

CASE STUDY

A WORLD CUP-WINNING STRATEGY



RESULTS

- **82%** increase in CV uploads
- **13%** conversion rate, far exceeding industry norms
- Results achieved in just 36 ad placements over 3 days, on a shoe-string budget

By zigging while others zagged, PNet turned World Cup fever into job search action—proving that the right message, in the right place, at the right time, delivers game-changing results.

THE COMPANY

PNet is SA's largest online job portal, helping professionals find better career opportunities.

THE CHALLENGE

The FIFA World Cup dominated attention, making it a traditionally slow period for job applications.

PNet needed to cut through the football frenzy and drive CV uploads—without blending into the flood of football ads.

INSIGHT & SOLUTION

Many professionals aren't happy in their jobs but need a nudge to take action. So, we posed a simple question: **"What's the worst job to have during the World Cup?"**

Rather than following predictable football clichés, we created a 15-second ad that aired at the FIFA Fan Parks. The humorous execution imagined workers stuck behind the giant LCD screens, holding them up and missing the action, while everyone else enjoyed the game. The message? **"There are better jobs out there. Upload your CV on PNet.co.za."**