



TAIJI

*Case Study*  
Careers in  
Community  
Living  
Recruitment  
Campaign

**CLIENT** The BCCEO Network, with  
funding from Community Living BC

# Overview

In response to an acute recruitment challenge facing over 500 Community Living service providers across British Columbia, BCCEO partnered with Taiji Brand Group and Treehouse Media to deliver a strategic, province-wide recruitment campaign. The goal: position the Community Living sector as an employer of choice offering meaningful, life-changing work, with flexible scheduling, career growth, and inclusive workplaces.



# The Challenge

With chronic competition for talent from the health and education sectors, recruitment has become the single largest challenge facing the Community Living sector. Agencies across the province struggle to attract and retain a workforce that is critical to delivering person-centered services to individuals with diverse abilities.

The campaign aimed to:

- Raise awareness of Community Living careers.
- Inspire individuals to see themselves in these roles.
- Drive qualified prospects to Community Living agencies across BC.

# Target Audiences

The campaign identified three primary audiences with potential to succeed in Community Living roles. All audiences share a common desire for meaningful work—a thread that became the heart of the campaign messaging.



## RETURNING WORKFORCE

Individuals re-entering the workforce, drawn to flexible employment and on-the-job training.



## NEWCOMERS TO CANADA

Immigrants seeking meaningful work that values their supportive nature and transferable skills.



## RECENT GRADUATES

High school and post-secondary graduates passionate about inclusion and social justice, seeking career development.

# Creative Strategy & Execution



The campaign's creative theme, "Would I Be Good at This?", encouraged individuals to reflect on their unique strengths, life experiences, and aspirations. By posing this simple yet powerful question, the campaign invited potential candidates to see themselves in the sector, sparking a deeper consideration of how they could contribute to Community Living. This theme resonated deeply with the target audiences, framing Community Living as an accessible and fulfilling career option for those seeking purpose-driven work.

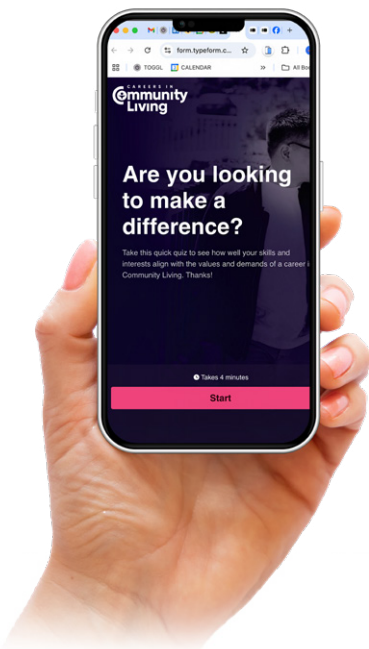
At the heart of the campaign were the real stories of individuals already thriving in Community Living roles. These authentic and relatable narratives emphasized that anyone with the right values, skills, and dedication could find success in this rewarding sector. During the research phase, we discovered that many people who initially joined the Community Living workforce with the expectation of staying for a year or two often ended

up dedicating the majority of their careers to the field, moving into new roles with greater responsibilities. We knew that by attracting the right candidates to take a closer look at Community Living, we could foster even more of these success stories.

The visual assets—photos and videos of real people in real Community Living settings—formed the cornerstone of the campaign's storytelling. These authentic visuals were designed to connect emotionally with the audience, offering a genuine, unpolished look at the sector. They captured the diversity of the workforce and highlighted the personal and professional rewards that come with working in Community Living. This approach not only engaged potential new recruits but also uplifted current sector workers, reinforcing the value of their contributions and showcasing the meaningful impact they make in people's lives.

In essence, the creative strategy combined relatable, human-centered storytelling with impactful visuals, ensuring the campaign felt both aspirational and authentic. It provided a compelling narrative that appealed to people's desire for purpose-driven work, while reflecting the lived experiences of those already in the field.

# Media Strategy & Execution



The campaign, which launched during National Inclusion Month, had already made a significant impact within its second month. In collaboration with Treehouse Media, the campaign employed a robust, province-wide multi-media strategy designed to reach every corner of British Columbia.

The approach was digital first, with a year-round digital marketing program that included Google Search, META platforms (Facebook and Instagram), LinkedIn, and Equativ video ads. These digital platforms provided the campaign with broad reach and targeted engagement, ensuring it connected with the right audience across multiple channels. Complementing this, traditional media was incorporated during the launch phase, with television, billboards, and community newspaper ads highlighting the essential work of Community Living workers and celebrating the sector's values. This blend of digital and traditional media helped to ensure that the message was visible in both the online and physical spaces, resonating with diverse audiences.

