



**CASE
STUDY**

HORIZON HEALTH NETWORK HEY, YOU!

Hey, you!
This is the life-changing opportunity you've been looking for.

The assignment
Horizon Health Network is the largest regional health authority in New Brunswick and the second-largest health authority in Atlantic Canada, with expertise in diverse areas of health and community services. We were honoured to be the chosen agency to run a national recruitment campaign.

Horizon has an annual budget of approximately \$1.2 billion and has more than 13,000 employees, 1,100 physicians and 1,300 volunteers, as well as 18 foundations and 17 auxiliary and alumnae organizations. Every year, Horizon welcomes 370 medical residents and coordinates 6,000 placements for students from various medical, nursing and allied health care programs. Horizon ensures representation from urban and rural areas through a 15-member Board that consists of 7 appointed and 8 elected members of the public.

With so many stakeholders and a large audience to reach, we chose to put the established brand to good use by building on its existing appeal.

BrainWorks' approach to targeting and customized communication elements allowed the client to leverage the use of technology to achieve its recruitment goals.

THE AUDIENCE

For this major recruitment effort, Horizon was looking to fill a variety of roles. It was important to use linguistic and visual elements that would tie the campaign together while also allowing for customization for each talent group. The campaign started at home in New Brunswick but was also distributed across the country on a monthly basis. Using targeting tools and research, the mix of social media, digital display and the creation of a funnelled website were instrumental in the execution of the "Hey, you!" campaign.

KEY FINDINGS

Horizon is an employer who invests in the professional development of its employees. The campaign being a national effort, we made sure to fully understand the recruitment process, strategy, and goals. We were able to profile over 12 candidate communities and map out their employment journey, from onboarding to retirement. Mapping out the employment journey has allowed us to also profile ideal candidates and use research knowledge on those demographics to reach them wherever made sense.

RESULTS:

Over 500 applicants within the first 2 months of running the campaign.
Recruitment efforts were well received by all existing stakeholders.



