

Caisse d'Epargne « Job dating » organised by Aktor Interactive

The Caisse d'Epargne, a popular national French bank, trusted Aktor Interactive with their massive recruitment campaign. And they were right to do so.

On the 18th of June 2010, Aktor Interactive organised for the Caisse d'Epargne Rhône Alpes a whole day dedicated to the discovery of jobs in the bank sector and recruitment. This event was held in their headquarters in Lyon Part Dieu.

Under the slogan "Call for Talents" ("l'Appel des Talent"), this "Job dating" day was organised by Aktor Interactive and Sang Neuf who developed, imagined and planned the whole concept and its development and also created the marketing and communication supports.

The media plan included online advertising, and spots on the local radio stations, the creation of a website especially dedicated to this event, and many street marketing operations.

Throughout the day, more than 250 candidates attended interviews with the banks Human Resources. Half of them were selected for a second interview.

The candidates much appreciated the friendly atmosphere of this recruitment event that they claim not as stressful as a classic Interview sometimes can be. The satisfaction survey conducted that day also showed that applicants recognized the chance they had being in direct contact with banking professionals as one of the many positive sides to the event.

Thanks to the massive success of this event, the Caisse d'Epargne Rhône Alpes will probably consider similar recruitment processes.

Aktor Interactive, specialized in HR advertising, and Sang Neuf share a common expertise in event organising that will enable them to work on future projects of this type.

AKTOR Interactive...

Specialised in international e-recruitment, communication and multi posting, Aktor Interactive was founded in 1999. B2B focussed, we advise and carry out on-line HR communication campaigns not only for global corporate companies but equally for HR advertising agencies and recruitment firms. With our expertise in e-recruitment Aktor's Research Department publishes 3 market reports examining job boards on the international, German and French e-recruiting market.

The Aktor group with Aktor Interactive, Sang Neuf and Kioskemploi counts more than 30 employees based in Lyon and Paris (FR).

About us...

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Press release