

AA

2020

RECRUITMENT  
MARKETING  
AWARDS

Best social campaign



How The AA launched a social media-led, live-streamed outdoor event, that inspired an enormous increase in their social following, attracted a whole new candidate audience and sent their application numbers soaring.

## OBJECTIVES

- ✓ Attract the attention of huge numbers of passive potential candidates who'd never really considered The AA as a career destination
- ✓ Enormous hike in Head Office, Roadside and Contact Centre applications
- ✓ Big increase in traffic to The AA careers site

# STRATEGY

The AA’s employer brand is ‘Ready for ANYTHING?’. We created an idea showing a group of AA employees living and breathing it in the most exciting way.

We asked ex-Special Forces soldier and TV adventurer, Ant Middleton, to lead our brave contenders into the wilderness for 24 hours, while the public used Instagram, Facebook and Twitter to vote on their fate.

The 12 unpredictable, lung-busting challenges they faced were live-streamed on the three social channels with recorded highlights shown on ant24live.com

This was employer branding transformed into live entertainment.

## BUILD EXCITEMENT



Teasers, launch videos, value based videos, social posts



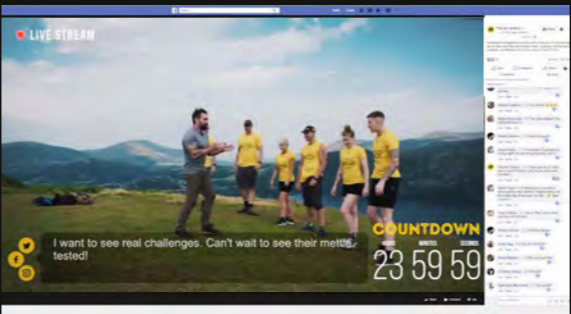
Participants backstory and films



## 24 HOUR LIVE INTERACTIVE EVENT



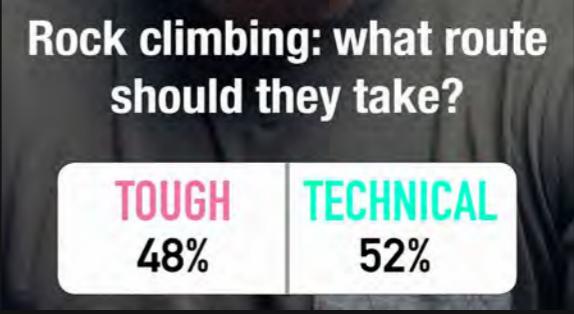
LIVE STREAM across three channels and to the hub [Ant24live.com](#)



