

Indoor Media has carried an array of recruitment campaigns with great success. Our portfolio of sites can help you reach all EMG's with a presence in the UK. Don't just take our word for it –



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“Our client the London Borough of Tower Hamlets gave us a brief to brand the Borough specifically to the black community living in the Greater London area, during Black History Month. We used the Indoor Media portfolio, geo-targeting this ethnic audience. The aim of the campaign was to improve perception of working for the council and drive traffic to current recruitment. The client was exceptionally pleased with the performance resulting in 453 click through's and 26 full applications.”



**Penna
Barkers**



TOWER HAMLETS

Ashley Butchers, Online Media Planner

Penna Barkers

Diversity within recruitment should be at the forefront of any company that wishes to keep up with the ever-changing landscape of UK audiences. Forward thinking, savvy recruiters recognise that an effective workforce is one that reflects the customers they represent. The IPA recognise this and have just published an interim report on the importance of marketing to ethnic minority groups – [Click here to view the report](#)

The Government has recently passed new legislation with a target of **11%** of all public appointments to be from an ethnic minority.

Our recruitment campaigns help employers reach a diverse and responsive audience with campaigns regularly having a higher than industry average online response

Case Study

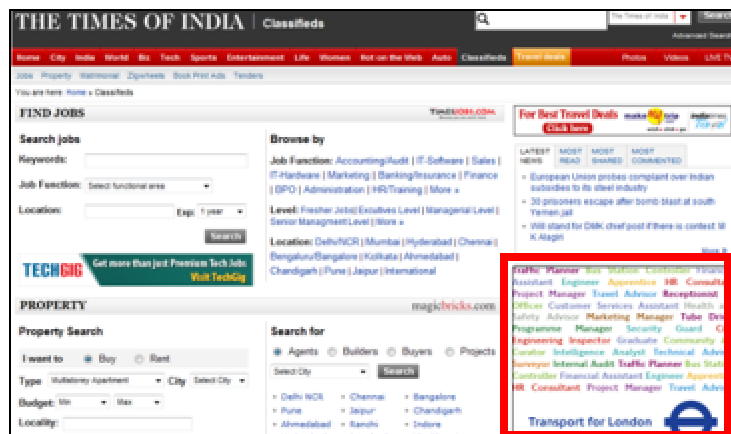


Transport for London

We recently ran a campaign for TFL to target Asians in the UK for a wide spectrum of roles. The campaign was run across our AdMasala portfolio and optimised via site and creative. The result of the campaign was over **2,000 clicks** with a CTR of **0.32%**

Some of our satisfied clients:





300x250 creative received a CTR of 0.36%, well above the industry average of 0.1%



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With events such as Ramadan (August 12th), Eid (September 10th) coming up, comscore figures show that ethnic audiences increase their online activity around these times. This is probably due to an increased urge for individuals to get back to their roots via a medium that is in touch with their cultural background as well as increased communications 'back home'.

Indoor Media's AdMasala portfolio is the most effective media channel for engaging with all the major ethnic groups resident within the UK including **South Asians, Black Caribbean's, Black Africans, Chinese & Polish**. This is because:

1. We are **industry compliant** serving ads through third party **ABCe audited** technology - transparent, measurable and accountable
2. We are **comScore rated** with a unique user reach of **2.6 million** (June 10)

To find out more on how Indoor Media can benefit you please call **Neel** on
020 7125 0007

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