

TMP FOR VODAPHONE
Vodafone Graduates & Interns Campaign
#GenerationPossible

2020 | RECRUITMENT
MARKETING
AWARDS

Graduate Initiative

A bold call to action to
do world-changing work



Vodafone needed to do something bold to tackle the limited perception students have of them, based on their history as a mobile phone retailer.

#GenerationPossible opened thousands more minds to the fact that Vodafone deliver innovative tech projects – and most importantly, that they're an empowering and inclusive place to work, where graduates are a real driving force.

And it exceeded Vodafone's application target by over 60%.



Context:

Vodafone needed to recruit 150 graduates and 100 interns/industrial placement students to 9 of their business areas, including digital, technology, HR and finance.

Objectives:

- Change misperceptions of Vodafone, showing them as a major tech company, not a retailer
- Build their reputation as a youth employer of choice by showing the bigger picture: you can do great work, but it's also a great place to work
- Generate 10,000 applications
- Reach a more diverse audience and increase female applications
- Increase awareness of Vodafone opportunities

Concept :

Vodafone wanted an iconic campaign. Something that sparked conversation and enabled us to go on to tell the stories of how Vodafone innovate today to create a better tomorrow.

Vodafone's brand is instantly recognisable. But our campaign needed to stand out. Especially as we wanted to change misperceptions that their work is all just about mobile phone network and retail.

So, with rigid visual guidelines to adhere to, we needed to create some bold new messaging that aligned with their overall brand strapline, 'The future is exciting. Ready?'

We also needed to help our audience realise that not all Vodafone's roles require a technical background or degree – that it's more important to have the right mindset and behaviours.

Innovation happens when people are curious, not afraid to challenge the way things are, and have a real sense of purpose and passion for driving real, positive change.

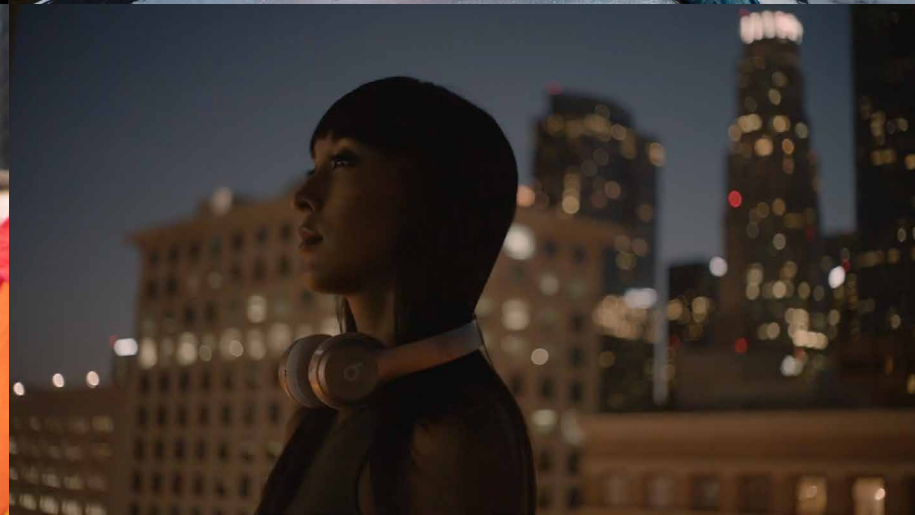
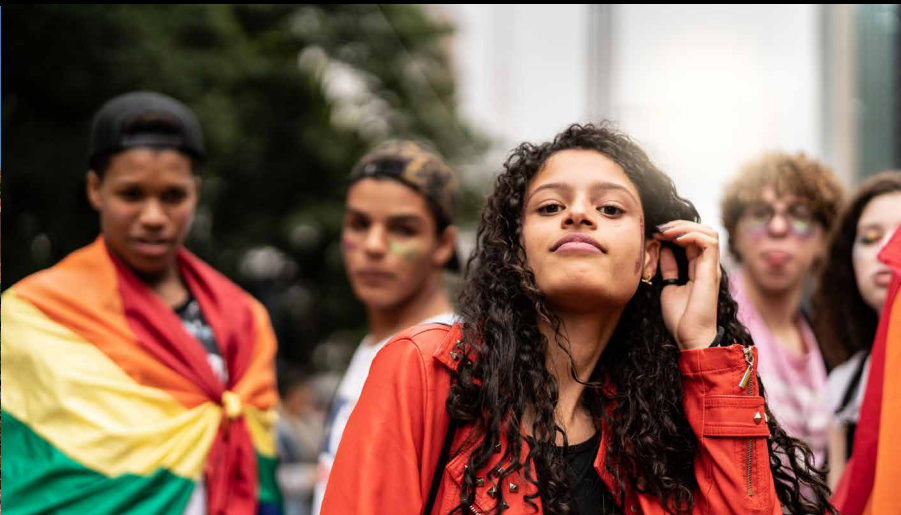
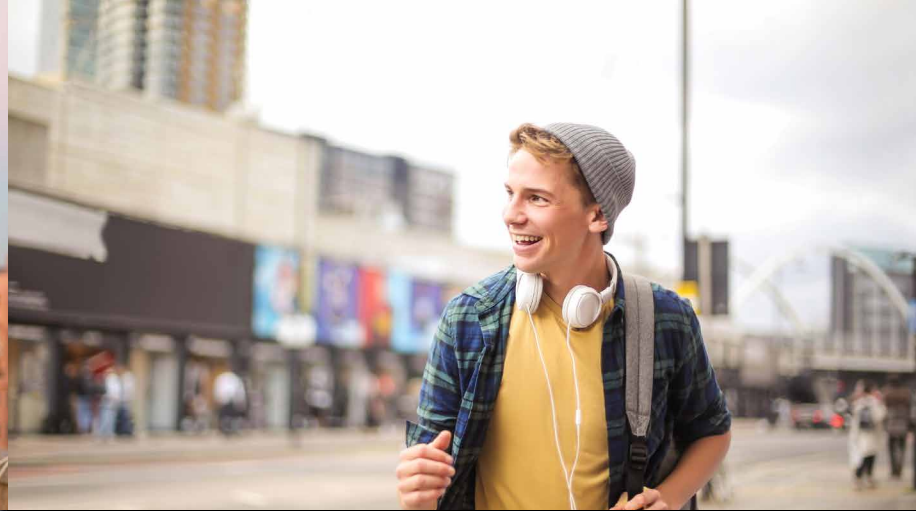
With this in mind, we created an empowering campaign to help people recognise these qualities within themselves that make them a great fit for Vodafone.