Ant encouraged audience to vote and reacted to outcomes

Moderated social comments embedded onto live feed

SOCIAL VOTING across three channels to determine what the team does next



## POST EVENT



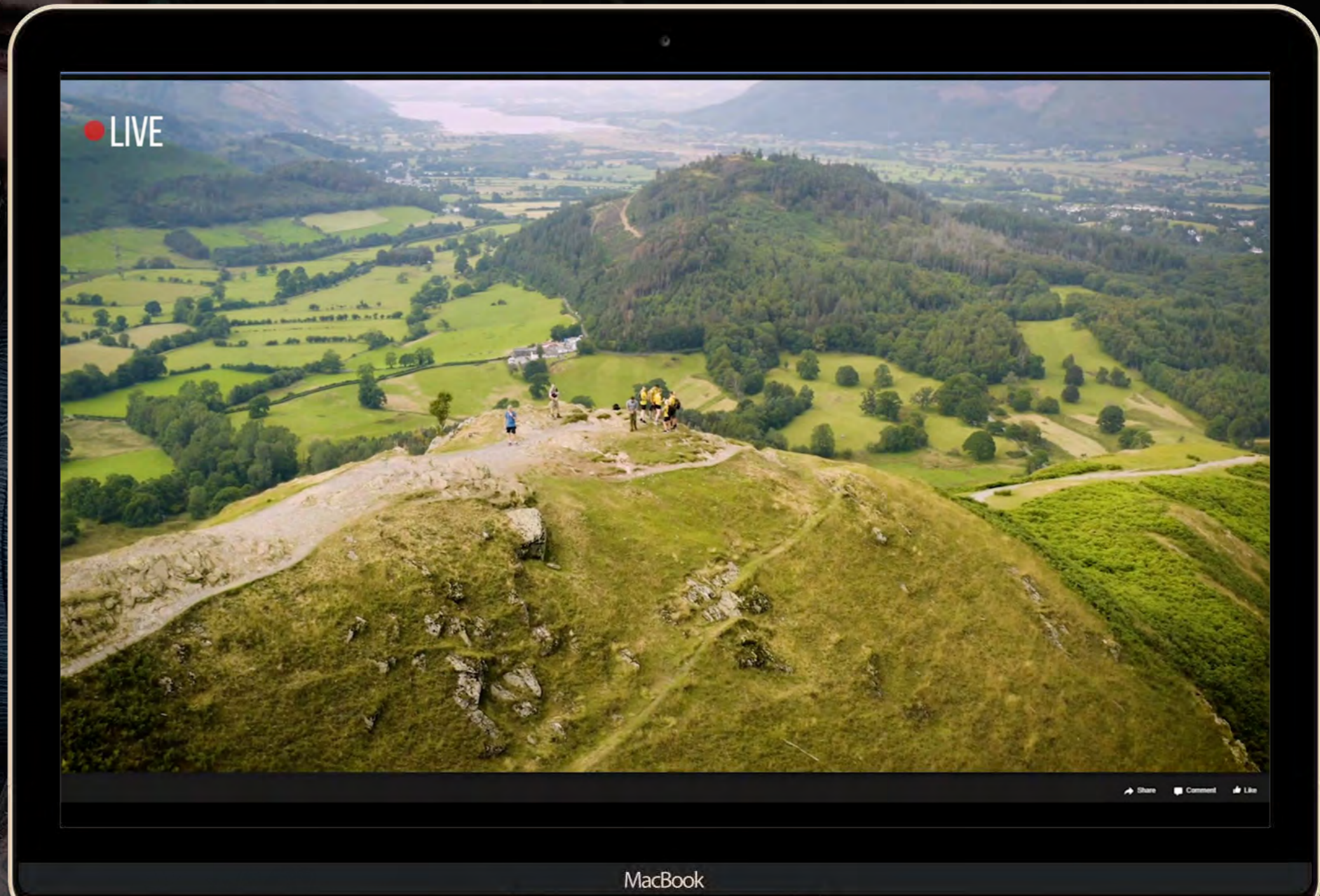
Follow up social posts and videos



EVENT FILM

We've created a short film to really bring to life the event and the challenges our contenders faced.

