

AAGE Graduate Recruitment industry award

Submission for the most popular integrated marketing campaign – private sector

Background

Purchased by Japan Post in 2015, Toll has undergone a huge organisational transformation. At the heart was a shift from ‘buying’ talent to growing talent internally. Launching a graduate development program was key to this ambition.

Toll’s program cohort has grown from 14 to circa 50 hires (200% growth) from being Australia centric to a truly global program that operates in 6 countries through Australasia and Asia.

Attracting applicants to pursue a career in logistics was historically a challenge for Toll. For the 2019 campaign, internal research indicated that ‘real stories’ were what resonated the most with potential graduate hires, particularly for those that hadn’t primarily considered a career in the logistics industry.

The greatest barrier identified was demystifying what a career in the logistics industry looks like, the type of roles that were available and how a candidates transferable skills (from education and other experiences) could be applied at Toll.

Approach

With such geographical disparity (recruiting in 6 countries), budgetary constraints and limited local support, Toll's campaign was entirely digitally led. At its cornerstone was the effective use of social media.

Toll utilised a number of programmatic techniques (including geotargeting and search engine optimisation) to deliver a highly targeted and cost-effective manner whilst having the ability to measure ROI. This complimented targeted job board advertising.

Toll also embarked on a extensive refresh of the graduate careers website including richer content on the Toll organisation, program structure and learning value proposition.

A series of video stories and day in the life content were also produced to highlight the breadth and range of career opportunities that are available in the logistics industry and at Toll.

Outcome

Campaign outcomes:

- A refreshed Toll graduate recruitment website - website page views has almost doubled year on year (2018 versus 2019 campaign period, February – April)
- A suite of refreshed imagery and video content showcasing ‘real’ Toll stories – average viewing time was 3m37secs
- Average time spent on the Toll graduate website has increased to 1m57secs
- 50% increase in candidates entering the Toll graduate recruitment website owing to Google search engine optimisation
- 30% of visitors arrive at the Toll graduate page (an increased following the introduction of targeted Facebook posts)

Recruitment outcomes:

- Applications increased by 35% year on year in existing recruitment locations (Australia, New Zealand and Singapore)
- The advertising campaign was virtually launched in 3 new countries – Malaysia, Vietnam and Thailand
- 50% of the cohort are female, and over 50% of the cohort speak second language(s)
- 2020 will bring further country expansion plus new technical streams to accelerate the growth of internal talent.

Sample website content:



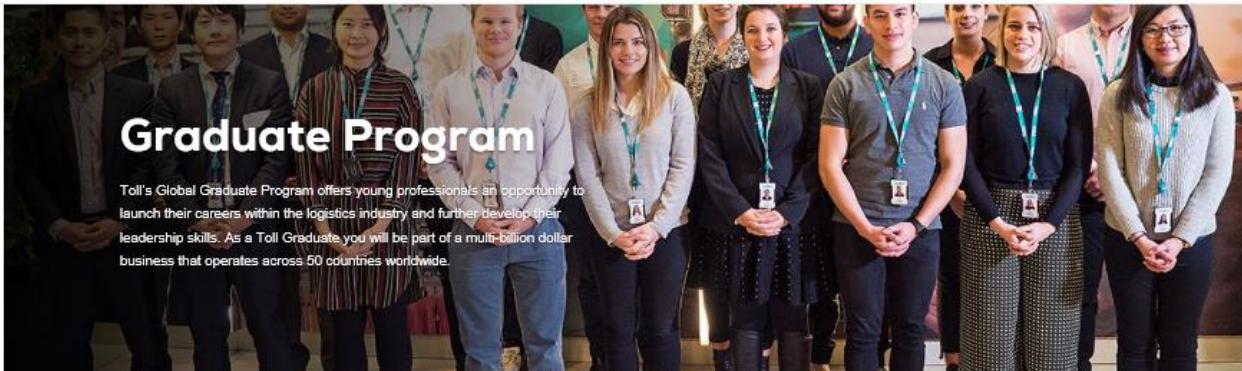
Freight

Logistics

Express Services

Business Services

How can we help?



Graduate Program

Toll's Global Graduate Program offers young professionals an opportunity to launch their careers within the logistics industry and further develop their leadership skills. As a Toll Graduate you will be part of a multi-billion dollar business that operates across 50 countries worldwide.