Creating a bold new brand

#GenerationPossible

Capturing the spirit of change at the time embodied by Greta Thunberg, our concept draws on the opportunity young people have to make an impact on the world - to make real change for the better. And how they'll be empowered to do that with Vodafone.

Campaign visuals used photography reflecting our target audience and bold headline statements, while social and site content featured current grads and interns as they shared their advice for the next generation of Vodafone employees.



Please watch the film.

Execution:

The campaign was primarily built around a six-month social media strategy for mobile, which was key to our success. Our research showed that 90.4% of our target audience regularly used social media, and that 91% of all social media users access channels via mobile.

The #GenerationPossible film was the heart of the creative campaign and designed to inspire students around Vodafone's sense of purpose



Social

104 social posts, with 20 mini-videos/gifs. We used an innovation social platform to post, track and analyse our posts on Facebook, Instagram, LinkedIn and Twitter

**I make
things
happen**

#GenerationPossible

**Unstoppable
enthusiast**

#GenerationPossible

**I own
my future**

#GenerationPossible

**I have
opinions**

#GenerationPossible

**I don't
wait for
change**

#GenerationPossible

**You're
not afraid
to ask
questions**

**You're
Generation
Possible**

**You
don't
settle
for the
way
things
are**

**Neither
do we**

**Build a
better
future for
everyone
with us**



The future is exciting.
Ready?

