

# Veriff recruitment marketing campaign



## Intro

Veriff is an online identity verification company that protects people and businesses from online fraud. When verifying people's

identities, Veriff combines the power of automation and specialized human intuition to build trust and maximize protection.



## Problem

As Veriff was growing rapidly, we had to hire 100+ verification specialists within a couple of months to join us in the mission against online fraud. How to find great talent so fast in

such large numbers, especially when Veriff's a brand is not well-known in the market and nobody has a clue what a verification specialist does for a job?

## Goals



To hire 100+ verification specialists in 3 months of both worlds



To get the attention of talented young people of 20+ to apply for the job



To explain the main essence of the verification specialist's position

## Solution

Usually, you find puzzles on the backside of a newspaper, but why not bring it to the front page? We created two almost identical document copies and people had to find 6 differences. Getting such details right would be a part of verification specialist's job.

As the face of the campaign, we used a unicorn - a mythical animal to represent the statistical rarity of successful ventures. The print ad was placed on front page of Postimees for 3 consecutive days and 1 time inside the newspaper. We supported the print ads

with a message in our social media saying "If it's in papers, it must be serious."



100k

Unique readers per Postimees issue

38k

Daily circulation per Postimees issue

1200+

Applicants for Verification Specialist role

100+

Verification specialists hired