
CASE STUDY

PRIMIANT

Challenge

Overview

DCC worked with Tate & Lyle for over 20 years prior to the integration under Primient. Through that work, we provided a variety of marketing, branding, advertising and HR communications support services.

Primient is a leading producer of food and industrial ingredients made from plant based, renewable sources. They deliver value through deep technical, commercial, and operational expertise that is backed by their long-standing corn wet milling heritage. The focus priorities are on producing the safest, highest quality ingredients through practices that uphold their ongoing commitment to sustainability.

Primient provides high-quality products for customers in the food, beverage, paper, packaging, personal care, apparel, and animal nutrition industries and they have a footprint that expands across the US and into Latin America.

Primient engaged DCC in May 2022 to develop and execute a recruitment plan around a job fair to promote and fill at least 50 open Process Operator positions.

Goals

- **Increase Attendance** at the job fair of qualified candidates
- **Create brand awareness** leveraging the job fair to promote the new name of Primient in the Decatur Community
- **Create Community Collaboration** in identified community partners that shared event information to their following and connections

The Work

Strategy

Audience

- Primient was looking to fill 50 process operator positions in the Decatur plant. The overall audience was generally individuals looking for a new job opportunity within a 45-50 minute drive of Decatur. With those details audience location and demographic targeting was used
 - **Location:** Decatur and Macon County + 30 mile radius
 - **Age Range:** early 20's – 50's
 - **Experience:** 3-5 years preferred

Messaging

- Job fair specific messaging regarding job title, time, place and directing them to sign up
- Incorporate job duties and becoming a quality leader
- Highlighting business values and mission
 - enrich lives through plant-based solutions
 - help build a better future

what we did

- ✓ Developed event marketing plan, promotion and launch
- ✓ Implement and manage all media planning and buying
 - digital, radio & billboards
- ✓ Organic & paid social media management FB and LI
- ✓ Radio spot content, production and placement
- ✓ Campaign Creative asset development
- ✓ Analytics and reporting



Organic social
media



Paid Social
Advertising

Facebook, Instagram, Tiktok,
Snapchat, YouTube,
Pinterest



Website Landing
Page



Digital & Traditional
Out-of-Home



Radio



Collateral

Impact

- **Event Participation:**
 - Over 100 applicants
 - 73 on-site interviews
 - Filled 80% of open positions
- **Digital:** More than 85,000 impressions served in a 9-day period leading up to the job fair
- **Organic:** Social media posts about the Process Operator Job Fair were one of the top ways in which majority of the people that attended the event heard about it
- **Out of home:** 202,621 impressions per week
- **Radio:** Ads ran for 10 days across 3 channels covering the Decatur community
- **Website/landing:** Over 1000 page visitors and over 450 conversions

