

UK WIDE BRIVER

CG CURTISGABRIEL

CASE STUDY I NORTHERN IRELAND



PRIVATE HIRE COMPANY IN NORTHERN IRELAND

THE GOAL

Our client wanted to recruit new drivers to cater to the capacity issue they were facing as a result of the global driver shortage.

HOW DID WE DO IT?

We set up bespoke native lead generation campaigns that were targeted at individuals who were most likely to have a PSV licence.

We also used a mixture of still images and short & snappy videos to highlight the key USPs of being a taxi driver and joining the company.

OCTOBER 2021 — DECEMBER 2021







29,842

REACH



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DRIVER LEADS

148



COST PER LEAD

£5.74

CASE STUDY 2 ENGLAND



PRIVATE HIRE COMPANY IN ENGLAND

THE GOAL

Our client wanted to recruit new drivers to cater to the capacity issue they were facing as a result of the global driver shortage.

HOW DID WE DO IT?

We launched a lead generation campaign on Facebook, targeting drivers in London looking for work. We promoted double pay over the Christmas period to help appeal to prospective drivers.

NOVEMBER 2021 — JANUARY 2022



1,523



REACH

32,943



IMPRESSIONS

126,802



DRIVER LEADS

335



COST PER LEAD

£2.23

CASE STUDY 3 WALES



PRIVATE HIRE COMPANY IN NEWPORT, WALES

THE GOAL

Our client wanted to recruit new drivers to cater to the capacity issue they were facing as a result of the global driver shortage.

HOW DID WE DO IT?

After A-B testing with traffic campaigns, we set up bespoke native lead generation campaigns that were targeted at individuals who were most likely to have a PHV Licence.

We also used a mixture of still images and short & snappy videos to highlight the key USPs of being a taxi driver and joining the company.

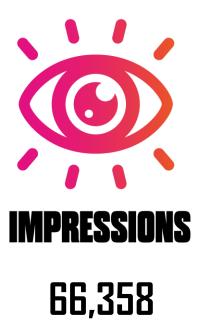
JUNE 2021 — JULY 2021



448



21,686







CASE STUDY 4 SCOTLAND



PRIVATE HIRE COMPANY IN SCOTLAND

THE GOAL

Our client wanted to recruit new drivers to cater to the capacity issue they were facing as a result of the global driver shortage.

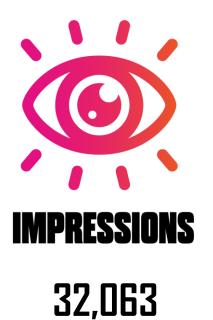
HOW DID WE DO IT?

We launched a lead generation campaign on Facebook, targeting new drivers in Edinburgh.

The deal covered the cost of the badge and training for new drivers to the trade.

OCTOBER 2021









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