

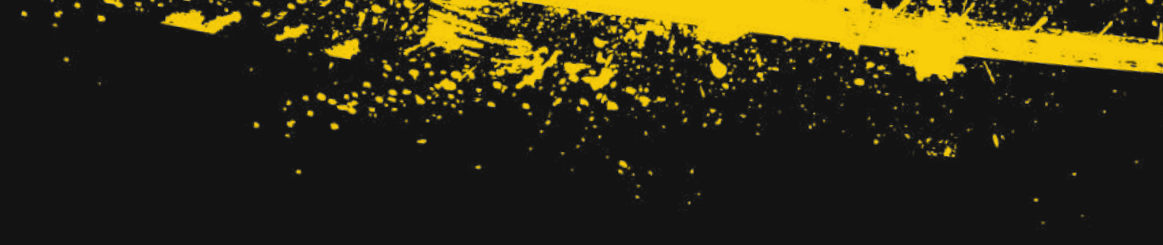
AA

Campaign of the year

2020

RECRUITMENT
MARKETING
AWARDS





ANT MIDDLETON
+
6 AA EMPLOYEES
+
12 WILDERNESS CHALLENGES
+
LIVE STREAMING
+
PUBLIC VOTING ON WHAT HAPPENS NEXT

WOULD OUR CONTENDERS BE READY FOR ANYTHING?

An industry first

How The AA reached millions of potential new candidates by turning employer branding into live entertainment.

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

EVENT FILM

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

[Watch the film](#)



MacBook

CONCEPT

‘Ready for ANYTHING?’ is a **bold claim**. It demanded a bold execution. The Ant Middleton 24-Hour Live Interactive Adventure was designed to be employer branding brought to life in a way it had never been done before, using social media and tech in an ambitious new way.

This was employer branding at the behavioural level:

- AA employees living the organisation’s values while tackling 12 wilderness challenges
- Ex-Special Forces soldier, Ant, testing them physically, mentally and creatively
- The public voting to dial up or down the intensity of each challenge
- The event being live streamed across social media – engaging potential external candidates and inspiring current AA employees

