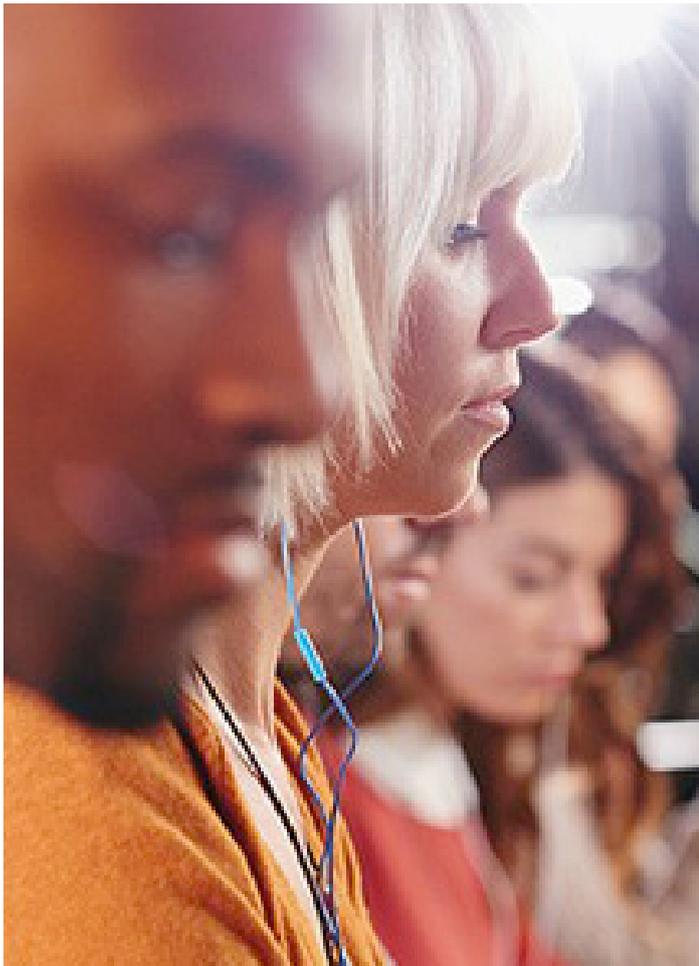


Targeted attraction campaign for CDK Global

Where to next?



amberjack



“Amberjack delivered superbly on an extremely time critical campaign, we look forward to continue working with Amberjack on our graduate and wider recruitment.”

International Recruitment Director, CDK Global

Background

CDK Global is the market-leading supplier of software and services to the retail automotive industry. They provide advanced, highly capable, integrated software and solutions to car dealerships. They are represented in nearly 100 countries worldwide.

Objectives

CDK Global successfully ran its first graduate recruitment campaign last season. Now in its second year, the programme is evolving. CDK Global needed six technology graduates to join as future leaders. They relied on our extensive experience to recruit them.

New recruits joining the programme spend 18 months of their first two years on rotation in the UK. This is followed by a six month rotation in China. The programme is an amazing opportunity to join a company with real global career potential.

The future leaders needed to be recruited in just an eight week timeframe; the challenge was we needed to find the right talent in the competitive technology sector. And with an employer brand that was not known or understood by the target audience. We set to work designing a creative attraction campaign to deliver the future leaders CDK Global needed.



“The attraction campaign was based on proven tactics to deliver the right talent.”

Our Awards



**APPRENTICESHIPS
4 ENGLAND
Gold Award Winner**

Solution

The first priority was to design a creative concept. We needed to enhance CDK Global’s employer brand to attract the right graduates. We then developed key messaging. It was based on the reach of CDK Global in their industry, the global nature of their business, and culture.

We then spent time with four graduates on the CDK Global programme. This enabled us to better understand their roles, drivers and advice they would give future applicants. We then made the four graduates a focal point of the campaign microsite we created. The graduate profiles informed candidates where a career with CDK Global could take them. This was supported by the creative concept we developed called ‘Where to Next?’

The attraction campaign was based on proven tactics to deliver the right talent. The tactics included specific job boards, social media and working with target universities.

Results

The future leader’s recruitment campaign was a comprehensive success. CDK Global recruited the specific technical talent they required to energise their global business.

The highly targeted attraction campaign was a success. And new employer branding positioned the exciting opportunities a career with CDK Global offered.

CDK Global was impressed with the results of the recruitment campaign. We are now working with them to develop global experienced hire attraction campaigns. And further campaigns to recruit graduates and experienced hires for their US business.