LIDL

Driving Customer Assistant applications for new store openings in rural West Wales



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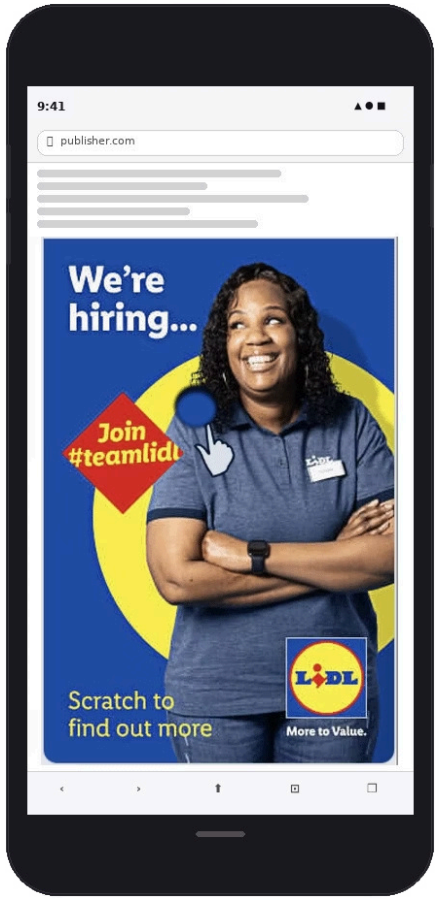
AT A GLANCE »



Client: Lidl (via Creed Communications Ltd)

Sector: Recruitment

Objective: Raise awareness of Customer Assistant roles ahead of new store openings across West Wales.

Solution:A dual channel mobile campaign, combining the Scratch Rich Media format, under our Mobile Plus product, and Push Notifications. Geo-targeting Pembroke, Carmarthen and Haverfordwest.

Outcome:

- 6.65% display CTR, the highest of any Lidl campaign on the Fonemedia platform in 2026

- 2,015 clicks through to the job site journey for the new stores.

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THE CHALLENGE & APPROACH »

THE CHALLENGE

Lidl needed to build candidate awareness for Customer Assistant roles ahead of new store openings across West Wales.

Rural markets like Pembroke, Carmarthen and Haverfordwest carry limited premium display inventory, so standard digital recruitment activity often struggles to gain traction.

With store opening dates fixed, the roles had to be filled to a timetable, leaving little room for a slow build.

THE APPROACH

- **Dual-channel strategy:**

Rich Media display plus Push Notifications, chosen specifically for a low-inventory rural brief.

Display captured actively browsing audiences, while Push guaranteed lock-screen visibility where premium display placements are scarce.

- **Interactive rich media creative with a scratch card mechanic:**

Using scratch rich media, we were able to drive strong engagement, through an interactive, creative format.

Leading with the £13.00 to £13.95 hourly rate up front, makes a real impact in a cost of living conscious market, putting pay first removed a key barrier and gave candidates further reason to engage.

THE RESULTS »

6.65%

DISPLAY CTR

The highest of any Lidl campaign on the Fonemedia platform in 2026

2,015

TOTAL CLICKS

Across both channels

>77%

VIEWABILITY

95.9% of impressions delivered above the fold demonstrating premium placement throughout the campaign

HIGH-VALUE OUTCOMES »

This campaign contributed to:

FULL-SCREEN SCRATCH RICH MEDIA DROVE A 12.99% CTR. THIS IMMERSIVE CANVAS GAVE THE SCRATCH CARD MECHANIC MAXIMUM IMPACT.

701 CLICKS FROM THE PUSH NOTIFICATION CAMPAIGN (1.19% CTR)

78,715 TOTAL IMPRESSIONS ACROSS BOTH CHANNELS

WHY THIS MATTERS »

Rural recruitment is often treated as a market where digital advertising under delivers, but this campaign shows that the right channel mix can turn scarcity into an advantage.

Pairing Rich Media with Push Notifications gives employers a consistent way to build candidate awareness in low-inventory areas, while salary led, store specific creative keeps engagement high where relevance matters most.

For any retailer or high-volume employer opening sites in harder-to-reach locations, it is a model for driving interest in roles especially under time pressure.

GET IN TOUCH »

Looking to reach high-intent audiences at the moments that matter most?

Talk to us about mobile-first campaigns designed around real-world outcomes.

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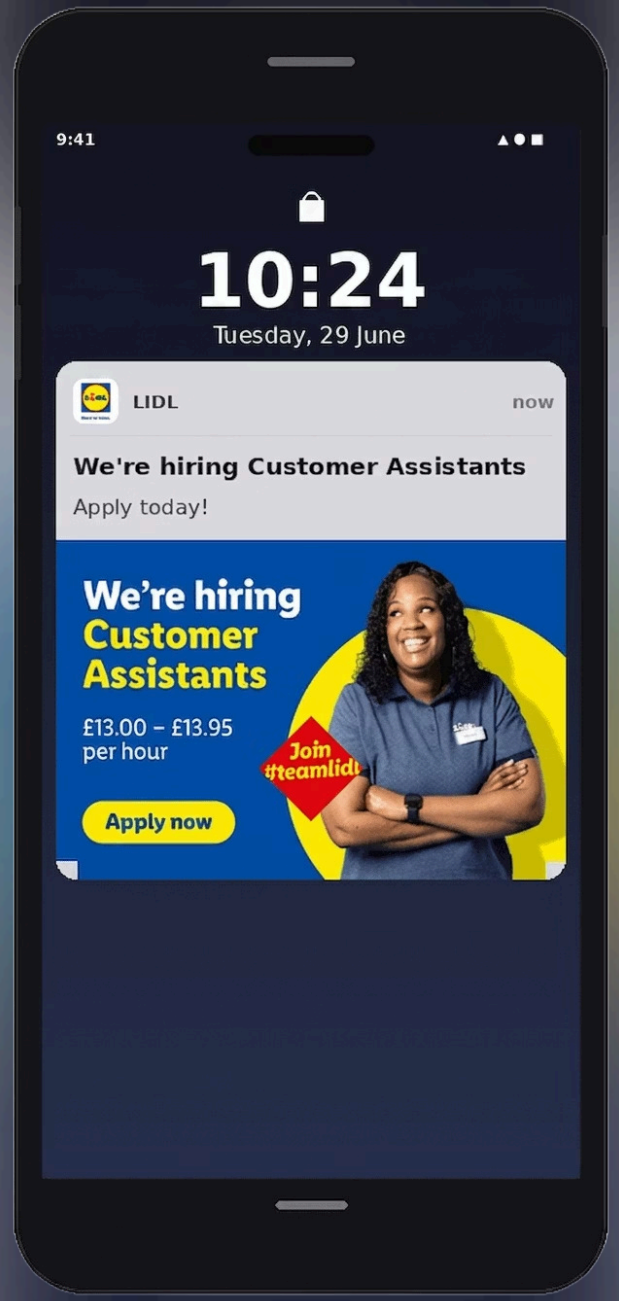

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