



SII

EB campaign “Sii – Great Place to Work”

Big competition among employers in the IT and engineering market. The companies compete for the title of the best place to work for IT and engineering specialists.

Outdoor and online campaign which aim was to emphasize that Sii is the best workplace for IT and engineering specialists, by showing the company experts celebrating and proud of the GPTW title.

SII

COMPANY IMAGE

NUMBER OF WEBSITE VIEWS

25 959

Number of times people came
to Sii job offers website

PEOPLE

NUMBER OF NEW CANDIDATES

73% increase

Increase in sent CVs
(comparing to April/May 2017)

SCALE

NUMBER OF UNIQUE USERS

44% increase

Increase of new visitors at Sii
job offers website

Thanks to the campaign we build brand awareness that Sii is a great place to work - people came to Sii job offers 25 959 times and sent 73% more CVs in comparison to the same months in previous year.

The team

