

## PPMA Excellence In People Management Awards 2017

Client : Frontline

Agency : TMP Worldwide

Category : Frontline Recruitment Campaign Advert

## BACKGROUND

Frontline's two-year leadership programme offers graduates and career-changers the opportunity to join one of Britain's most challenging, but most rewarding professions: social work. With a rapidly growing audience, our goal was to extend our reach to students, graduates and influencers to boost applications. We needed to remind the world what Frontline stands for, showing they're still a major force for change.

### Specific audiences

What's more, we'd identified a need to increase applications from men, BAME and career-changer candidates. And we also wanted to raise interest in the West Midlands and North-East.

### Growing the profession

But, crucially, this wasn't just a campaign for our needs. We're driven by a bigger goal: to grow social work as a profession, however you choose to join. We want to ensure that as many vulnerable people as possible get the help they need. It was a sizeable challenge – with a reputation for heavy workloads, poor rewards, and even incompetence, we would first have to address the sector's image problem.

## WHY THIS IS DIFFERENT TO WORK WE NORMALLY UNDERTAKE

We set out to reposition the brand as a genuine social movement, and, in many ways, a cause that's an *alternative* to a 'job'. In the process, the idea was to prompt people to judge Frontline by a new set of rules, and spark the passion of those looking to rebel against the dull grind of 'the usual', while flattering their intelligence.

With that in mind, the 'Dare to change' campaign was born: a wake-up call for Britain and a fresh approach for the sector. And *how* we brought the campaign to life was as important as the message. With the credibility of the profession under the microscope, authenticity was our watchword. We wanted to be considered informative rather than emotionally manipulative! So rather than focus on the vulnerable people social workers help – the conventional approach – we chose to hero programme participants. And we told real stories without hyperbole.



Then we crafted an innovative, integrated campaign. Building on the previous year's success, videos were again at the heart. They showcased Frontline participants directly addressing common misconceptions.

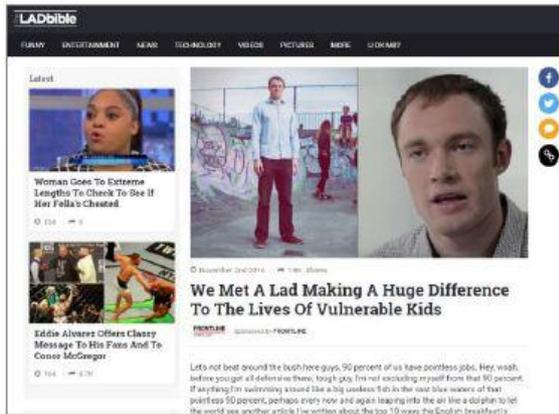
Advertising on Google – a new channel for Frontline – as well as LinkedIn and Facebook, saw us reach new audiences, and enabled us to objectively test the effectiveness of each execution.

In another departure, we forged a novel partnership with the Guardian Social Care Hub: a rich content platform featuring interviews with influencers and opinion on social care issues. We also developed an interactive quiz game that engaged visitors, while overturning negative perceptions.



*Screengrab from interactive quiz on Guardian Social Care Hub*

Partnering with LadBible, we also targeted a hard to reach audience of men in a credible way, with bespoke editorial content.



Article on website and tweet from LADbible

Making use of the very latest brand tool to engage our youth audience, we also gave Frontline a presence on Snapchat for the first time. We've created a Snapchat photo filter exclusively for university students to use on campus. It will be made available in spring, to secure greater standout than might have been achievable during the milkround season. And it's a tool to generate highly-sharable, earned media content – again expanding our reach. After registering on site, we sent candidates a regular newsletter, UpFront. This enabled us to convert those in need of an extra 'supportive 'hug', with timely insight and application reminders, as well as building a relationship with the brand with invaluable sector insight. It ensures we're supporting those with upcoming assessments, and allowing people to succeed.



## The impact your work has been had on the organisation and how we measured this

Our Google PPC ads were highly engaging, with almost six pages viewed per session, and a low bounce rate of 32.18%.

With LadBible and the Guardian Social Care Hub, we've engaged male and BAME audiences. More than 90% of LadBible users were new to Frontline. And we've achieved our highest-ever open rate for the UpFront newsletter.

As testament to the reach and engagement of the campaign, we've earned significant free coverage (and reach) in publications such as the 'Evening Standard', BAME-focussed media 'The Voice', as well as the BBC News, and other TV debates. And year on year, we've increased website traffic by 114%.

*The following are year-on-year figures.*

### **Frontline applications**

The number of candidates registering interest has increased by 38%, and the number of completed applications is up by 34%. And despite doubling our target for hires, we've successfully filled all 300 positions, with a further 60 high-calibre candidates in reserve.

### **Specific audiences**

We've successfully increased offers to men by 18%, BAME candidates – by 14% – and career changers (who graduated more than three years ago): they now account for 46% of our 2017 cohort.

### **Growing the profession**

According to the Cardiff Report, we've achieved a 13% increase in people enrolling on social work degrees as a direct result of our work shifting perceptions of social work as a career. Meanwhile, anecdotal feedback from students, HE professionals and other graduate employers supports the perception change.

And above all, as an organisation with a modest budget, we've achieved considerable bang for our buck. With innovative thinking we've earned a disproportionate impact, got the right results, and gone a long way to support an invaluable, misjudged profession.