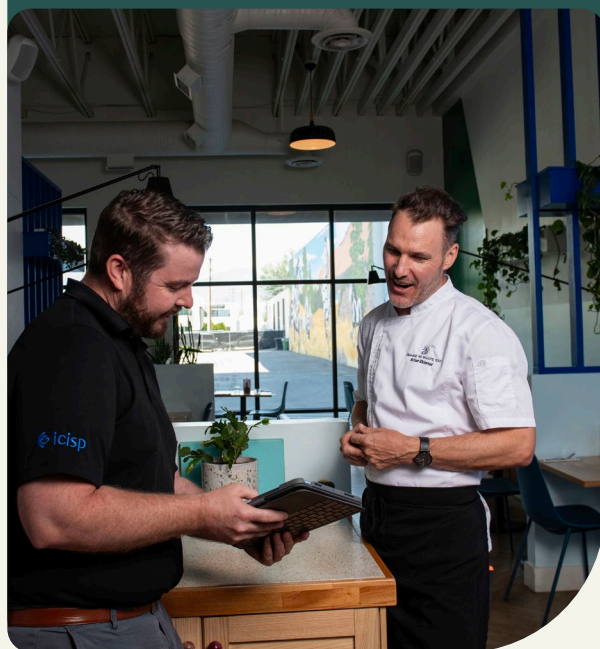


2024 CIPHI Recruitment campaign report: summary



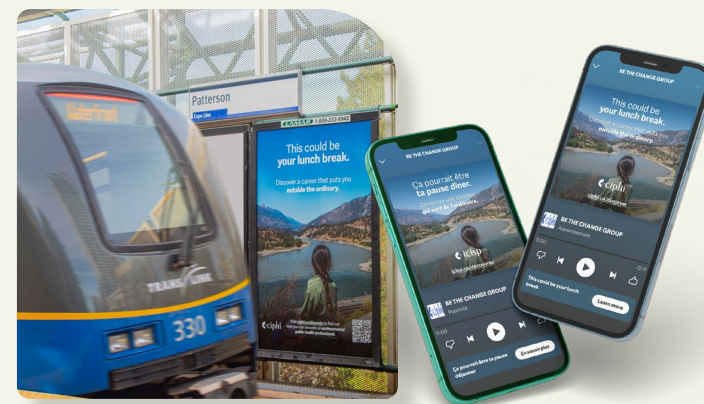
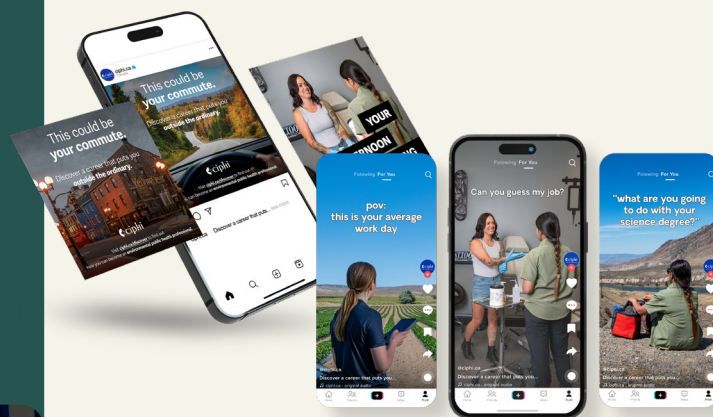
Promoting environmental public health as a career

CIPHI teamed up with Be the Change Group on a three-year strategy to raise the profile of environmental public health, and the work of CIPHI members. The latest recruitment campaign shows off a career outside the ordinary with unique locations, meaningful work, and the chance to make a real impact.



Connecting with tomorrow's public health leaders

With eye-catching images and playful taglines, this nationwide campaign inspired science students, and graduates to explore a career as an EPHO and visit the CIPHI website.



Phase 1: July 31 - September 11, 2024

In Phase 1, we targeted undergraduate students across Canada, who were likely off-campus during summer, through:

- Google display ads on websites
- Social media ads on Instagram and TikTok
- Bilingual delivery in English and French.

Phase 2: September 16 - November 4, 2024

Building on the momentum created by Phase 1, this time we focused on three new tactics:

- Physical ads placed near transit hubs close to the **six schools** across the country offering CIPHI certification
- Spotify audio ads in English and French targeting student age audience groups
- A recruitment toolkit including digital and print-ready materials for CIPHI or others to use during student recruitment events.

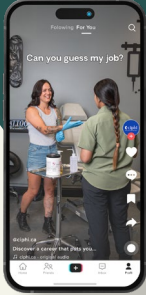
Campaign Results



This platform served as a **valuable tool** for this **recruitment** campaign.

TikTok ads performed **2x** better than expected with a **click-through rate (CTR)** of **0.20%** compared to our target objective of **0.10%***.

*CTR is the number of clicks that an ad receives divided by the number of times the ad is shown.



The “**Can you guess my job**” video was the **most popular**.



2,232 people clicked through on the Spotify ads to learn more.

The Spotify ads had over **90%** completion rate.



Google Display ads

Google Display ads were **extraordinarily successful**.

Google Display ads performed **40x** better than expected with a **click-through rate (CTR)** of **4.37%** compared to our target objective of **0.10%***.

The ads resonated with our **target audience** of the **25-34** age group.

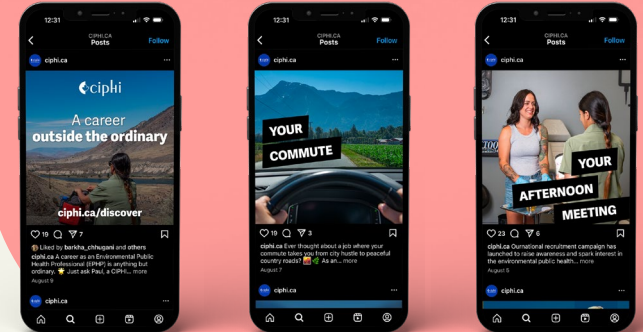
Physical ads

Posters placed **near the schools** offering CIPHI certification.



Instagram

Our audiences **preferred video ads** (reels) to static ads.



CIPHI Website

CIPHI website users for the 2024 recruitment campaign **increased by** nearly **150%**

Website traffic surged nearly **250%** during the campaign

CIPHI homepage saw a **60%** increase in visitors.

Top cities by web visitors: **Toronto, Montreal, Calgary, Ottawa, and Vancouver.**

The campaign drove visitors to the [Discover a Career in Environmental Public Health page](#) (or its French equivalent)