

PRESS RELEASE

Staffing agency's viral campaign a hit with job seekers GMP launches Raffles Place Ghost blog to engage with its target audience

Singapore, 16 May 2008 – On 21 April, a video showing CCTV footage of two men being followed out of an office lift by the ghost of an old woman surfaced on sites like YouTube and Google Video. Spreading like wildfire within a few days, the video saw more than 60,000 viewers on STOMP, while over 100,000 people had seen it on YouTube.

On Labour Day, 10 days after the video made its appearance, The GMP Group, a regional staffing and HR consultancy, staked ownership with its message: No one should work late.

“We were keen to capitalize on user-generated content where users can be part of the campaign,” said Mr. Josh Goh, corporate services manager with the GMP Group. “The viral campaign leverages off Web 2.0 technology – where most of our target audience is in touch with and we can better relate to them.”

It is believed that this innovative viral video is a breakthrough in the local recruitment industry which traditionally has been confined to print and online job portals advertising.

“Besides generating brand awareness and building brand affinity, we wanted to do a marketing campaign that meets the objectives and communicate GMP values (innovative and enthusiastic) and beliefs (work-life balance) to our target audience,” Mr Goh added.

GMP also created a dedicated interactive microsite to engage the target audience. Included on the microsite are tips on writing resumes and interviews.

To date, the video has garnered more than 250,000 hits. The blog is still generating keen interest.

GMP revealed that this campaign will last for three months capitalize the peak period where job seekers are most likely on the hunt for job opportunities.

To view the blog, please visit www.rafflesplaceghost.net/blog

About The GMP Group

The Global Manpower Professionals (GMP) Group, founded in 1991, began as a recruitment company offering job placements for technical personnel in manufacturing-based firms. From her modest beginnings, the group has progressed to become a regional human capital solutions provider across all industries.

Today, the GMP Group has set up regional offices in China, Hong Kong, Malaysia and Thailand. The group's extensive network and comprehensive services have, once again, reaffirmed GMP's role as one of the most dynamic staffing professionals in the region.

For further information, please contact the Corporate Services Department at The GMP Group.

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