

AA

2020 | RECRUITMENT  
MARKETING  
AWARDS

# Where's Bot been?

## Best experiential





# The AA Where's Bot been?

How an adventurous robot came to life in an immersive interactive experience that helped The AA reach a new audience, boost applications and make successful hires.



## Objective 1

Create an interactive experience to engage a family audience by bringing The AA Ready for ANYTHING? spirit to life in a fun, immersive way.

**Interactive events and wider campaign activity featuring a bespoke-built character-led AR app.**



## Objective 2

Engage local audiences and increase applications to AA contact centre roles in Cheadle and Oldbury.

# Context

With roles to fill in their Cheadle and Oldbury contact centres, The AA wanted to create a fun, interactive experience that would help them engage a passive audience and increase their potential contact centre talent pool.

Our target audience was primarily families, as flexible working patterns at AA contact centres can work around their lives.



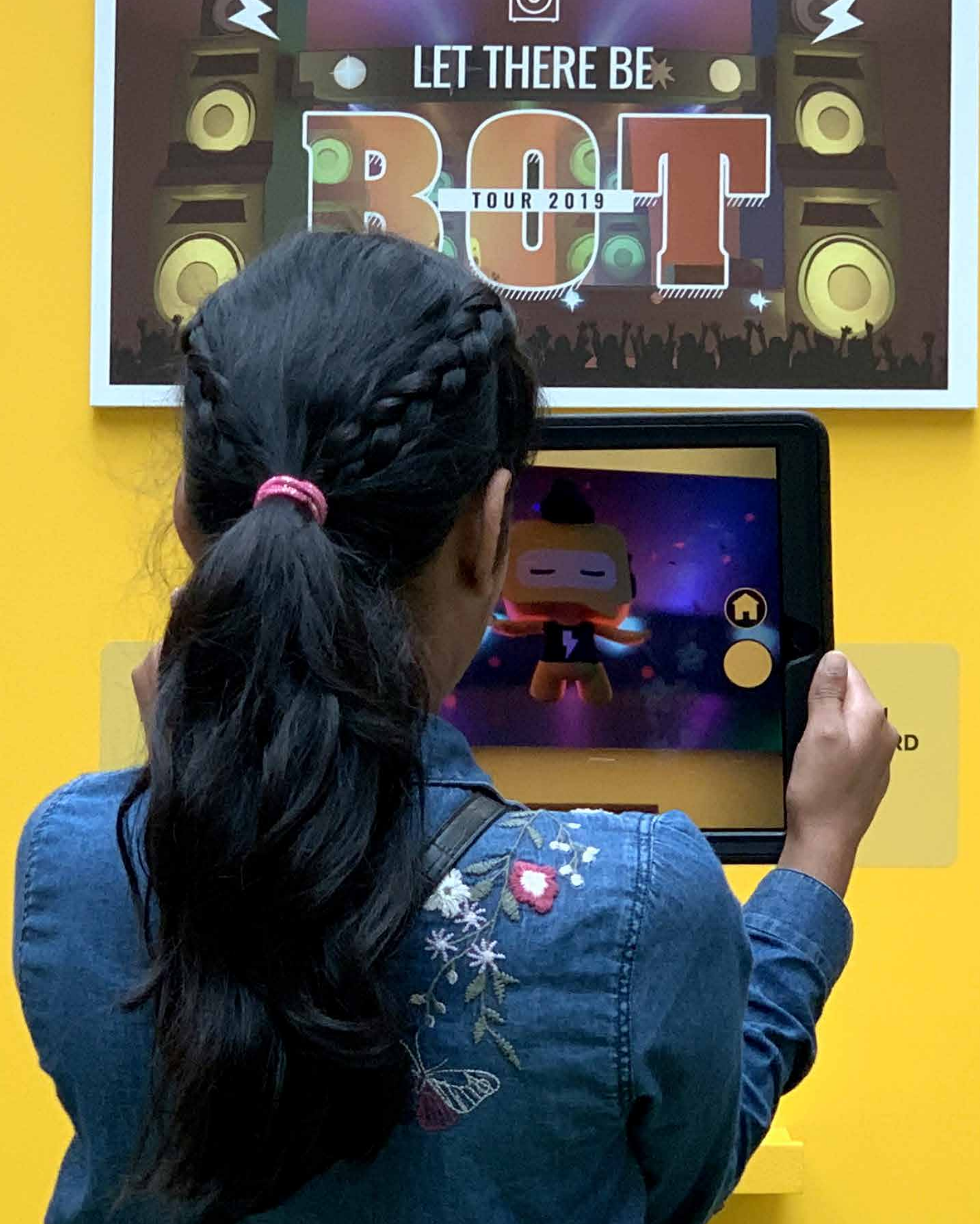


# Concept

The AA were keen to follow up the success of some shopping centre-based 'game show' events we'd delivered the previous year. They were also keen to incorporate augmented reality (AR).

Of course, there's nothing new about using AR. But we knew it would help us reach our family audience, help raise employer brand awareness and deliver The AA's recruitment messages in a fun, immersive way.

And when it came to what we'd build our experiential events around, there was one clear direction to take...

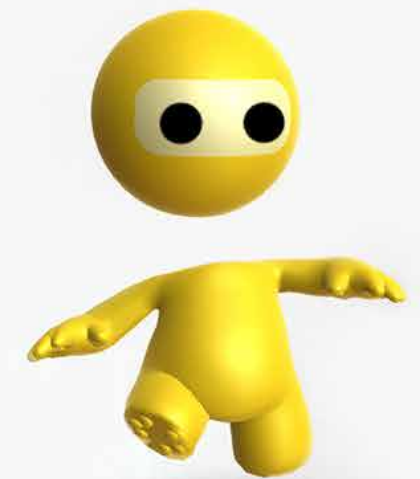
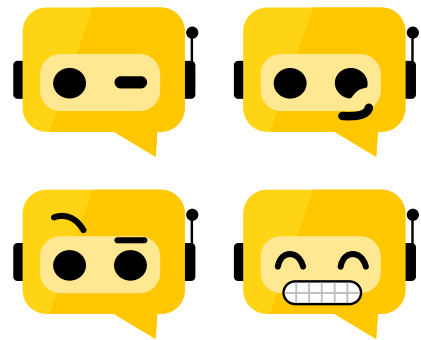




# The AA chatbot

Starting life as an innovative way to engage theaacaareers.co.uk visitors, and with increasing appearances on The AA careers social channels, 'Bot' became a AA mascot for AA employee attraction and engagement comms.

