

Recruitment advertising company gets clients big results

MITTONMediaSM

As a fresh-faced college graduate eager to put his psychology degree to good use, John Mitton began caddying for the Ladies Professional Golf Association (LPGA) and quickly learned the sport's many nuances — how wind speed affects club selection, how rain slows a putting green and how pin placement determines a player's strategy on a particular hole.

Perhaps the most valuable lesson Mitton learned during his association with the LPGA, though, had less to do with managing a player's golf game than with managing an effective advertising campaign.

"I approached the tour about running one of the tournaments," he said. "Tour officials told me to go get media experience on my résumé, and they would consider letting me run the tournament once it returned to Houston."

That was 20 years ago. Houston is still without an LPGA event, and Mitton never had the opportunity to direct a tournament of his own. But in the process, he did get some background in marketing, and it was that experience that put him in the ideal position to take advantage of a very different opportunity.

"I noticed that most companies used newspaper classifieds for the majority of their recruitment advertising. I started to wonder if there wasn't a better way to get the word out faster to a more targeted group of potential applicants," he said.

To that end, Mitton launched MITTONMediaSM, a full-service recruitment advertising firm dedicated to using all available media resources — not just the classified section in the newspaper — to find the highest quality job seekers.

"Clients would ask if we also made use of radio, television, outdoor advertising, Internet, cinema slides, mobile texting and more. In each case, our answer was always the same: 'Sure we do!' Then we go out and learn how to do it effectively and cost efficiently," he said. "Today, MITTONMedia has capabilities in just about every kind of media resource you can think of, and our programs are running across the United States, Canada, Central and South America, and parts of Europe."

No handicap here: Getting results

Much of MITTONMedia's success has to do with its seasoned staff of professionals. Drawing from years of experience in broadcast advertising, they approach the job with the understanding that recruiting requires strategies unlike those used in sales.

"One of the reasons the MITTONMedia staff is unique has to do with the fact that they appreciate the differences between recruitment and retail advertising," Mitton said. "For example, with retail advertising, you are trying to get people to buy your product.

"With recruitment advertising, you are trying to attract people who will find, produce and transport your products."

Doing so involves utilizing demographic and psychographic data in order to best target a

specific strata of qualified individuals interested in a career move. Conducting this qualitative research allows MITTONMedia's clients to make use of the right media sources, in the right places and at the right times.

Jackie Bissonette, senior manager of work force services for Universal Weather & Aviation, found that MITTONMedia's recruiting techniques were effective — even in a competitive employment market like Houston.

"We have low unemployment in Houston, resulting in high demand for qualified employees," she said. "MITTONMedia helped us develop very targeted advertising recruiting strategies using radio ads and print media."

Mitton and his staff understand that in today's business world, time is precious, and resources are at a premium. They also are aware that people have more to do and less time to do it — even when it comes to job hunting. That's why MITTONMedia works to devise a creative recruiting strategy that goes well beyond the "post and pray" advertising of years past.

"Today the rules have changed," Mitton said. "We live in an age of 'Distracted Dispersion.' People now have hundreds of options to access news, entertainment and industry information.

"We use our behavioral recruiting tools to determine which media points intersect with the daily routines and lifestyles of qualified applicants."

That means companies like Universal Weather & Aviation are not only finding the best employees; they are also finding them in such a way that is cost effective.

"They have the resources to provide high-quality services," said Bissonette, "and they make our advertising dollars go further than we could on our own."

One way MITTONMedia stretches its clients' dollars is with the *VALUE PYRAMIDSM*. Designed to determine which resources will be most effective in delivering returns on a client's investment, this clever model encourages clients to see recruitment advertising in a whole new light.

"Draw a pyramid on a sheet of paper," Mitton explained. "At one corner, write the word 'effective.' At the second, write the word 'cheap.' And at the third, write the word 'easy.' Is the media resource in question easy to implement, is it cost efficient, and is it effective?"

The answers to these questions sometimes shock Mitton's clients.

"In many cases companies come to realize they have been using something that is easy to implement but totally ineffective in delivering qualified applicants to do the job," he said.

Par for the course: Top-notch customer service

MITTONMedia is doing much more than just redefining modern-day advertising; it's also redefining customer service.

"Our staff is the best," Mitton said. "Thanks to them, MITTONMedia has developed a reputation for innovative solutions, quality and

world-class customer service."

But Mitton is not alone in his thinking.

Don Vincent, senior human resources manager for Washington Group International, has been impressed with both MITTONMedia's pioneering approach to marketing and its client-first attitude.

"John and his whole team are very good at thinking about how to do things differently," he said. "They had a clean-slate approach to our situation, saying, 'Let's start from scratch and see what we can do.'"

One of the primary efforts MITTONMedia has undertaken for Vincent is to help increase his company's name recognition through radio advertising. The two are also investigating the feasibility of utilizing billboard and television advertisements.

What's more, MITTONMedia has assisted Washington Group International with putting together career fairs for interested applicants and has even prepared the company to recruit on college campuses.

Such marketing techniques do come at price, but Vincent is confident that his dollars are being used wisely.

"MITTONMedia is very good at making the biggest impact in the right markets while



MITTONMediaSM is dedicated to providing its clients with advertising strategies that are innovative, effective and cost efficient.

being very judicious when it comes to spending our money," he said. "John treats your money like it's his."

"He and his staff really operate like an extension of your company."

Bissonette clearly agrees.

"I would give MITTONMedia an excellent rating not just because they have good prices or great ideas but also because they care about building long-term relationships with their clients. They make us feel like we are No. 1," she said.

For more information, visit www.mitton-media.com or call (713) 867-3290. □

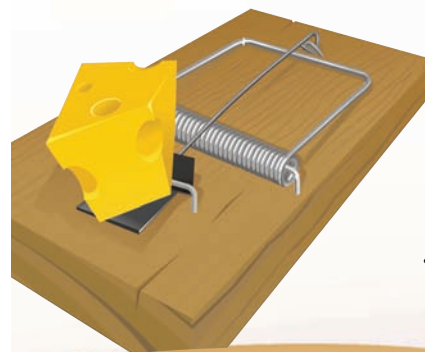
It doesn't do any good to build a better mousetrap if the mice can't find it!

You can't hire qualified applicants if they can't find you.

You need a recruitment strategy that puts you out there, front and center.

That's what we do.

- Planning cost-effective recruitment strategies
- Conducting research to find the best applicants
- Producing creative hiring messages
- Following up after the hiring process is complete



Don't finalize your 2008 recruitment budget until you have had a chance to consult with MITTONMediaSM!

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