The strategic media negotiation by Treehouse Media played a crucial role in maximizing the campaign's media budget. Their expertise in developing, negotiating, and overseeing media buys allowed the campaign to achieve the greatest possible reach, ensuring that every dollar was spent efficiently to maximize impact.

The campaign also strategically targeted high-population areas to prioritize regions that could generate the greatest reach and engagement. This regional targeting ensured that the campaign resonated most where there was the highest potential for both awareness and action.

Additionally, the campaign featured engaging website elements to further connect with potential candidates. A Suitability Quiz helped visitors assess their fit for Community Living roles, guiding them toward understanding how their skills and values align with the sector's needs. The Location Finder tool further enhanced the user experience by connecting prospects directly with local agencies, making it easier for them to explore opportunities and take the next step in their career journey.

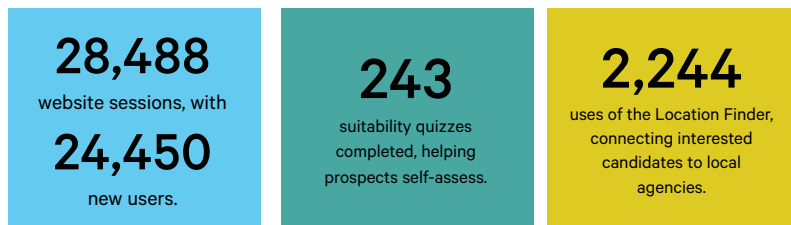
# Results



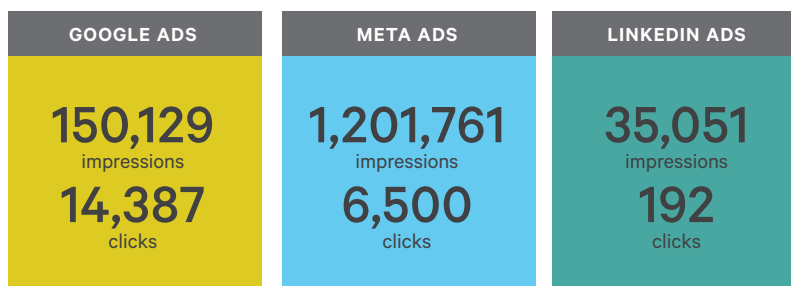
For campaigns like this, success metrics are evaluated based on the level of engagement, cost-efficiency, and alignment with strategic goals. These results reflect excellent performance: low cost-per-click metrics signal efficient use of media budgets, while engagement improvements indicate strong audience interest and relevance.

The Suitability Quiz and Location Finder, generating nearly 3,000 tangible interactions, demonstrate that the campaign is effectively moving prospects from awareness to action. These outcomes suggest the campaign is not only achieving its goals but also laying the foundation for long-term impact in workforce recruitment for the Community Living sector.

BETWEEN SEPT 9, 2024 AND JAN 14, 2025 THE CAMPAIGN DELIVERED:



DIGITAL PERFORMANCE HIGHLIGHTS



ENGAGEMENT METRICS ALSO IMPROVED, with a 7.6% increase in session duration (1:48 average) and a 7.4% decrease in bounce rate (47.43% average).

# Big Takeaways

## Collaborative Excellence

The combined expertise of BCCEO, Taiji Brand Group, and Treehouse Media delivered a strategic, creatively compelling, and well-executed campaign. This partnership ensured success across all channels, from concept to execution.

## Digital as a Driver

Paid digital media proved essential, generating 75% of website traffic while maintaining cost-effective engagement metrics, including click-through rates and session durations.

## Resonant Messaging

The campaign's messaging, which framed Community Living as life-changing and accessible, struck a chord with audiences, inspiring curiosity and pride within the sector.

## Optimized Media Strategy

Treehouse Media's strategic negotiations amplified the campaign's reach by maximizing the impact of both digital and traditional media placements, delivering value across every dollar invested.

## WOULD THIS BE GOOD FOR YOU?

The "Would I Be Good at This?" campaign is more than a recruitment tool—it's a proven blueprint for engaging purpose-driven individuals and building a stronger, more connected workforce. Whether you're in Community Living or another social impact sector, we're here to help you tackle workforce challenges with thoughtful, results-driven solutions.

## LET'S CREATE YOUR SUCCESS STORY.

Contact us today to explore opportunities!

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future you want.

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