

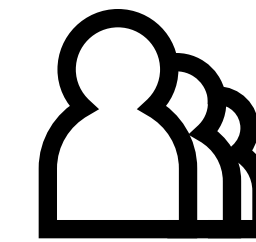
FreeTee4IT



Traditional recruitment campaigns have failed to bring the effect. Developers know their value and have high expectations. They get new job offers every day, and it is difficult to surprise them.

We used their weakness for cool t-shirts and free gadgets. We created a campaign that was addressed exclusively to them, in which they could buy a high-end, unique T-shirt by "paying" with their CV.

With the FreeTee4IT initiative, we have proven to be an innovative company with a non-standard approach to the recruitment process. The initiative was live globally and the results included 6570.



CANDIDATES

6570 candidates

Global results included 6570 candidates registered via SM.

The Team

