

**facts:**

**advertiser:** State chancellery Rheinland-Pfalz

**media agency:** Crossmedia GmbH  
ORCA Affairs GmbH

**transit time:** 06.02.2015 – 20.03.2015

**Advertising media:** Wallpaper Sticky Ad  
with a colored background

**click-rate:** 1,25%

**ambition:**

- image campaign
- Range of target group and visibility

The screenshot shows the homepage of 'Berufsausbildung Online' (www.berufsausbildung-online.de) with a prominent red sticky advertisement for 'PRO KARRIERE' (www.pro-karriere.de). The website header includes the slogan 'Morgens work, abends life.' and navigation menus for 'AKTUELL', 'AUSBILDUNG', 'STUDIUM', 'BERUFSWELT', 'WEITERBILDUNG', 'MESSE', 'RECHT', and 'LEHRSTELLEN'. The main content area features news articles such as 'EDEKA fördert junge...' and 'Messe „Einstieg Hamburg“...'. A sidebar on the right contains a portrait of a man with the text 'Morgens Führungskraft, abends Entspannungsexperte.' and a logo for 'RHEINLAND-PFALZ FÜR FACHKRÄFTE'.

**Current situation:**

There is a loss of eight million qualified employees in Germany. This means more or less an economic loss of 500 milliard euro. In Rheinland-Pfalz there is the problem of unavailable qualified employees. If this trend goes on, the GDP will reach a huge minus of 20 milliard euro in 2030. To antagonize this trend, the state chancellery use campaigns of recruiting to reach a young, well-educated target group.

**conversion:**

Online advertising to an affine field of recruiting.

To reach a maximal attention, there was used a colored background for Wallpaper Sticky Ad.

The screenshot shows the 'PRO KARRIERE' website interface. At the top, a dark red banner contains the slogan 'Morgens work, abends life.' in white text. Below this is a navigation bar with links for 'KONTAKT' and 'IMPRESSUM'. The main content area features a large red banner with the 'PRO KARRIERE' logo and the website URL 'www.pro-karriere.de'. The banner is decorated with various career-related terms like 'STRATEGIE', 'E-learning', 'Workshop', 'Lehre', 'Zukunft', 'Erfolg', 'Ausbildung', 'IDEEN', 'SEMINAR', and 'Studium'. Below the banner is a navigation menu with categories: 'ALLGEMEIN', 'PRAKTIKUM', 'STUDIUM', 'BERUFSEINSTIEG', 'KARRIERE', 'STELLENMARKT', 'REGIONAL', and 'MAGAZIN'. The main content area displays an article titled 'KARRIERE >>' with the headline 'WIE MAN EINE KARRIERE EINSCHLÄGT, DIE MAN LIEBT'. The article is dated 5. Februar 2015 and is by ARKM Zentralredaktion. The article text discusses the importance of finding a career path that is enjoyable. To the right of the article is a sidebar with a 'LETZTE ARTIKEL' section, featuring an article titled 'Das richtige Studienfach gesucht?' dated 10. Februar 2015. On the far right, there is a vertical banner for Rheinland-Pfalz with a photo of a man and the text 'Morgens Führungskraft, abends Entspannungsexperte.' and 'www.fachkraefte.rlp.de'. At the bottom of this banner, it says 'RHEINLAND-PFALZ FÜR FACHKRÄFTE'.

**result:**

This campaign has caused that more young people got intent on jobs for qualified employees. This statement refers to an average retention period, which was really above-averagend here. So in conclusion the users informed themselves in detail on pages beyond.

**conclusion:**

A special feature of this campaign is ist high CTR rate. The value of the campaign gains 1,25%. This is characteristic for a rising demand and interest on trainings for qualified employees.

The screenshot shows the website interface for 'Rheinland-Pfalz' with a navigation menu and several content tiles. The main header includes the state logo and the text 'Rheinland-Pfalz'. The navigation menu lists: Start, Morgens & Abends, Chancen ergreifen & Durchstarten, Ankommen & Entfalten, and Bleiben & Weiterentwickeln. The main content area features a large banner with a woman holding a rolled-up document, titled 'Morgens in die eigene Firma. Abends rein ins Vergnügen.' Below this are several smaller tiles: 'Duale Ausbildung' (Theory and Praxis vereint), 'Ganztagsschulen' (Erfolgsmodell Ganztagsschule), 'Hören Sie ...' (Tobias Mann), 'Welcome Center Rheinland-Pfalz', 'Willkommen in RLP', 'Drei Fragen an ...' (Menschen in Rheinland-Pfalz), and 'Die fünf ...' (... schönsten Wanderwege). The footer contains social media icons and the text 'RHEINLAND-PFALZ FÜR FACHKRÄFTE' along with links for 'Presse', 'Kontakt', and 'Impressum'.