

SILVER

Client

monster.co.uk

Agency

Saatchi & Saatchi

Agency team

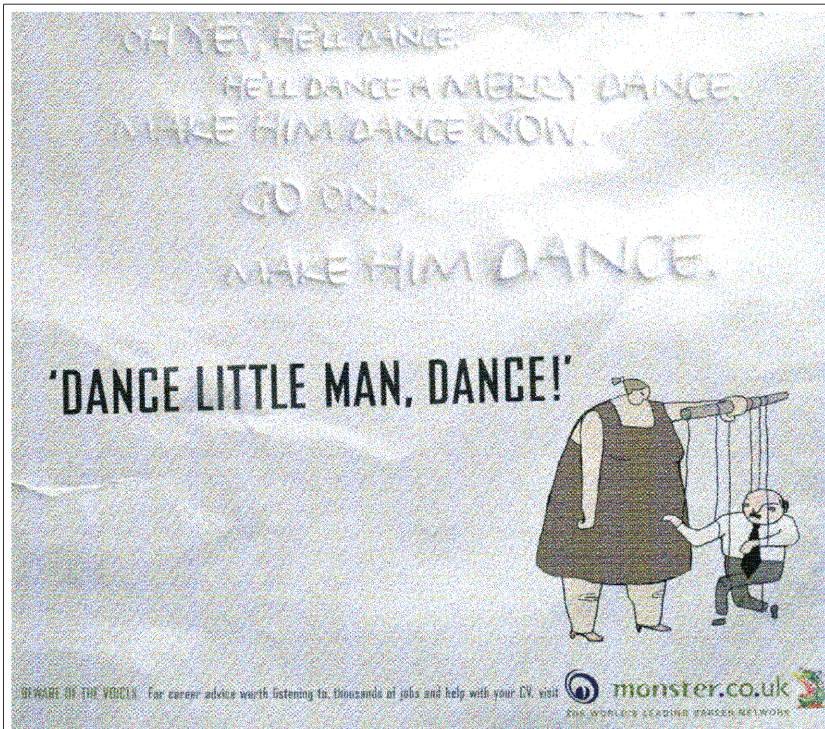
Nik Studzinski

Gavin Kellett

Anne O'Brien

Richard Canterbury

Craig Mawdsley



SILVER

No gold was awarded in a category judges said was underpopulated. But the radio element of the multi-media campaign to promote the monster.co.uk career management portal was highly commended.

Using the universal idea that we all have an 'inner voice' which drives us to take inappropriate action, monster.com's 'Beware of the voices' campaign kicked off in

September 2000 depicting these inner voices forcing people to take things too far. The campaign's ultimate message was that for job advice we should listen to Monster.co.uk, the career experts.

Monster.co.uk needed to speak to its target audience of 18- to 44-year-old ABC1s currently in employment from Scotland to Somerset. Radio stations such as

GWR FM and 97.4 Rock FM were chosen for their audience profile. The media schedule ran from Sunday night to Wednesday night, as job searching tends to tail off as the weekend approaches.

Results have far outweighed expectations. Jobs posted were up 293 per cent year on year, while weekly page impressions rose by 251 per cent.