Watch the film



# EXECUTION

## MEDIA CHOICES

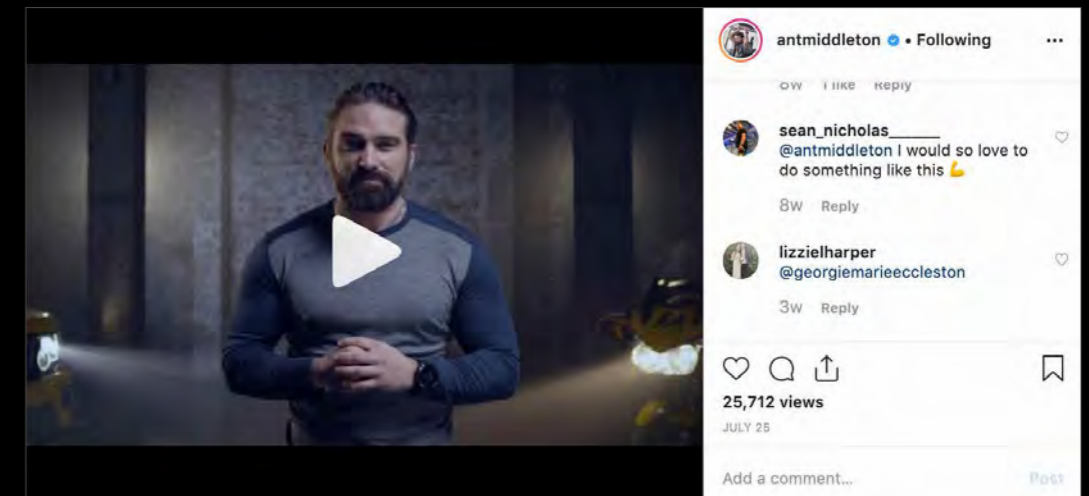
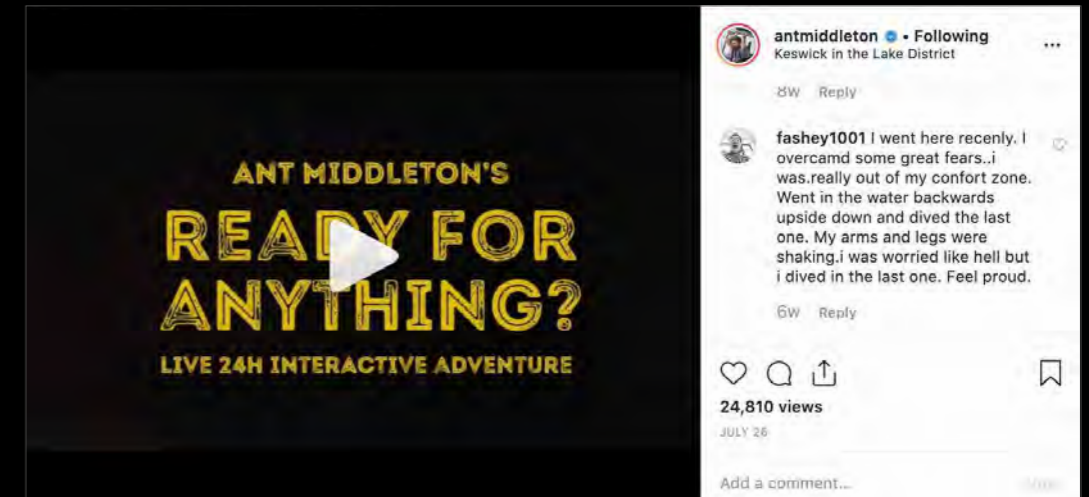
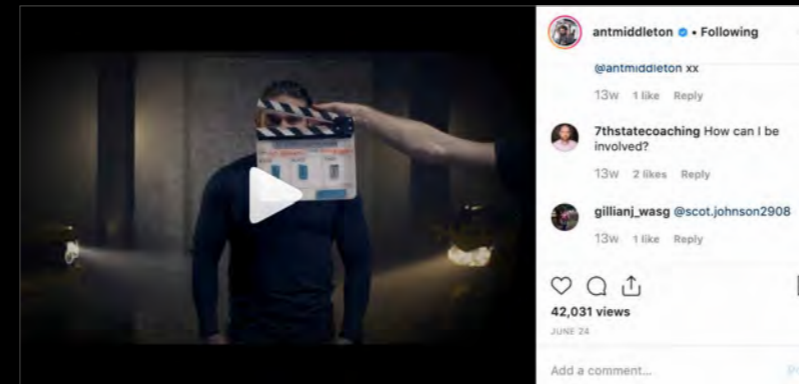
We chose all three social channels because of their live streaming capabilities. Also Instagram because that is where Ant's largest following is.

## TARGETING THE PUBLIC AS CANDIDATES

We targeted three public audiences to excite and engage – fans of Ant Middleton, those interested in The AA and ex-military personnel (The AA has a proud tradition of recruiting from HM Forces). Bespoke, optimised, values-driven and narrative-rich content was created to market the event to each audience.

## COMMUNICATING SHARED VALUES

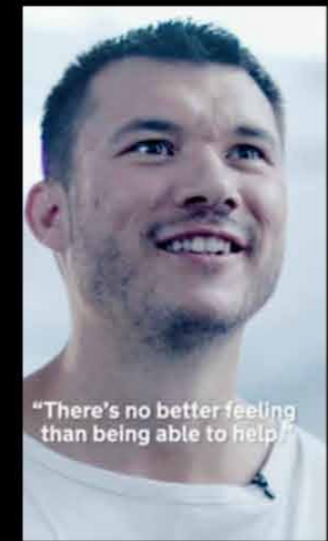
Vitality, this concept was designed to celebrate The AA's values. Ant's values are very aligned with The AA's, so we filmed him telling us all about them. In the run-up to the event, Ant shared these films with his hundreds of thousands of followers.



# SHARING LIFE STORIES

We chose our contenders on the strength of their life stories. We used these moving, inspiring human backstories as part of our pre-event social media marketing to make connections with the watching audiences. And it worked. There was plenty of evidence during the event of members of the public rooting for particular contenders.