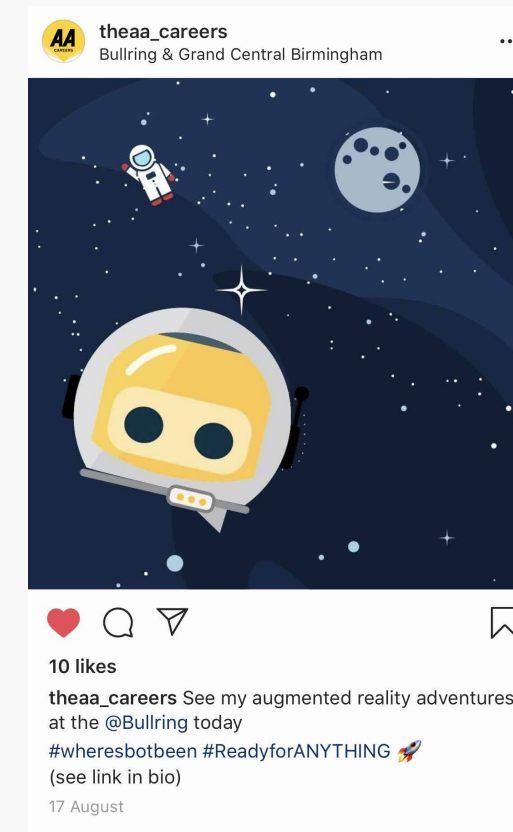
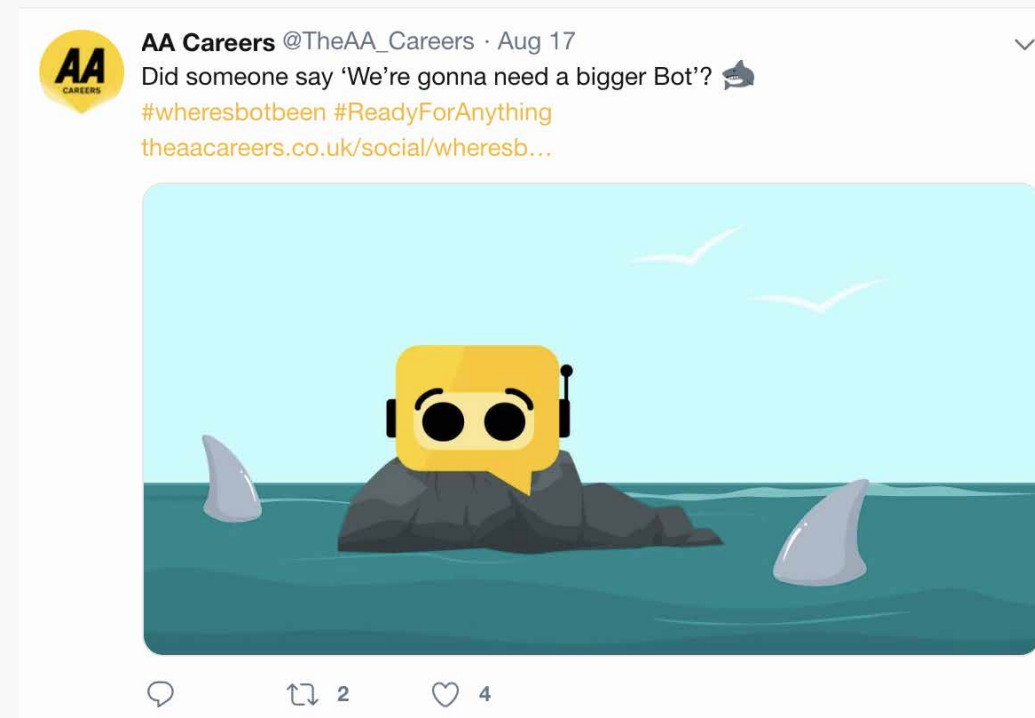
Until now, Bot had existed only as a 2D head. So we gave him a 3D animated body, and made him the star of his very own experiential events and AR app (AABot Drop).



# Execution

We held events at the Manchester Trafford Centre and Birmingham Bullring – close to the AA’s Cheadle and Oldbury contact centres – where we launched the AR experience.

We publicised the events through The AA careers social channels and paid social media.





