

## **Case Study:**

### **European Digital Advertising Expansion for a Global Broadcasting Company.**

#### **Situation**

The client's strategic vision was for the company to be known as a Digital Content Provider rather than a traditional Broadcast entity. This US multinational targeted Online Advertising as a growth area, and by utilising their 12 recognised brands they identified an opportunity to source new revenue.

Our client experienced challenges to identify an on-board 8 senior members to the digital advertising team and turned to ConSol Partners for assistance. The client's recruitment model consisted of a referral scheme, internal recruitment staff and advertising across industry trade media. This strategy failed to generate suitable candidates causing a rethink.

Candidates with experience and knowledge of ad-servers, digital advertising publishing and trafficking are scarce in the industry. This was compounded by several major competitors also building and consolidating their Ad Operation Teams within London.

Due to the aggressive recruitment time-scale implemented by Executive Management, 8 additions within 12 weeks, there was a huge need for us to take ownership of the process and drive forward a new and pro active hiring strategy.

#### **Solution**

We planned an effective and proactive recruitment strategy to appoint 8 business critical hires. Given the shortage of Ad Operation skill-sets within the industry, we undertook an extensive research and identification phase before a series of headhunting effort. We created a short-list of talent and then we took to market the clear and unique message of our client.

To expedite the process a two step interview phase was implemented. A first round of telephone interviews were conducted by New York HQ, before a facing interview in London. All candidates had salary expectations set, and understood that they would receive an offer within 24 hours in which we required a swift decision.

By ConSol Partners taking ownership of the entire process, the introduction to offer process was completed within 1 quarter, thus gaining the commitment of both the candidate and the relevant hiring manager.



# **ConSol Partners**

## *Consulting Solutions in Partnership*

### **Results**

- 24 submissions – 20 interviews
- 8 offers all accepted
- Whole assignment completed within 12 weeks

### **Value**

The client enjoyed the time saved by the quality approach, as only 24 CV's were submitted to secure 20 interviews for a total of 8 hires.

The Client successfully hired a team of 8 staff from scratch within their initial timescale expectations. The Ad Ops division will now document best practice procedures for other European regional offices to mirror their operations.

The client has subsequently retained and expanded our partnership and we continue to partner with both consolidating the aforementioned team and assisting new Digital Media divisions across emerging territories.