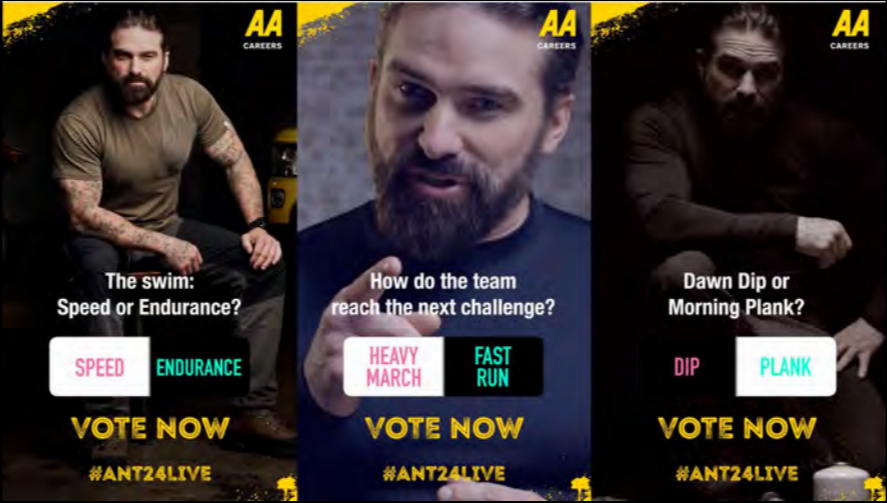
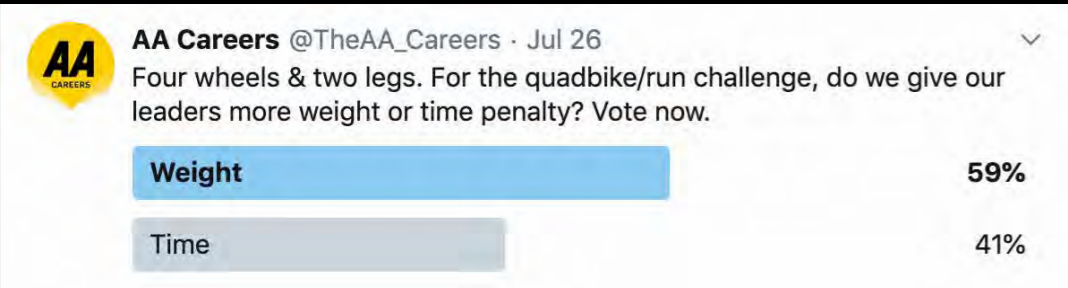
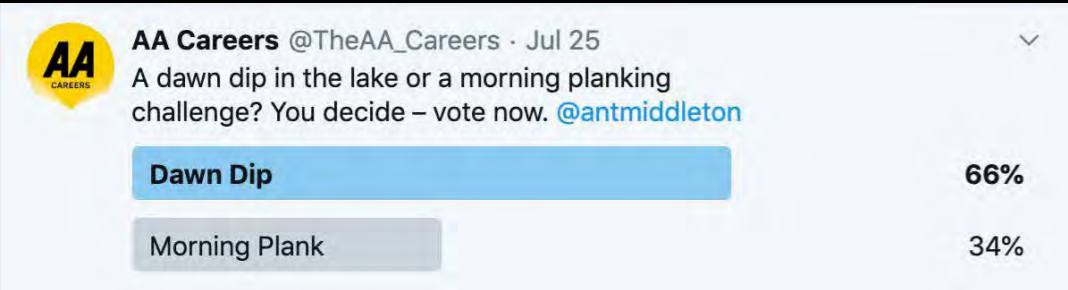
Visit [ant24live.com](http://ant24live.com) to see all the videos that were posted on social media.



