

WOMEN in STEM

So you like new challenges? We like that, too.
Join our Women in STEM

prysmiangroup.com/stemit

Prysmian Group

GRADUATE PROGRAMME

BEST LOW BUDGET CAMPAIGN

Prysmian Group

Project outline

- Digital promotion to increase the number of relevant applications for Prysmian Group's graduate recruitment programme.
- Using platform-specific tools and techniques to target STEM audiences on social media.
- Conducting in-depth Google Ads keyword research in order to run a successful paid search campaign.



Project results

73%

increase in graduate applications

168%

exceeded the KPIs for the social media campaign by 168%

96%

exceeded the KPIs for the Google Ads campaign by 96%