Paid Digital Campaign Highlights

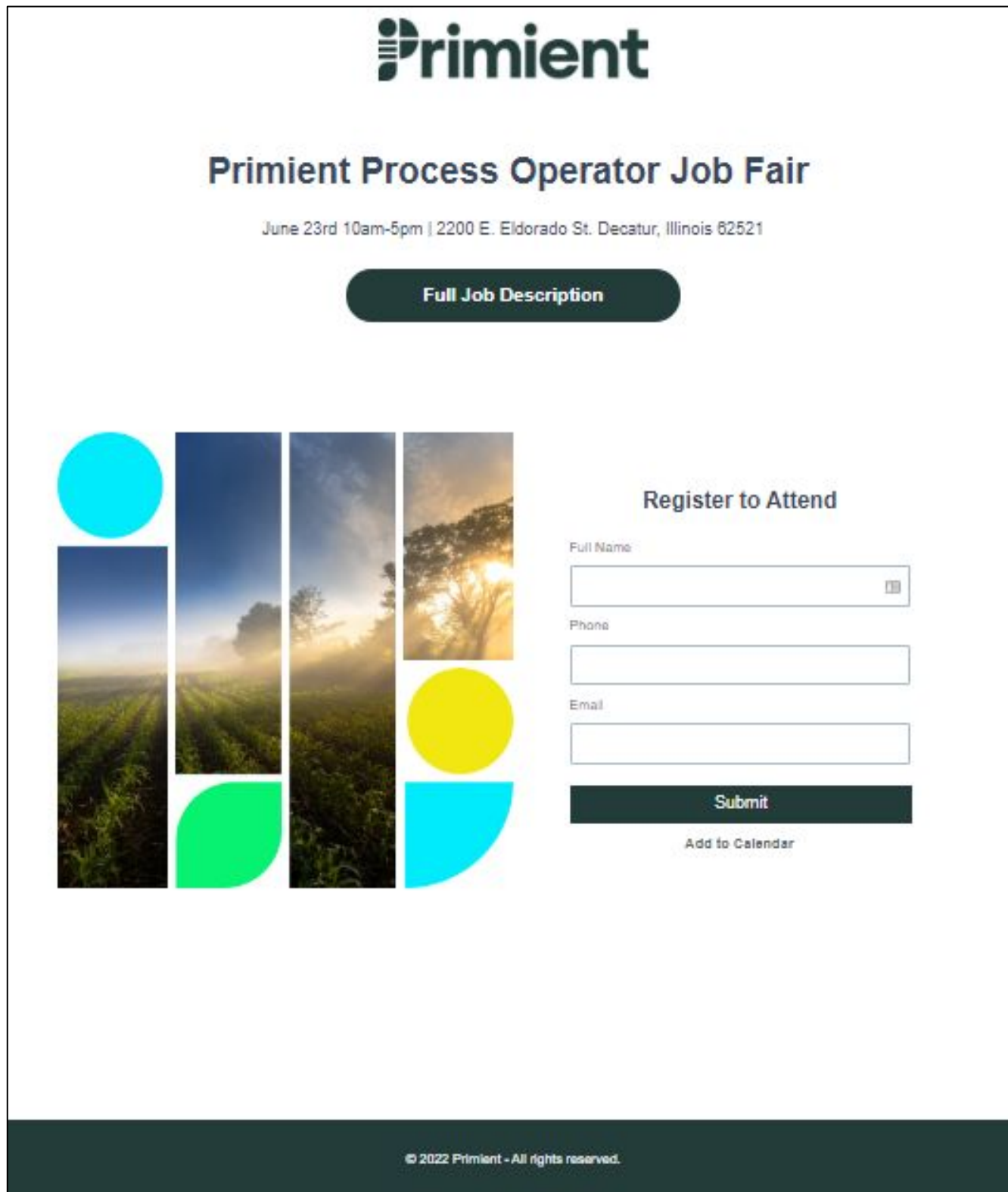
Channel	Impressions	Clicks	CTR
Facebook	83,026	258	1.06%
LinkedIn	3,847	40	1.04%

Organic Social Highlights

Channel	Impressions	Engagements	Engagement Rate
Facebook	83,026	947	1.49%
LinkedIn	12,841	990	8.84%

Examples of Our Work

Landing Page



Primient

Primient Process Operator Job Fair

June 23rd 10am-5pm | 2200 E. Eldorado St. Decatur, Illinois 62521

[Full Job Description](#)

Register to Attend

Full Name

Phone

Email

[Submit](#)

[Add to Calendar](#)

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Examples of Our Work - Social Ads

Facebook & LinkedIn

 **Primient**
1,234 followers
Promoted

Find your future with Primient. Join us for our Process Operator Job Fair to learn about an exciting new job opportunity at our Decatur facility. The event is June 23rd from 10am to 5pm at the Primient Front Lawn & Research Center in Decatur.

Operator Job Fair
June 23rd



Process Operator Job Fair
jobfairs.primient.com [Attend](#)

 Like  Comment  Share

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Process Operator Information Event [Sign up](#)

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Examples of Our Work - Out of Home

Billboard



Brochure

