

Vodafone Graduates & Interns Campaign
'Generation Possible' film script

Best copy

Moving a new generation of graduates
and interns to explore world-changing
possibilities with Vodafone.

Vodafone deliver amazing world-changing technology projects, but most importantly they're an empowering and inclusive place to work - where graduates are a real driving force.

But not enough people knew that. Until now.

The 'Generation Possible' film script was the start of a call-to-arms campaign that activated candidates who want to shake the world up - and exceeded Vodafone's application target by over 60%.



Context

Vodafone needed to recruit 150 graduates and 100 interns/industrial placement students to nine of their business areas, including digital, technology, HR and finance.

They offer a surprising variety of opportunities. But, to open more minds to the possibilities, we had challenges to overcome.

Connecting people and technological innovation in a huge variety of areas, Vodafone is working to help millions around the world to live a better today and build a better tomorrow.

But to most people, Vodafone are still seen purely as a mobile phone retailer.

We needed to challenge those misperceptions and help people see them as the major tech company they are.

Vodafone also wanted to:

- Build their reputation as a youth employer of choice
- Generate 10,000 applications
- Reach a more diverse audience and increase female applications

Concept

Vodafone wanted to create an iconic campaign. We needed to create something that changed misperceptions and sparked conversation.

And, with rigid visual guidelines to adhere to, we needed something that would help differentiate our campaign from their consumer advertising.

It would all be in the messaging. Which also had to align with their overall brand strapline, 'The future is exciting. Ready?'

Another goal was to reach a more diverse audience by helping people realise that not all of Vodafone's roles require a technical background or degree - that it's more important to have the right mindset and behaviours.

Innovation happens when people are curious, not afraid to challenge the way things are, and have a real sense of purpose and passion for making things better - for driving change.

With this in mind, we designed a creative campaign to help students recognise these qualities in themselves, inspiring them and motivating them to be part of their own Vodafone story.

#GenerationPossible

Capturing the spirit of change at the time embodied by Greta Thunberg, our concept draws on the opportunity young people have to make an impact on the world - to make real change for the better. And how they'll be empowered to do that with Vodafone.



Execution:

This was initially the script for a pitch film. And when our new client told us that they felt we'd truly captured the spirit of Vodafone, where they wanted to be next, and the attitude of the people they were looking for, we turned the film into the focal point for the launch of a multi-channel campaign.

The script:

What if we never asked questions?
Afraid to be the first.
Then nothing would change.

When you dare to be different,
imagine the impossible,
then do it.
That's when the future is made.

It's how we made the first mobile call,
and sent the first text.
Connecting people and technology for good.

It's how we're building smarter cities,
making holographic calls,
and helping fight cancer while we sleep.

Our world is changing, fast.
But to be the change we want,
we need to switch off autopilot,
turn up the volume,
take the future into our own hands.

And it's not just our future.
It's the next generation.
And the next.

Who we are today,
can build a better tomorrow.
We are Generation Possible.

Now see the script in context. Please watch the film.



Effectiveness

The film delivered a message that not only captured the imagination of the target audience but spoke to a greater need for change in the world, positioning Vodafone and their technological innovation as a force for good in the wider context of pressing global issues. At the heart of Vodafone's bold new campaign and six-month social media strategy, it helped to:

Improve Vodafone's reputation as an employer - they jumped

27

places in the TT100

Exceed their application target of

10,000

- generating over

16,000

Reach a wider audience and increased female applications by

23%