

MSN case study:

Messenger puts Airforce on career radar

Instant messaging adds social networking to multilayered recruitment drive

BRIEF:	Establish broadly based awareness and drive enquiries to a campaign website
CLIENT:	Royal New Zealand Air Force (RNZAF)
TARGET AUDIENCE:	Young career seekers
PLATFORMS:	Windows Live Messenger
AGENCY:	Total Media

Campaign overview

One of the key challenges facing the Royal New Zealand Air Force (RNZAF) is recruitment. To reinvigorate its appeal to young career seekers, RNZAF launched a new communications strategy and campaign in their 2007/8 year. Called Step Up, the campaign was spearheaded by a combination of television and online activity, including website www.stepup.mil.nz.



Combined with other mainstream advertising support, the campaign strove to establish broadly based awareness and drive enquiries to the campaign website. Reflecting the growing consumption of online media among younger audiences, media agency Total Media incorporated a significant digital footprint.

Digital elements included search-based advertising, banners and skyscrapers and, using Windows Live Messenger, an increased presence in social networking.

MSN solution

Windows Live Messenger. Each month, approximately 660,000 New Zealanders use Windows Live Messenger. The communication tool's popularity with younger audiences is unrivalled, with over three in five (63%) monthly visitors aged 15-34 years.

Execution

Other than sheer audience volume, the central beauty of Windows Live Messenger as an advertising medium is the certain focus and attention only text conversation delivers. RNZAF's use of a **Conversation text link** positioned a simple one-line solicitation directly beneath the message sender's text box. Clicking the text link directed users to the campaign website www.stepup.mil.nz.

Different text links were rotated to minimise message fatigue and maintain interest throughout the week.

Results

In one week RNZAF's conversation text links generated 6,000,000-plus impressions and drove over 13,000 click-throughs to the campaign website.

Lessons

As media fragments, it is increasingly tough to be where your audience is. Windows Live Messenger provided RNZAF with a large active community tuned to frequent message exchange. The average Windows Live Messenger customer each month spends 242 minutes messaging their contacts, collectively generating 1.63 million page views a month.