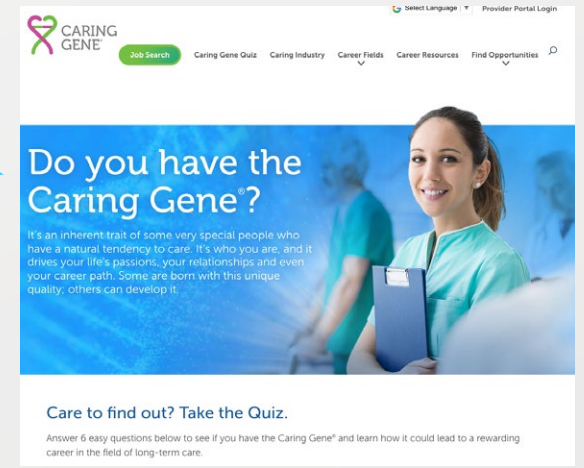
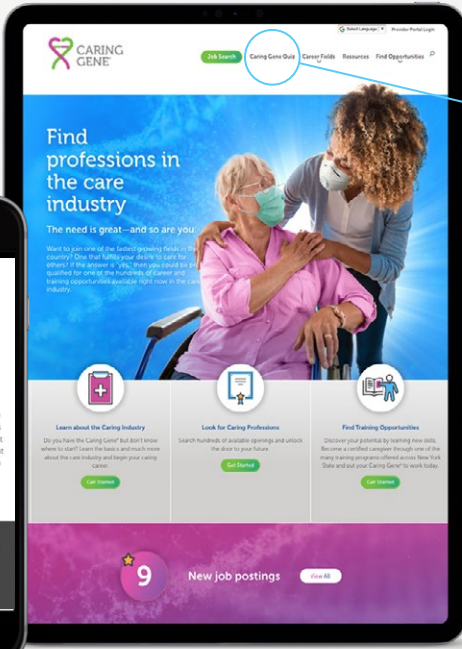
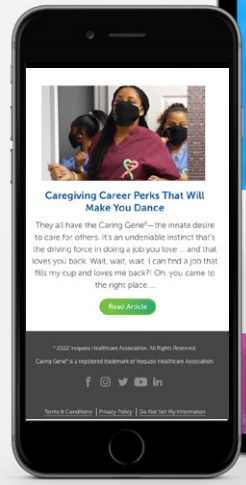
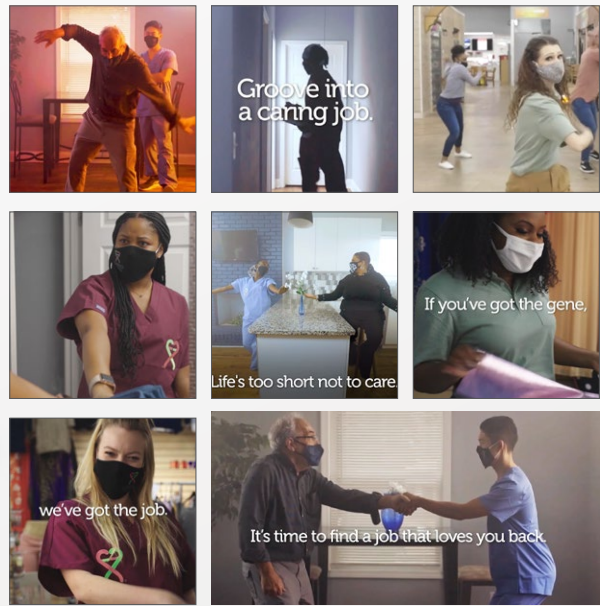
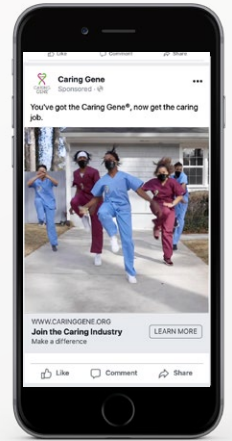


