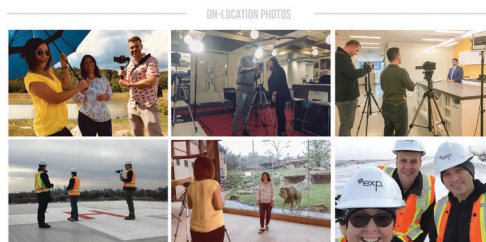
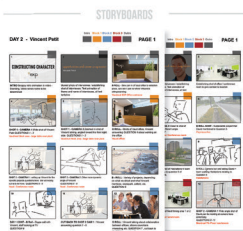




EXP from Chicago, IL, won People's Choice and a Merit award in the Recruitment and Retention Communications category.



2021 People's Choice Award

For the People's Choice Award, all winning entries were displayed online and voted on by conference attendees, SMPS members, and the general public alike. The award was given to EXP from Chicago, IL, for their merit award-winning Recruitment and Retention Communications entry, "MyEXPerience Series."

GOALS: The MyEXPerience video series was developed in alignment with organizational goals set around defining EXP's workplace culture and meeting recruitment targets. EXP had three primary goals for the series: promote EXP as an employer of choice through the unique experiences of its employees, promote EXP as an industry leader in multidisciplinary projects, and obtain a minimum of 8,000 views for the series.

TARGET AUDIENCE: An audience analysis helped strategize and determine the target audience and establish the tone for the video series. Audiences were initially segmented by internal and external, then narrowed specifically into users, influencers, and decision-makers, resulting in a wider reach.

RESEARCH, PLANNING, AND IMPLEMENTATION: Planning began in late 2019, resulting from a demand to fill positions. Internally, employee referrals are a primary source of candidates for the recruitment team. Employees were introduced to the series on the intranet and asked to refer candidates from their networks. Externally, videos were released on the website and social media with the custom hashtag #MyEXPerience to track and monitor results. To begin the project, the communications team

met with HR and leadership through 20 meetings across regions (Quebec, English-speaking Canada, and the U.S.) to describe the series, identify employees who reflected the diversity of backgrounds and experience, and determine how the videos would be used. The series needed to represent the uniqueness of careers through 17 tailored stories and 20 experts, as well as illustrate the collective and individual impact of EXP's employees on projects. A rigorous, three-month logistical period coordinated schedules between the communications team, interviewees, and project sites. The communications team then finalized storylines, interview questions, and themes for consistency and editorial balance. Videos and articles were rolled out biweekly, concluding in January 2021.

MESSAGING: The series answered the question, "What is it like to work at EXP?" This is one of the most difficult questions EXP's recruiters face, and they received over 3,500 unique answers. Throughout the year-long campaign, EXP conveyed what kind of career is possible at the company.

RESULTS: EXP overachieved its targets. Videos received a total of 11,593 views. Each video was accompanied by an email

with a defined call to action (CTA), "Refer your network to join the team." Videos were also posted as articles on the website. Social posts contained the CTA, "What will your EXPerience be?" Emails to staff incurred an open rate of 84% and increased internal engagement by 2.7%. The use of the CTA engaged audiences and supported the achievement of recruitment goals.



Entries Are Now Being Accepted for the 2022 SMPS Marketing Communications Awards Competition

EARLY DISCOUNT DEADLINE: MARCH 1
FINAL ENTRY DEADLINE: MARCH 22

Marketing communication projects completed between January 2020 and January 2022 will be accepted for the 2022 competition. Visit smps.org/mca for complete program details or smps.org/mcaentry to enter online.