



## Sunderland City Council:

### Just the Job

Just the Job was the 'brand' that linked together a number of initiatives running across Sunderland as part of the City Council's Working Neighbourhoods Programme, designed to tackle worklessness and boost enterprise in the city.

#### Objectives

The objectives of the campaign were: to establish a high profile for Just the Job among target audiences; to make working or starting a business more attractive; and to increase positive perceptions of Sunderland City Council by making clear that it was the driving force behind the Just the Job campaign.

#### Approach

Press Ahead worked closely with Sunderland City Council to develop a series of case studies and news stories that demonstrated the positive benefits that Just the Job delivered, in helping signpost people to support to get their business off the ground, or to offer practical support with finding a new job. Press Ahead developed a clear approach that delivered strong results.

#### Results

The campaign delivered a significant return on investment, generating in excess of £100,000 worth of coverage, and delivered a combined audience of more than one million people.

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