[VIEW CARING GENE® EDU-TAINMENT QUIZ](#) ▶

SOCIAL VIDEOS    

CARING GENE® LANDING PAGE

CARING GENE® QUIZ



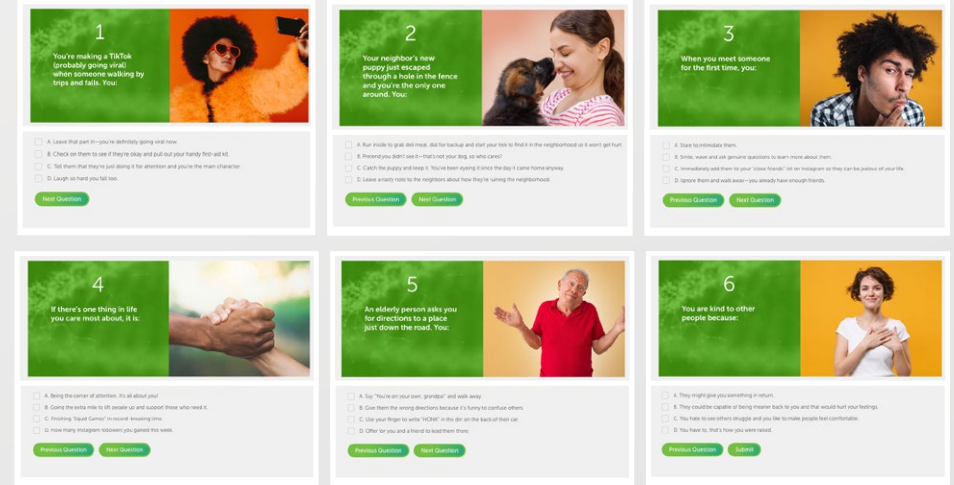
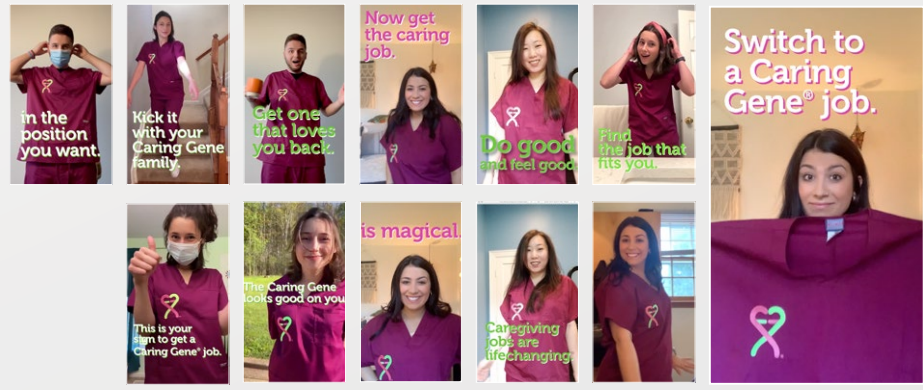
1.129mm+
WEBSITE VISITS
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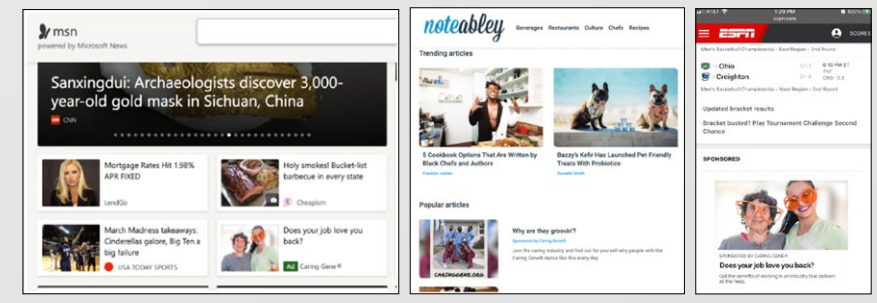
2,285
APPLICATIONS SUBMITTED VIA
CARINGGENE.COM

2-3X
ENGAGEMENT BENCHMARKS FOR
EMPLOYMENT ADVERTISING

TIKTOK-STYLE "WARDROBE CHANGE"



NATIVE ADS



“Caring Gene[®] Three-Year Campaign

1,240,000+

visits to caringgene.com.

98%

driven from the Caring Gene[®] campaign.

100,000

job searches and thousands of applications by qualified candidates driven to provider opportunities.



Grand Prix: Omnichannel work in the “Best Response to Change” category
Best Response to Change: Caring Gene[®]: Caring is Your Calling campaign



First Place: Corporate Image



Gold: Integrated Marketing Communications

Gold: Lead Generation

Gold: Brand Identity

HealthcareADAWARDS

Gold: Digital Marketing Program

Silver: Integrated Campaign

Silver: Total Ad Campaign with TV



Special > Best Use of Data-driven Technology

