

housing21

- housing21 wanted to promote a recruitment open day for care workers
- The 6 OTH airtime campaign ran on Choice FM for one week with the call to action 'text CARE to 60300 for more information'.



Testimonial:

"housing21 were recruiting for care workers across a number of locations and they have recently run one week campaign on Choice FM using text response to give details of open day events. The response was excellent, and they received over 650 texts from potential candidates. Approximately 150 candidates turned up to the first Open Day event which was far more than the client expected. Radio is working so well for Housing 21's recruitment needs they are planning more open day events and will be using radio to drive the traffic." **Christian Dyer – Barkers London**

choice fm
107.1
96.9