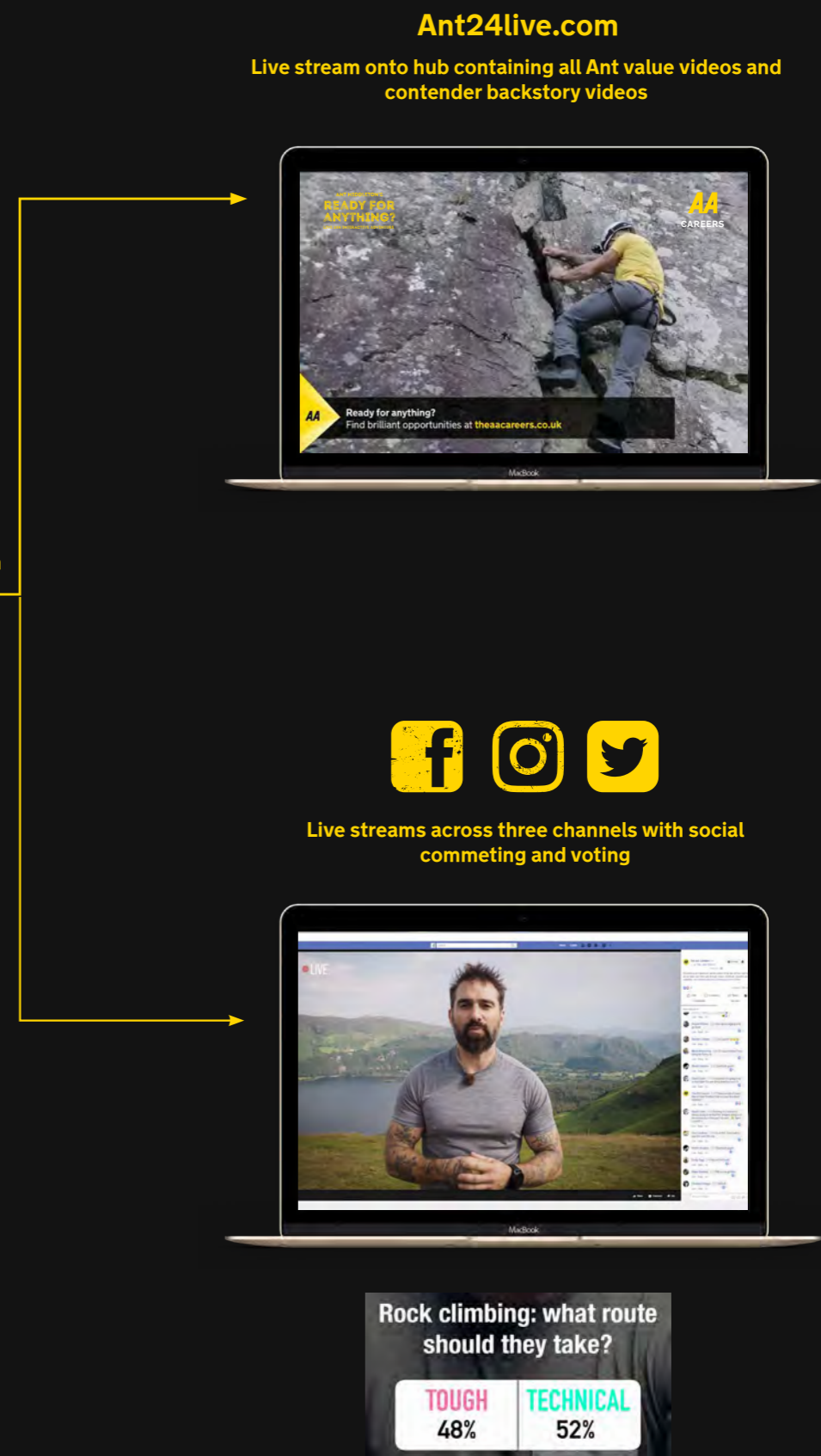
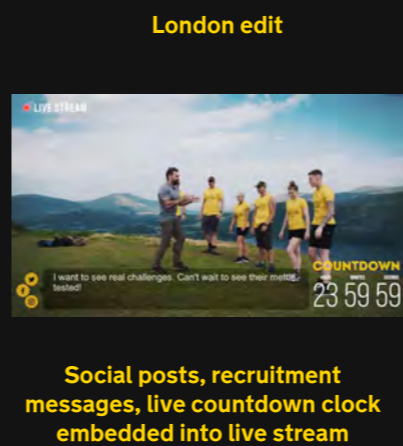
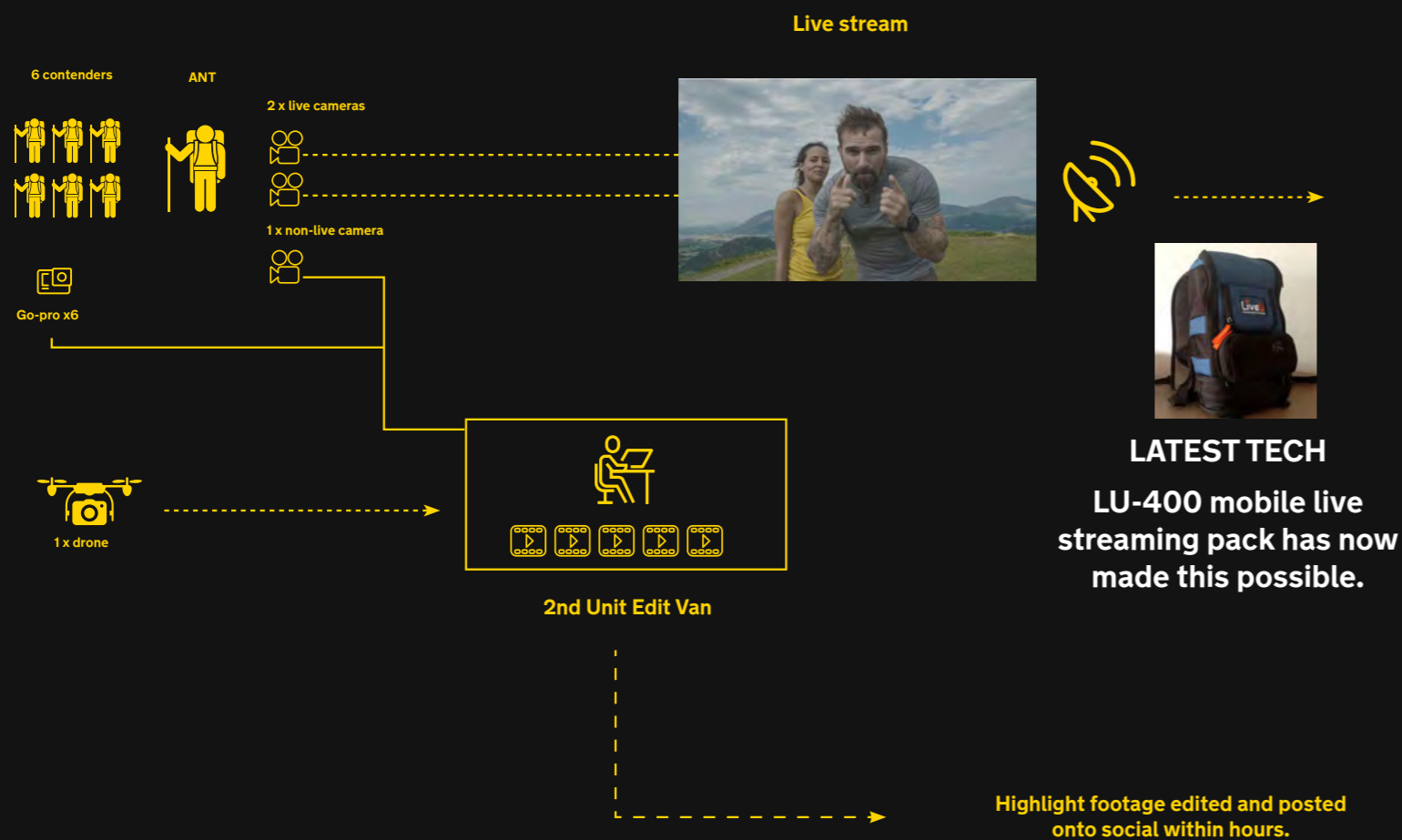
The event kicked off at 4pm on 25th July. From there the pace was relentless.

The public really got into it. **Voting, commenting, sharing and watching live**, our audiences were highly engaged all the way through.

And our contenders were awesome. Dusty and exhausted they may have been, but they all made the finish line with a grin on their faces.



# HOW THE LIVE STREAM AND SOCIAL VOTING WORKED ON THE DAY



# EFFECTIVENESS

Not only would this reset the bar for The AA employer brand, the cut-through on social media far exceeded all expectations.



1.25 MILLION  
post reach views



2.3 MILLION  
video views

58,000  
video views

22,000  
people engaged

MULTIPLE FILMS  
hosted

61.44%  
of viewers watched whole film



19.5 MINUTES  
average dwell time on live stream



919,000  
unique accounts reached

230,000  
visits over the 24 hours

2.8%  
clickthrough to The AA  
careers site

38,000  
engagements

100%  
The AA following up over 100%

## ALL APPLICATIONS UP

Apprenticeships  
+193%

Roadside  
+143%

Contact centre  
+230%

Head Office  
+228%

