

# Recruiting with Full Wraps - Kansas City Fire Department's Successful Transit Campaign

## ABOUT THEIR PROGRAM

### Target Audience

Kansas City natives looking for an exciting and rewarding career path

### Why They Choose Transit

Large format advertising that puts their message in front of thousands of local Kansas City residents each day

Unique opportunity to reach a broad audience

Ability to put their QR code and hiring website directly in front of their ideal candidate

### Assets Utilized

Full wraps on 30-foot buses,  
Full backs

### Return on Investment

Over 100 new cadets and a large, diverse candidate pool

### Perfect for Recruitment

Attracting and hiring high quality candidates can be extremely difficult in today's market. And hiring has surely been a recent struggle for the Kansas City Fire Department. With the competitive labor environment, job hunters have lots of options to choose from, and it can be difficult to make your position stand out in the sea of opportunities.

That's why the Kansas City Fire Department turned to Adspposure and the Kansas City Area Transportation Authority.

### Campaigning For Cadets

Hiring ads cover doors, adorn business marquees, pop up on online ads, and grace the skies on billboards. But all of these are quickly passed by, with many onlookers blocking out their messages or completely ignoring them. However, a 30-foot bus stuck next to you in traffic, simply cannot be overlooked.

That's how KCFD boosted their hiring campaign from a few applicants to over 100 new cadets in just a few months.



## Working with Adpsosure

Working alongside the Adpsosure team and KCATA, KCFD created two vibrant full wraps and two eye-catching full back advertisements. These ads incorporated QR codes that brought interested individuals directly to their hiring page, making it easy for people on the street to go from curious to a completed application in one scan. By enabling quick and convenient access to the hiring page through a few simple steps, KCFD effectively removed barriers that often deter potential applicants.

## Unique Advertising Equals Unique Applicants

By strategically utilizing an unconventional out-of-home advertising method, KCFD not only gained a significant increase in the number of applicants but also managed to captivate the attention of a diverse pool of potential candidates. The collaboration between Adpsosure and KCATA provided a unique and dynamic approach to recruitment that went beyond traditional hiring strategies.

If your organization is ready to take your hiring campaign to the next level and boost your candidate pool, reach out to us at Adpsosure. Let's put your brand at eye level for thousands to see each day and cover the streets of your city with your gigantic moving billboards to get the applicants you need.



*The KCFD's hiring campaign was tremendously successful, bringing in over 100 cadets in just a few months time. Showcasing the powerful reach of transit advertising.*

