

# S.A. Robinson Construction

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## A Recruiting Success

S.A. Robinson Construction is the largest framing company in Jacksonville. Unfortunately their continued growth depended on having enough experienced carpenters and framers to handle the increased business. The newspaper classifieds have always been a staple for SA Robinson's recruiting efforts but with experienced carpenters and framers in such high demand, they were simply not consulting the classifieds because they were already employed. S.A. Robinson needed to get their message to workers who were experienced and already employed, something the classifieds couldn't do.

Instead of coming in with the "we're #1 stuff", Cox radio account managers Rusty Winter and Chris Kelly had an extensive conversation with S.A. Robinson President, Scott Robinson, where they discussed ways to break the clutter of classified advertising and how to reach experienced carpenters and framers. The discussion then turned to how the message would be delivered and what the message would be. Rusty and Chris then brainstormed with the rest of the creative staff at Rock 105 to come up with an on-target idea.

The plan was so simple it was brilliant. It was discovered that S.A. Robinson already had the capability to 1. Pay more 2. Provide better benefits and 3. Provide enough work so no one is ever laid off. These are the top 3 benefits sought by carpenters and framers. So it was obvious to highlight these items in a radio commercial. The trick was to get the attention of carpenters and framers on the job, something a little more tricky. The idea was to produce a commercial that was a satire of the Budweiser "Real American Heroes" campaign but with carpenters and framers as the subject to grab their attention before leading in to the benefits of working for S.A. Robinson.

**"We've already hired 60 people from this campaign!", said President Scott Robinson, "And it has allowed us to create higher standards for those who are already employed by us. And the creative department at Cox created a commercial that did exactly what we wanted it to: grab attention, hold it, and present S.A. Robinson's message to potential employees".** So far the campaign has been a complete success but Rusty and Chris are hard at work coming up with a new campaign for S.A. Robinson's busy season later in the year.

**NOTE:** We have already begun a new campaign using a satire of the Jeff Foxworthy, You Might Be..... jokes. The phones are already ringing at SA Robinson.

