

### The aim

Biosceptre had a major recruitment campaign for 5 roles to set up a new R&D lab in the UK. They were looking for project managers, senior scientists and associate scientists to be based at their new centre in Cambridge.

They wanted New Scientist to help them gain wide exposure online and in print to grab the attention of relevant and qualified candidates.



### The campaign

To achieve their aims we recommended a Network webpackage which included exposure on the homepage with a Featured Job, exposure on social media and a targeted email to 3,400 relevant and active candidates.

We also offered them additional exposure online with a Job of the Week slot on the homepage and a full-page print ad.



#### Testimonial:

*“The response has been remarkable, we received over 100 replies and most applicants had relevant experience and qualifications for what we were looking for.”*

*I have used New Scientist in the past, and this experience again has made them the only place to go for recruitment advertising”*

### The result

The campaign resulted in over 100 responses in the first week alone and over 300 throughout the length of the campaign. Biosceptre were able to fill every vacancy as a result of their advertising with New Scientist.

We have a number of advertising opportunities available to ensure you get the best response for your advert. Contact us to find out how we can help you:  
Tel: 020 8652 4444 | Email: [recruitment.services@rbi.co.uk](mailto:recruitment.services@rbi.co.uk)