



Department
for Environment
Food & Rural Affairs

A little passion goes a long way

Video £15K+



2020 | RECRUITMENT
MARKETING
AWARDS



How a friendly bunch of stop-motion animated badges helped Defra recruit more policy professionals.

[See what they had to say: watch video](#)

The challenge:

As a government department **heavily impacted by Brexit-related changes**, the Department for Environment, Food & Rural Affairs (Defra) **urgently needed to recruit** more policy professionals.

Defra had already run several policy campaigns and, with several other government departments recruiting for similar positions, **the talent pool was drying up.**

The external perception was that Defra's work is all about "cows, countryside, muck, that kind of thing" and "somewhat boring or somewhat regular policy." Candidates were not aware that they did not need prior Civil Service or policy experience to be qualified for this role.

TO OVERCOME THESE PROBLEMS, WE NEEDED TO:

- Educate our audience about the breadth of work on offer, inspiring them with the huge scope **to shape UK life, address environmental issues and create positive change.**
- Get potential candidates to hear about this from real Defra employees.
- Create something that would **stand out from the usual 'talking head' interview** video.
- Demonstrate that skills from a wide range of backgrounds were welcome in the profession.

The concept:

We decided to incorporate the voices of real Defra employees into a charming and playful stop-motion film that put across the variety and impact of Defra's policy work, but also the diversity of their people.

The animation took the form of **talking pin badges** which **represented different areas of Defra's policy work** but also environmental issues that potential candidates would be passionate about.

As well as being an engaging, unusual way of getting our messages across, creating animated 'campaign badge' characters enabled us to:

- Provide **immediate visual cues for the types of issues Defra works on.**
- Support Defra's diversity objectives by showing different badge designs, colours and 'outfits', indicating a range of different people.
- Give the video longevity - should any featured staff members leave, we could record replacement audio.

BADGE SLOGANS REPRESENTING AREAS THAT DEFRA POLICY WORK TOUCHES - AND ISSUES THAT CURRENT EMPLOYEES AND POTENTIAL CANDIDATES ARE PASSIONATE ABOUT.



ON LOCATION AT DEFRA OFFICES AND SPITALFIELDS CITY FARM

IN WARDROBE



DOING ALL THEIR OWN STUNTS



DEALING WITH SCENE-STEALERS



READY FOR YOUR CLOSE-UP?



EGGSTRAS



Results

Our perception-changing awareness-raising video generated:

✓ **662,823 views**

across the full-length version and shorter edits.

✓ **1,425 clicks**

Click-through rate 0.11%

✓ **108% increase**

in average **daily applications** following video launch

(applications directly resulting from video views were the highest of any channel used across the wider campaign)

✓ **57 successful hires**

since video launch plus more candidates in the selection process.

"This video is a major reason as to why we had so many people in the very fortunate position of receiving the great news of a confirmed Defra policy job offer. The video was born out of a time of real, intense and unprecedented pressure on the EUE team to come up with ideas and attraction methods that would deliver volume policy applications to fill 100s of critical posts and this is the result. It meets so many Defra objectives: it is a digital solution, it is creative and honest, it gives a strong employer brand message, it delivers EDI elements, it has attracted a diverse range of talent and, finally, it has brought Defra to the attention of people to the extent that they have applied for a job that, otherwise they may never have known about."

- Steve Dawson, Strategic Resourcing Expert, Defra Group