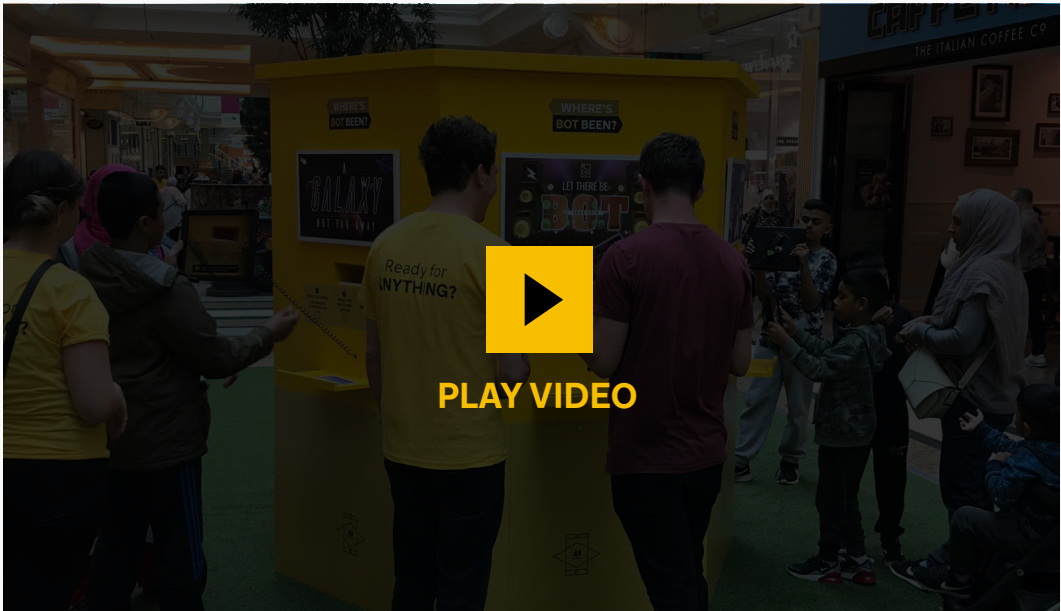
Our eye-catching and interactive space was built around an installation holding the trigger image ‘postcards’. It also featured ‘life size’ Bot figures, to help attract attention and create an extra bit of fun for children.

Using the AABot Drop app, people could see Bot’s animated postcards come to life – either on their own phones, or the iPads we supplied.

Bot embodies the spirit of The AA’s EVP, ‘Ready for ANYTHING?’ in a series of 6 animated AR adventures, from outer space to the deep-seabed, and crowd-surfing his own rock gig.

Animations end on a career-promoting message, driving viewers to [theaacareers.co.uk](http://theaacareers.co.uk)

We also printed the trigger images on promotional postcards distributed at the events.



“ So is this AR? And I can also have it on my phone? ”

“ These are magical! ”

“ This is really fun! ”



# Promotional trigger image postcards

See the 6 animations using the links below. Turn up the volume for the full effect

[Shreddin' the Alps >](#)

[Seabed & Breakfast >](#)

