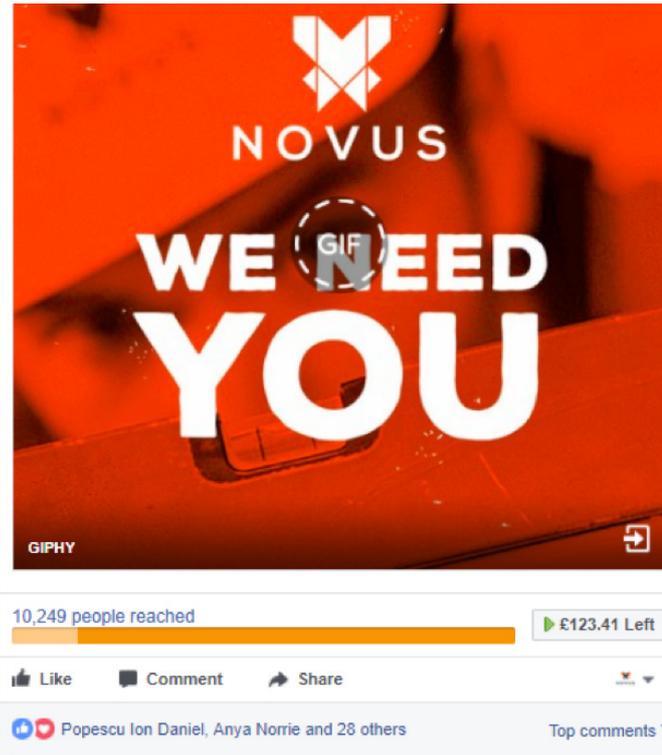


# 15. BEST LOW BUDGET CAMPAIGN (<£25K)



## Novus Property Solutions

### Novus needs you: Subcontractor Recruitment Campaign

Following a period of exceptional growth, which saw Novus Property Solutions' annual turnover increase by 43.1% in three years, the contractor needed to quickly and efficiently increase its core database of approved, trusted and highly skilled subcontractors in specific trades and in specific regions.

In order to do this we devised a series of six open days at key locations over the spring and summer, giving skilled tradespeople the chance to find out more about working for Novus on a subcontractor basis and sign up.

Each event was promoted using targeted multidisciplinary communications channels including radio, social media, traditional and digital PR. With a limited budget, the marketing was highly targeted to achieve the best return on investment and meet Novus' target of signing up 60 new subcontractors in total.

The six events were well attended resulting in more than 200 new subcontractors signing up to work with Novus, providing excellent ROI and a fail-safe method for recruitment campaigns in the future as well as increasing brand awareness in key regions.