

PRESS RELEASE
For Immediate Release

totalJobs.com

Title: TotalJobs.com gets loud on the wire

Date: 18 January, 2008

TotalJobs.com, the UK's most visited commercial recruitment website*, has recently embarked on its first major radio campaign with the overriding objective of building the totalJobs.com brand.

The radio campaign broke in the Midlands, Wales & the West on 7 January, where the working population is at 9.5m. The launch locations were matched with totalJobs.com expanding regional footprint; 4 new sales offices were opened in 2007 doubling totalJobs presence.

The fresh campaign goes beyond totalJobs.com strong digital marketing activities on UK search engines and portals of 4 years. TotalJobs.com foundation marketing drives high volumes of responsive online jobseekers which delivers a high return on investment for recruiters. However the online recruitment company would like to extend its reach beyond the online jobseeking community and into the UK working population.

The radio campaign will see totalJobs.com gain significant on-air presence throughout the first four months of 2008. Radio station profile of listeners, and air-time days of the week and times of day were closely matched with totalJobs' target audience and website activity statistics. With totalJobs.com working population reach, and brand awareness and consideration objectives in mind; the campaign is seen as a complimentary extension of totalJobs.com digital marketing strength.

Sophie Relf, Head of Marketing for totalJobs.com sighted local radio stations as a great way to connect with the working population.

"We are delighted with the launch of our radio campaign. It enables us to explain what we do, and reinforced our brand position amongst radio listeners. TotalJobs.com has the biggest UK recruitment marketplace and so we really can help UK workers find the right job, and recruiters find the hire - it's high time that we started sharing that message," she said.

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