Why become a Toll Graduate?

Why join Toll? Toll - where curious minds help shape the future of our logistics industry. With over 130 years' experience, Toll Group, proudly part of Japan Post, operates an extensive global...



Apply for a Graduate Position

Interested in a graduate career in a Global Logistics organisation? As part of our Graduate Program, you will be given an opportunity to work within our transport and warehouse environments, learning how our sites operate. Apply today!

Day in the life of a Toll Graduate



Toll's Global Graduate Program - where there's countless opportunities to do exciting things

4/2/2019

Toll's Global Graduate Program offers candidates an opportunity to take the next step in their careers. They learn the business from the ground up and are given the experiences they need to succeed in...



Toll's Global Graduate Program - exciting opportunities in New Zealand

29/1/2019

Alysha Ali is one of Toll's 2018 Graduate's who is currently located in New Zealand. Alysha studied a Bachelor of Commerce at the University of Auckland, majoring in Accounting and Commercial Law....



Graduate experiences three months at Toll Ambulance Rescue Helicopter Base

5/2/2019

Jarryd Minton studied a Bachelor of Economics (Finance and Economics) at the University of Sydney, and is now a Graduate at Toll, working at Toll Global Logistics. He has spent 3 months at the Toll...



Toll's Global Graduate Program - exceptional operational experiences

6/2/2019

Daniel Mancinelli is one of Toll's 2018 Graduate's - he studied a Bachelor of Business and Education at LaTrobe University. Daniel shares his experiences working out of one of Toll's largest customers...



Toll's Global Graduate Program - challenging and rewarding

7/2/2019

Bryony Smith one of our 2018 Toll Graduates, has spent the last six months working in the support office within the National Transport team in New Zealand. Bryony talks about her experiences in this...



Toll's Global Graduate Program - Energy and Marine rotation

11/2/2019

Justin Mai, one of our Graduates based in Singapore talks about his first eight months as a grad. Justin recaps his experiences working in our Energy and Marine sector as well as his Healthcare...



Sample video content:



Meet Vivian Chen - one of our 2018 grads. Vivian talks why she chose to apply for a Graduate role at Toll, and speaks about how easy it is to get involved.

<https://vimeo.com/306105901>



Life as a Toll Graduate is anything but boring. With three rotations in your first year, you get to experience all levels of operations across Toll's broad logistics capability from freight forwarding to global logistics - you get to go behind the scenes of one of the world's key industries.

<https://vimeo.com/255831369>

Sample social media content:



Applications are now open for candidates in Vietnam wanting to join Toll's 2019 Graduate Program. As part of this program, our Grads are given the opportunity to learn our business from the ground up, giving them the experience they need to succeed in the logistics industry.

Working out of Ho Chi Minh City, our grads move through several rotations across our Global Logistics and Global Forwarding divisions, where they are able to gain core operational knowledge. The best part is, no logistics experience is necessary.

For more information visit: <https://www.tollgroup.com/about/graduate-program> or contact us at Graduate.Team@tollgroup.com for more information.



ASIAGRADUATERECUITMENTPROGRAM-2019-TOLLGROUP.P...

Toll 2019 Graduate Program

Application form

[Apply Now](#)

10 11 12 Đàm Tuấn, Ponie Tiny and 237 others

2 Comments 10 shares

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7



Toll Group
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Start your career at Toll, where our graduates experience diverse roles. Applications are now open for candidates in Singapore, Malaysia, Thailand and Vietnam.

As part of this program, our Grads are given the opportunity to learn our business from the ground up, giving them the experience they need to succeed in the logistics industry. They are also ... See more



ASIAGRADUATERECUITMENTPROGRAM-2019-TOLLGROUP.P...

2019 Toll Group Graduate Program

Application form

[Apply Now](#)

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Working out of Ho Chi Minh City, our grads move through several rotations across our Global Logistics and Global Forwarding divisions, where they are able to gain core operational knowledge.

The best part is, no logistics experience is necessary!... See more



Nimesh
2018 Toll Graduate

ASIAGRADUATERECUITMENTPROGRAM-2019-TOLLGROUP.P...

Toll 2019 Graduate Program

[Apply Now](#)

10 11 12 Lò Chớp, Khang Thatgir and 91 others

7 Comments 3.1K views

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