

THE BLACKLIST APPLICATION

THE RECRUITMENT CAMPAIGN THAT PUTS ALL OTHER AD AGENCIES ON A BLACKLIST

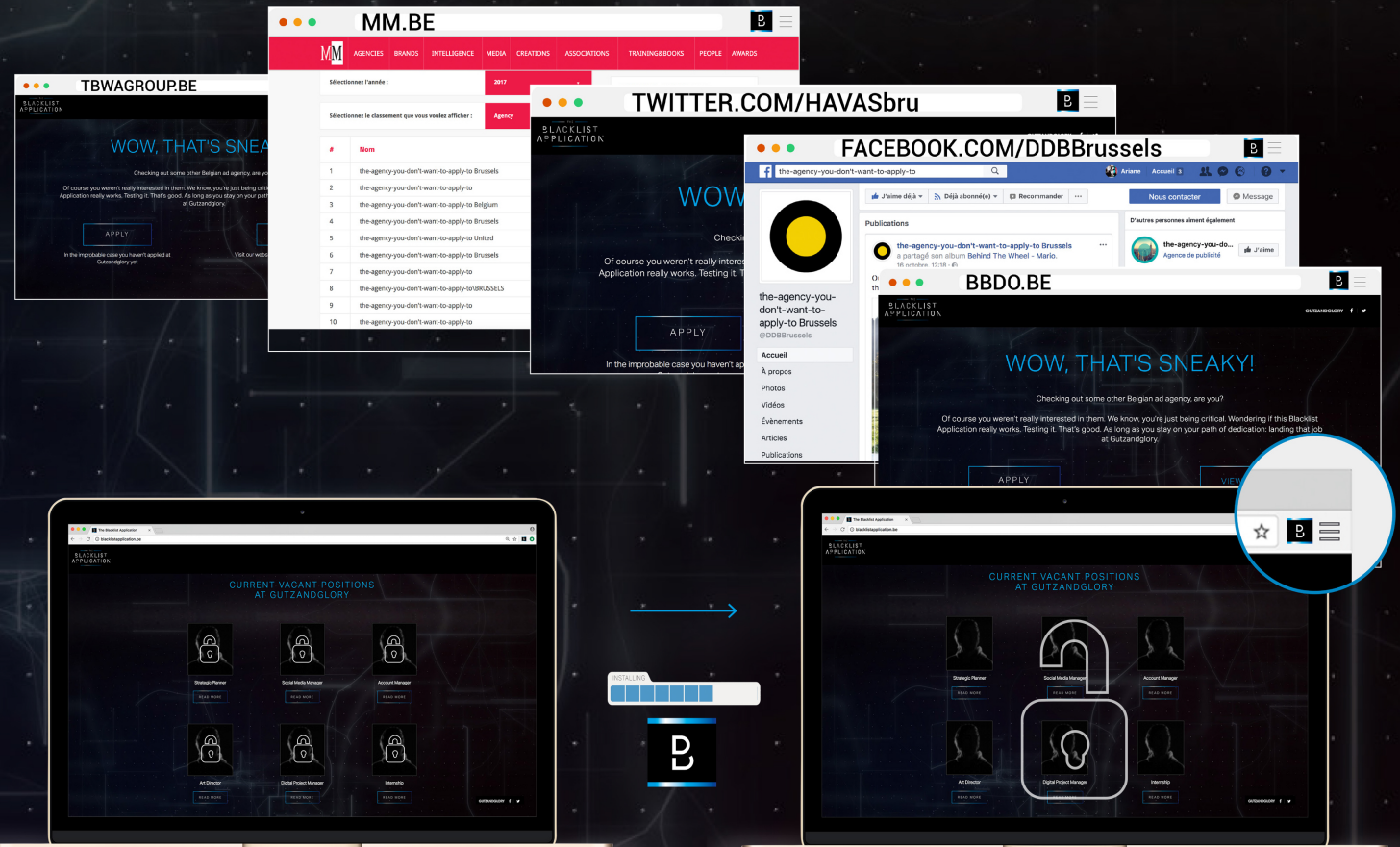
BACKGROUND

When looking for a job, candidates often apply in different agencies at the same time. In order to strengthen its ranks, Gutzandglory wanted to make sure to only get applications from people dedicated enough to work at its place... and its place only.

IDEA

With The Blacklist Application, Gutzandglory asked candidates to put all other Belgian ad agencies on a blacklist, in order to gain access to its vacant positions.

By installing a browser extension (available for Chrome & Firefox), applicants were no longer able to visit other agencies' websites, Facebook, Twitter and LinkedIn pages, and jobsites. They also experienced a very deterrent name changer effect when searching for competitors. As a reward, they could reach out & apply for vacancies. Proving that way their commitment to work at Gutzandglory.



MAJOR ADVERTISING
WEBSITES

COVERED THE CAMPAIGN

+900%

TRAFFIC
TO OUR WEBSITE

80+%

OF THE TARGETED
AUDIENCE REACHED

ALL VACANT
POSITIONS

FULFILLED

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ADVERTOLOG



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