

WE TRIPLED THE SIZE OF THE RECRUITMENT CLASS IN COMPARISON TO PREVIOUS CLASSES

The Arlington County Police Department used outdoor advertising alongside a mobile campaign to promote open positions at their department and encourage enrollment in the Police Academy.

STRATEGY & TACTICS

- **Strategically Placed:** The Arlington County Police Department used rail and bus media to reach potential recruits from the greater DC area.
- **Proximity Targeting:** Harnessing the power of OOH and mobile ads, the ACPD ran a location specific mobile campaign to reinforce their message and provide a “click to join” action to find out more information and apply.
- **Client Praise:** “The largest recruitment class EVER!”
- Captain J.L. Wasem, Arlington County Police Department.



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.



OUTFRONT

RESULTS

3X

INCREASE THE SIZE OF RECENT RECRUITMENT CLASSES

27

PERSON RECRUITMENT CLASS

