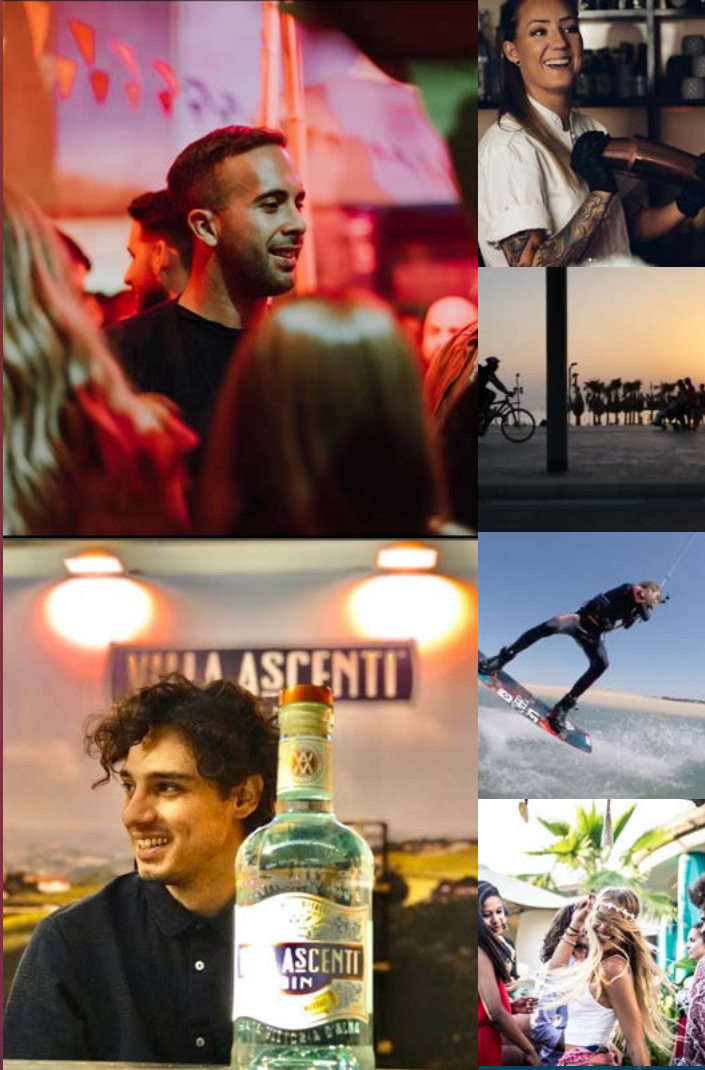


2020

RECRUITMENT
MARKETING
AWARDS

GREEK ISLANDERS

BEST VIDEO UNDER £5K



DIAGEO



THE BACKGROUND:

Diageo run a yearly project in Greece to hire 10 junior sales graduates, known as ‘islanders’ to support their team on the islands during the holiday season.

The roles effectively manage and develop Diageo outlets on the islands with the support of their line manager, visiting hotels, restaurants, clubs, cocktail bars and hosting branded events.

It’s a chance to work with Diageo’s exceptional stable of brands, gain invaluable experience and potentially start a career in sales, not to mention the additional perks of two week’s training in Athens, free accommodation, a company car and all expenses covered.

Oh, and the parties, of course.



THE CHALLENGE:

Previous islanders say it’s the best job they’ve ever had, but no-one really knows about the scheme.

It was therefore our job to create a video that did the islander experience justice and could be shared across Diageo’s social platforms on a tight budget.

Our proposition was thus:
an amazing graduate opportunity to live your best island life - and get paid for it.

Our strategy was to use the existing islanders - coaching them to share their experiences in order to create one user generated film.



EXECUTION:

Imagine the Fyre Festival trailer, but for real this time. We asked current Islanders to send video content of their experiences that we could then craft into a 60 second movie trailer to really show off the opportunity and sell the benefits.

The result? A fast-paced, fun and engaging film that captured the sheer excitement of the experience while distilling the scheme’s long-term career benefits.

WATCH VIDEO

We also created a **briefing pack** that was shared with the islanders to help them record high quality, usable footage.



EFFECTIVENESS:

The film exceeded expectations and delighted Diageo, producing a 50% increase in applications versus the previous year, reaching a combined total of over 8,000 people across Facebook and LinkedIn.

all 11 hires

55% females

50% increase in applications