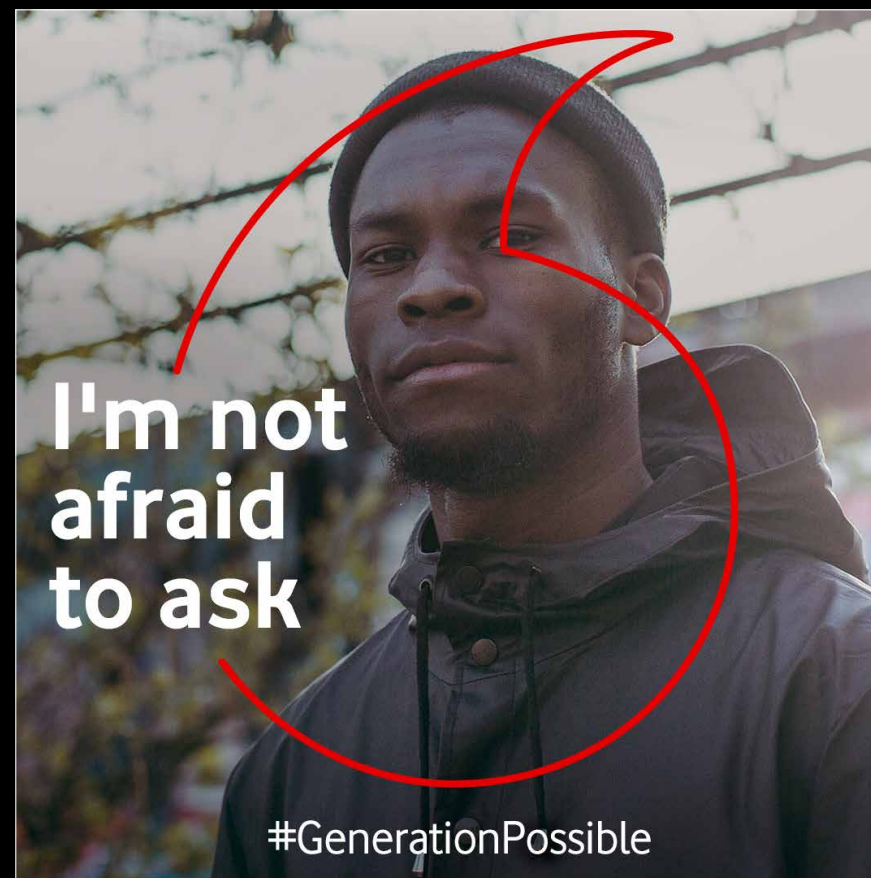
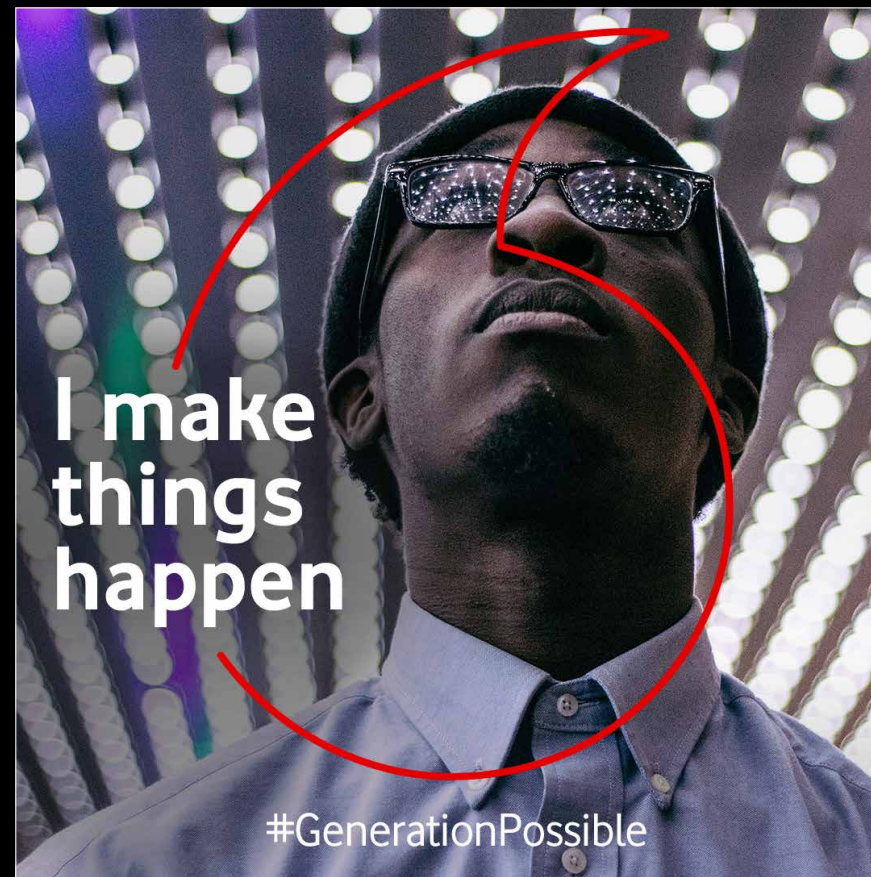
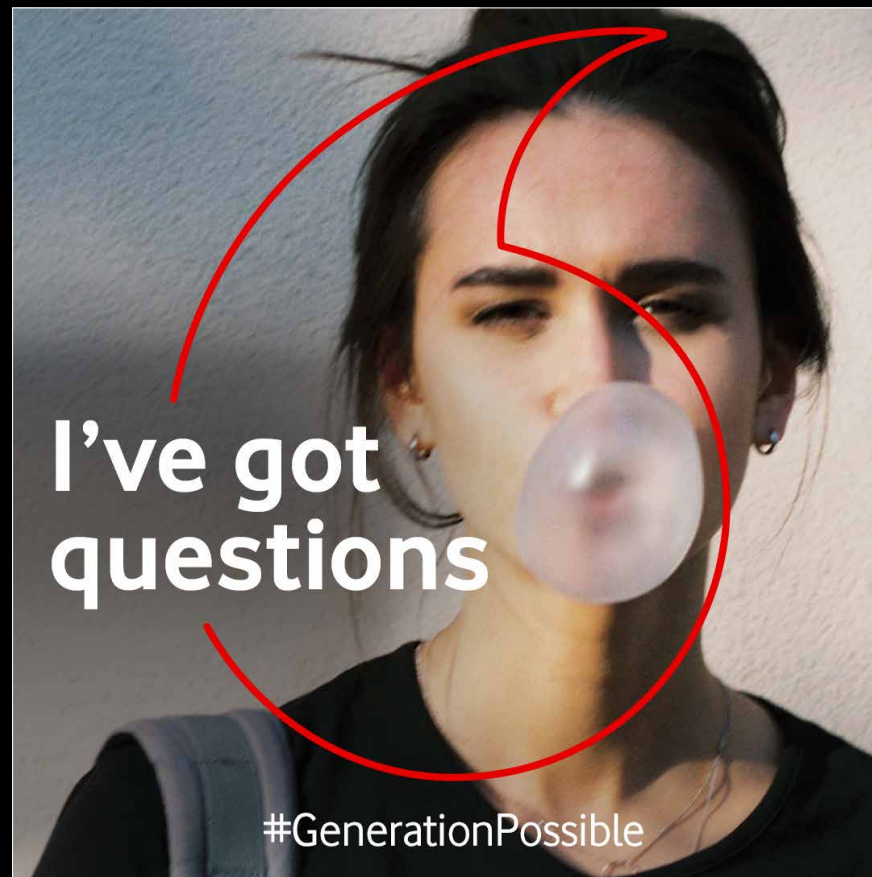
**GRAD & INTERN
OPPORTUNITIES**



