



Los Angeles World Airports

Collaborating for Continued Success

Creating a Strategic Collaboration between Los Angeles World Airports & Indeed

The Challenge:

LAWA requires a **substantial police presence** to secure their various facilities.
This need is amplified by the **anticipated influx of travelers** in the coming year.
LAWA needs to reach a **new audience of Job Seekers** quickly and efficiently.

The Aim:

- 1) Develop a **strong, recognizable brand** to spread awareness and educate job seekers of opportunities with LAWA
- 2) Get in front of the **job seekers with police/security experience** to adequately staff LAWA for the coming year
- 3) Increase **the number of applications** to LAWA's open roles to reach critical mass

The Strategy:

- 1) Increase **visibility with targeted Brand ads** that raise awareness of opportunities at LAWA
- 2) Set up strong **Sponsored Job Campaigns** to drive engagement and give LAWA an edge in a competitive market
- 3) Leverage LAWA's **strong brand** by targeting **job seekers in surrounding markets**

The Impact:

Branding



+138 Ranks

most-engaged Airport/Air Transit
employers nationwide

Engagement



17x

Company Page views
year-over-year

Sponsorship



20x Increase

in apply starts per job
year-over-year

In 2025, LAWA invested heavily in their Brand and Sponsored Job Campaigns to fill critical roles

This generated **530,000** *And brought in* **1,400**

Brand Impressions YTD Started Applications per Month

LAWA's Sponsored Jobs...

- Generated 20x more clicks compared to Organic postings
- On average, cost only \$0.30 per click



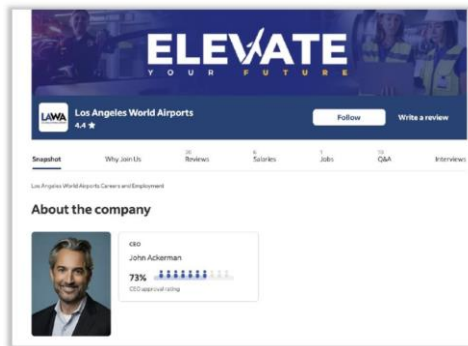
Employer Brand Ads are a reliable method for reaching new job seekers: 94% of Employer Brand Ad impressions on Indeed reach a fresh audience¹



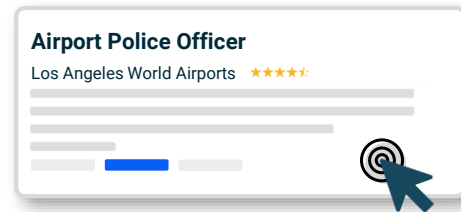
LAWA's Campaign Journey: Branding that Drives Engagement and Delivers Applicants



57,940
Brand Impressions through Employer Brand Ads



48,507
Visits to LAWA's Employer Brand Hub / Company Page



40,381
Clicks on LAWA Sponsored Jobs

Apply on company site

6,318 Started Applications generated for critical jobs through collaboration with Indeed

The Indeed team continues to work with LAWA to craft a strategy to support their hiring needs

To help LAWA **expand its reach and grow its workforce**, Indeed is helping **identify key markets** of potential Job Seekers to **fill critical roles** in their Security team.

By **expanding Brand campaign** into **surrounding markets**, tens-of-thousands of **new Job Seekers** become potential candidates.