HOW WE DID IT

INTERNAL RECRUITMENT

Candidates sent in their videos



BUILD EXCITEMENT



Teasers, launch videos, value based videos, social posts



Participants backstory and films

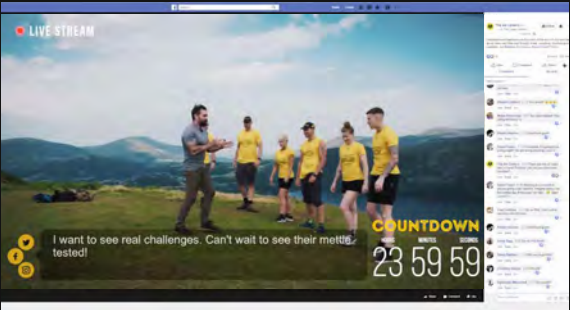


LIVE 24H INTERACTIVE ADVENTURE



LIVE STREAM

Across three channels and to the hub
Ant24live.com

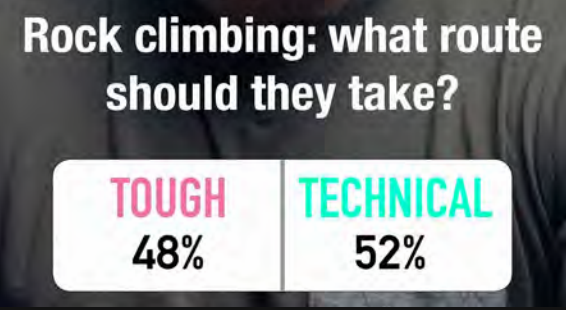


Ant encouraged audience to vote and react to outcomes

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



BUILD EXCITEMENT

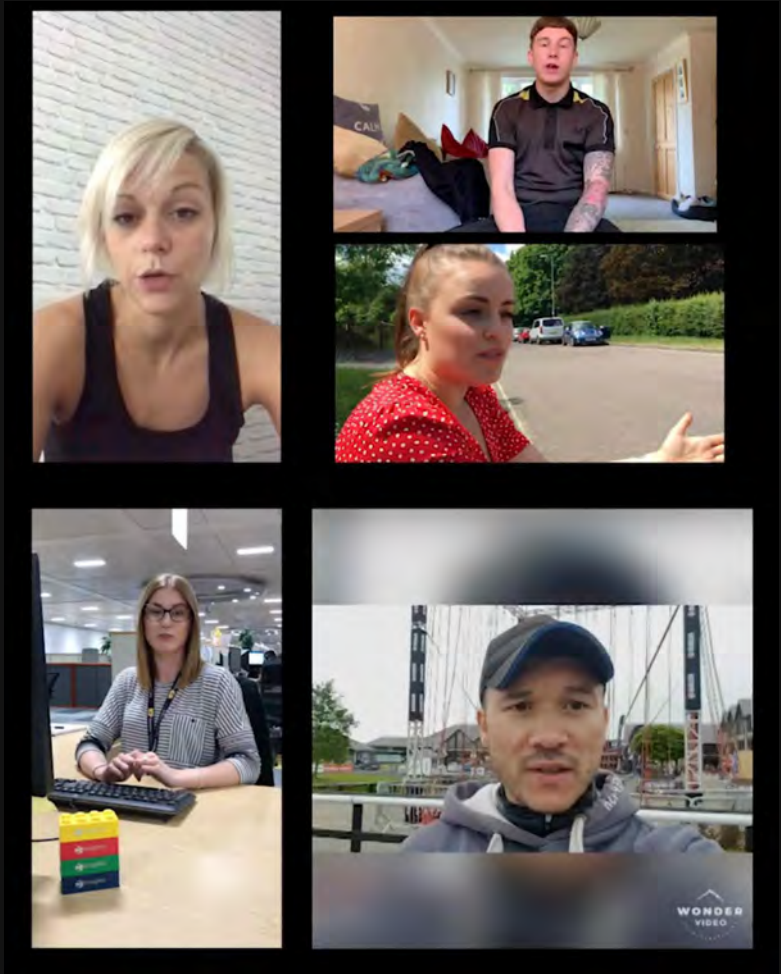
INTERNAL RECRUITMENT

We ran an internal recruitment campaign to find six brilliant AA employees to take on the challenge. Films, posters and emails went out across the organisation. Hundreds applied.



