Our Journey

**CHALLENGE:** By 2024, 27 of 54 of ESPD’s officers will reach retirement age.

**ASK:** Develop a recruiting campaign to attract Lateral Officers to join ESPD.

**TODAY:** Share our strategy, creative campaign, and media plan.
Strategy
Competitive Landscape
Officer Interviews

We interviewed 9 officers’ (8 Lateral, 1 Non-lateral) and 2 City employees to learn what could motivate Lateral Officers to join ESPD.

- Lateral Officers are highly motivated by compensation and affirmation

- ESPD is like a family / camaraderie

- Big city with a small town feel - *innovation, industry, sports, beach*...
Uniquely El Segundo

Uniquely ESPD

What makes El Segundo unique:
- Local to international businesses
- Government / Armed services
- Aerospace / Biotechnology
- Innovation / Creative industries
- Sports teams and beach community

What makes ESPD unique:
- Family / camaraderie
- Amazing benefits
- Values previous experience
- Respected by the community
- On the job growth opportunities
Ride Along

For this concept, we’ll document honest conversations between an ES citizen and a police officers during a ride-along. We’ll pass by notable El Segundo locations and hear from our duos about what exactly El Segundo means to them.
EL SEGUNDO
RIDE ALONG
with Luc & Luke
JOIN THE EL SEGUNDO POLICE DEPARTMENT

$25K Lateral Signing Bonus | Full Education Reimbursement | Lifetime Medical

JoinESP.com

uniquely
ESP

El Segundo Police Department
$25K Lateral Signing Bonus

Out of Home Billboard

© 2019 Ignited, LLC. Proprietary and confidential.
Media
Overview

Total Budget: $74K

Timing: April 1, 2019 – November 5, 2019 (Focus on peak recruiting seasons – Spring/Fall)

Target: Police officers with 2-12 years of experience currently working at another agency/LA County Jails

Cities/Departments:
- LAPD
- LA Sheriff’s
- DTLA
- East LA (Police Academy)
- Riverside
- San Bernardino
- Whittier
- Montclair
- Monterey Park
Audience Learning

Protective Service Occupations
Age 25-39
<1% of General Population

Source: Gfk MRI DoubleBase 2018
Targeting Techniques

Location Based

Data Based on:
- Current Occupation
- Job Searches
- Law Enforcement sites & interests

Device App Based
Plan Summary

OOH

Mobile & Desktop

Print

Social
Success Metrics

- Increased Traffic to Landing Page
- Clicks on “Apply Now” Button
- Application Submissions
In market April 1st
Thank you