

SUCCESS STORY

INTEL DETERMINES LOCATION OF BILLBOARD CAMPAIGN WITH TALENT INSIGHTS

Facing a shortage of software engineers at Intel's offices in Gdansk, Poland, Jakub Skalik and his team wanted to invest in an employer branding billboard campaign to attract talent from neighboring cities. When searching for individuals skilled in C and C++, LinkedIn Talent Insights revealed large populations of their desired talent in Krakow and Warsaw. Competitive insights further revealed that talent in Warsaw was working across many different companies whereas in Krakow it was largely concentrated in a few top organizations. Using this data, Jakub built a strategy to run a highly targeted billboard campaign in Krakow and received buy-in from engineering leadership. This campaign, coupled with a recruitment event in the area, led to a 20% increase in visits to Intel's careers site.

THE IMPACT

BUILT TRUST WITH KEY STAKEHOLDERS	Jakub's ability to support his strategy with competitor and talent pool data enabled him to build trust with internal stakeholders and secure buy-in
TIME SAVINGS	Instead of spending weeks asking for anecdotal employee feedback, Jakub and his team were able to instantly identify locations where supply of desired talent was high and demand was lower
INCREASED AWARENESS WITH TARGET AUDIENCE	Within a month of running their targeted billboard campaign and launching a recruitment event in the area, Jakub's team saw a 20% lift in traffic to Intel's careers site

“When we plan an employer branding campaign, we can't rely on our gut feeling. Talent Insights gave us the data we needed to build a sound recruitment strategy and make an informed decision.”



JAKUB SKALIK
TALENT ATTRACTION & LEAD
GENERATION, INTEL