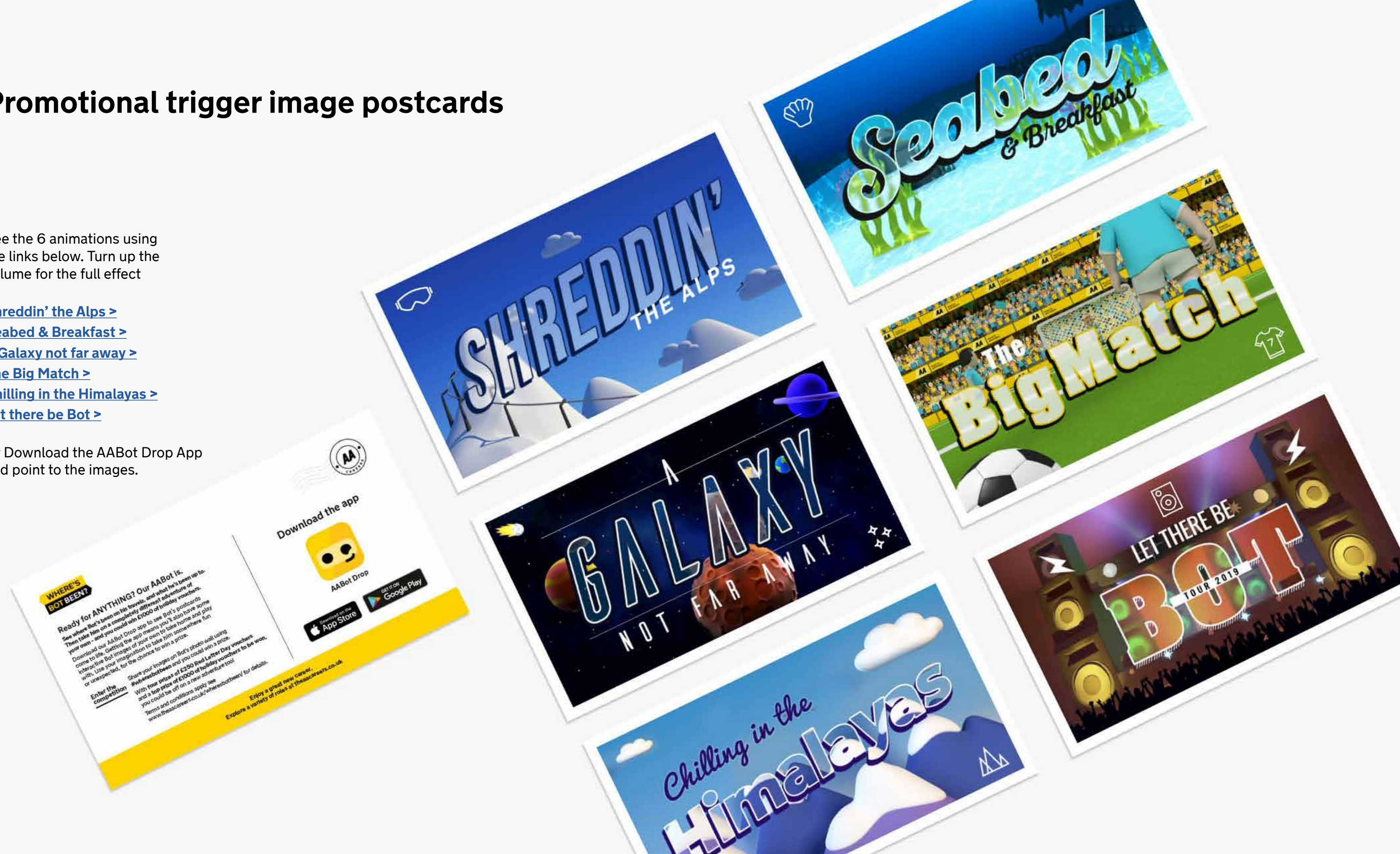
[A Galaxy not far away >](#)

[The Big Match >](#)

[Chilling in the Himalayas >](#)

[Let there be Bot >](#)

Or Download the AABot Drop App and point to the images.





# At the events and beyond

## #wheresbotbeen competition

Downloading the AR app gives users interactive animated images of Bot to play with, and place in fun and unexpected places.

Sharing these images using #wheresbotbeen people could enter a competition for the chance to win £1,000 holiday or £250 Red Letter Day vouchers.

Promoting the competition and app across social media enabled people to get involved even if they hadn't been at the events.

With hundreds of app downloads and competition entries, Bot inspired all kinds of creativity. Like this overall winning entry:

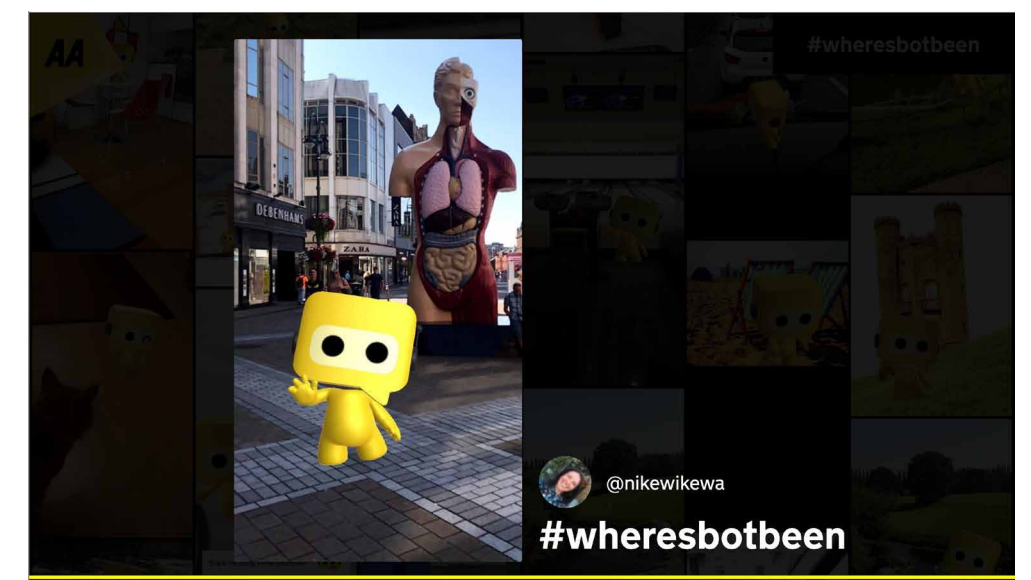
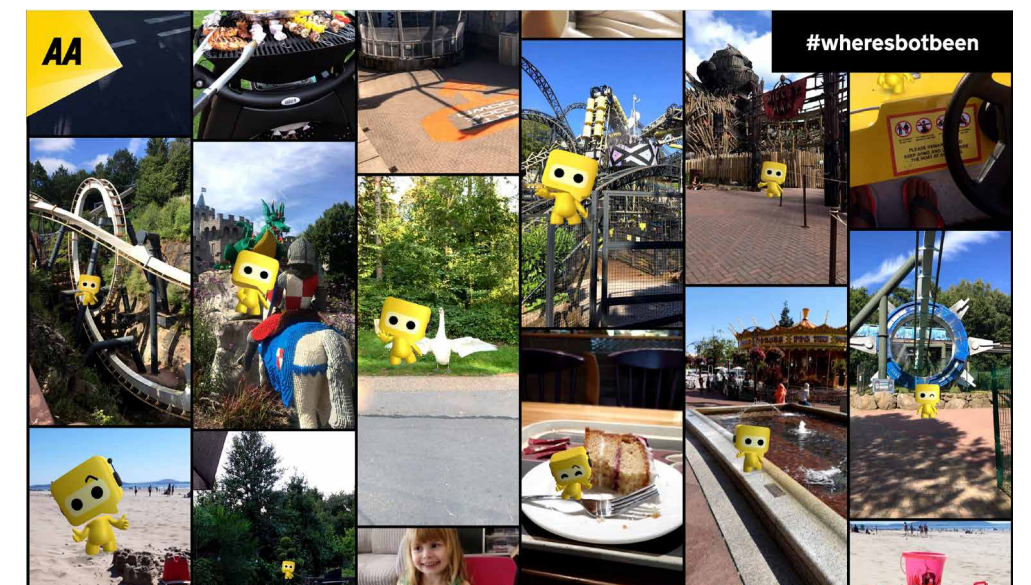


Charlotte Reeve

via Twitter 1 month ago

@TheAA\_Careers Bot has crashed his flying saucer on an alien planet but he knows that help isn't far away! The AA's stellar service is out of this world! 🚀👽 #wheresbotbeen

<https://t.co/Co88iTNKnX>





# Effectiveness

Our experiential events and wider activity saw good interaction with both young people and families – two key AA contact centre demographics.

The stats show great engagement too.

## Manchester Trafford Centre Aug 10th weekend:



**869%** increase  
in careers site traffic



**40%** week-on-week  
increase in applications

## Birmingham Bullring Aug 17th weekend:



**535%** increase  
in careers site traffic



**820%** week-on-week  
increase in applications



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**45,000+**

site page views over the 10 days  
covering both events vs normal  
daily average of c1,300.

**40 hires made as a  
result of the events.**