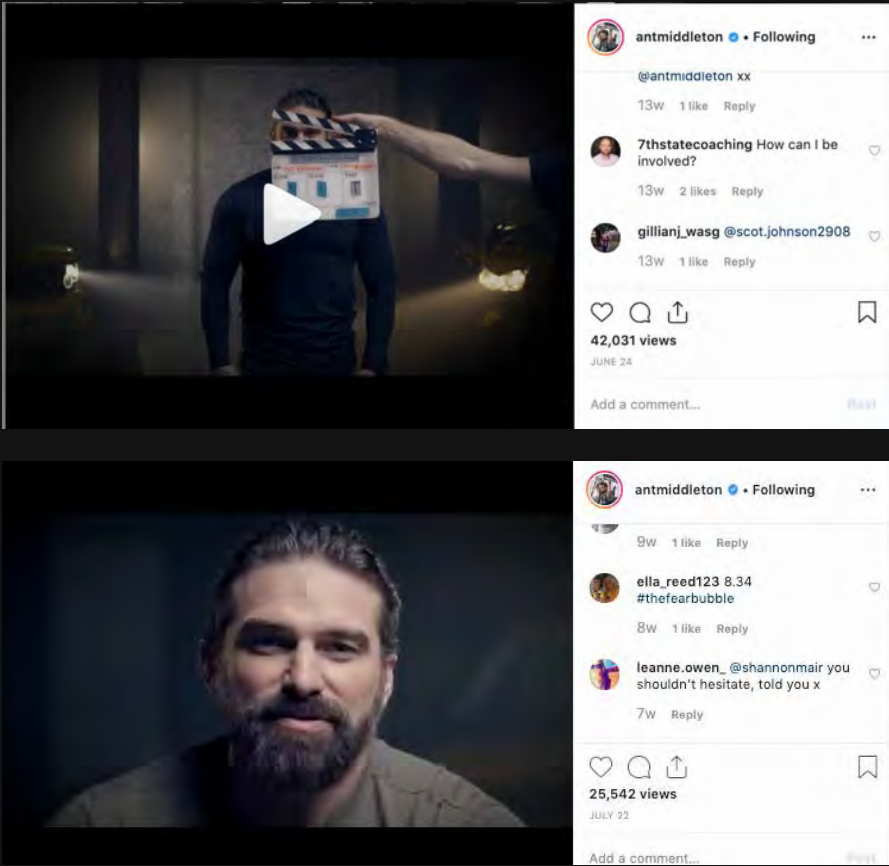
POWERFUL STORIES

Tell us your story, we said. We got emotional, inspiring tales. We chose the most compelling performers and filmed their profiles.



USING ANT'S SOCIAL REACH

Ant's values are very aligned with The AA's, so we filmed him telling us all about them and shared them among his millions of social media followers and the wider public.



THE BIG DAY

The challenges came thick, fast and lung-busting. Rock climbing, ghyll scrambling, lake swimming, abseiling, hill-running and boot-camping.

The public and AA colleagues UK-wide got into it – voting, commenting and supporting. And the contenders were brilliant.

Everybody made the finish line – exhausted and triumphant, proving they were, indeed, ‘Ready for ANYTHING’.

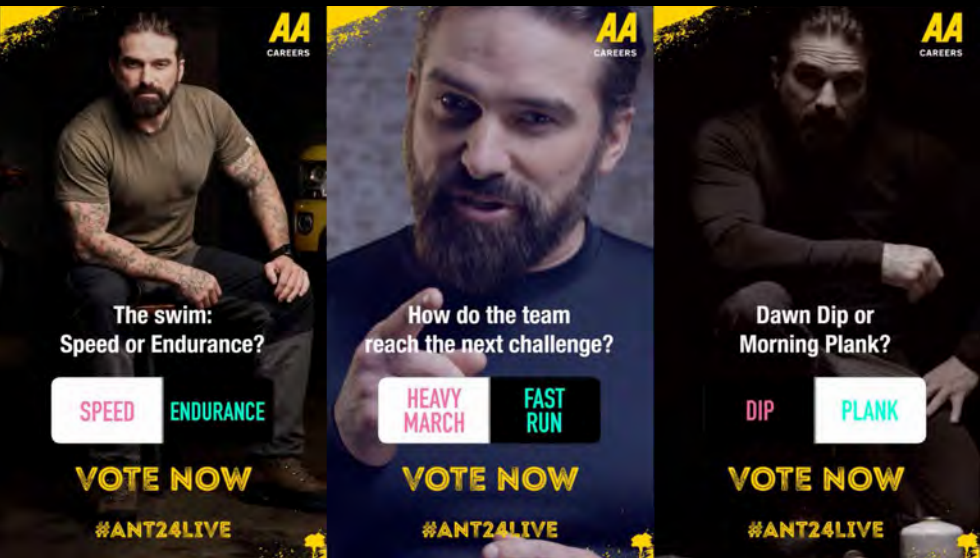
Ant24live.com



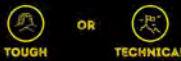
Live streams across three channels and to our hub microsite with social commenting and voting



19.5 MINUTES
average dwell time during
live stream



PUBLIC VOTES



AA Careers @TheAA_Careers · Jul 25
A dawn dip in the lake or a morning planking challenge? You decide – vote now. @antmiddleton

Dawn Dip

66%

Morning Plank

34%



RESULTS

Not only was this a whole new approach to employer branding, as far as The AA were concerned, the results were far beyond anything achieved previously.

Millions of potential candidates reached, thousands of AA employees engaged and application figures for all target audiences up by at least 143%.



1.25 MILLION
post reach views

58,000
video views

22,000
people engaged



2.3 MILLION
video views

MULTIPLE FILMS
hosted

61.44%
of viewers watched whole film



19.5 MINUTES
average dwell time on live stream

230,000
visits over the 24 hours

2.8%
clickthrough to The AA
careers site



919,000
unique accounts reached

38,000
engagements

100%
The AA following up over 100%

ALL APPLICATIONS UP

Apprenticeships
+193%

Roadside
+143%

Contact centre
+230%

Head Office
+228%