**Apply
now**

#GenerationPossible





“

#VodafoneLife

You can
be yourself

#GenerationPossible

My future
starts
now

Internship Opportunities

I don't
wait for
change

#GenerationPossible

I own my
future

Internship Opportunities

My
wellbeing
matters

#GenerationPossible

“

#VodafoneLife

A friendly
relaxed
atmosphere

#GenerationPossible

My
wellbeing
matters

I don't
wait for
change

My future
starts
now

Internship Opportunities

“

#VodafoneLife

They
support your
wellbeing

#GenerationPossible

My future,
unlimited

Vodafone Apprenticeships

I want to
do more

Be a Vodafone Apprentice

It's my
future

Vodafone Apprenticeships

I want to
make real
change

Internships in Luxembourg

Support

- Our research had shown there were lots of students who could apply for Vodafone but felt underconfident. So we created 8 films of current Vodafone grads and interns covering Vodafone life, wellbeing, social responsibility, innovation, assessment centre and other advice which we shared online and with candidates to help them prepare for the interview process

<https://careers.vodafone.co.uk/graduate-&-intern-more-info#>

[Job Search](#) [Our Careers](#) [Virtual Hiring](#) [Life at Vodafone](#) [Our Locations](#) [Contractors](#) [Franchise](#) [User Icon](#)

Life at Vodafone as a Graduate & Intern

You're Generation Possible. Take the future into your own hands.

Hear direct from our current graduates on what it's like to be part of the Graduate & Intern programmes at Vodafone..

General Advice from our current Grads & Interns

Take on new challenges and new adventures. Hear from our current Grads & Interns, to get some useful hints & tips.

Application & Assessment

Find out more about the application process, and our assessment centre. Get hints and tips from our current graduates.

Social Responsibility

Explore how you can get involved to help create a better future for others.

Wellbeing

Discover what we do for Diversity & Inclusion, the networks you can join, and our facilities, which help you to be at your best, such as our flexible working opportunities.

Opportunities for You

Learn about how you're supported through the programme, to build the future you want.

Working at Vodafone

Learn more about our culture, social events, and the working environment at Vodafone, plus our onsite gym and hairdressers.

Innovation Through Technology

Don't wait for change. Hear from our graduates about our pioneering technology and how we're changing the future.

We are Generation Possible

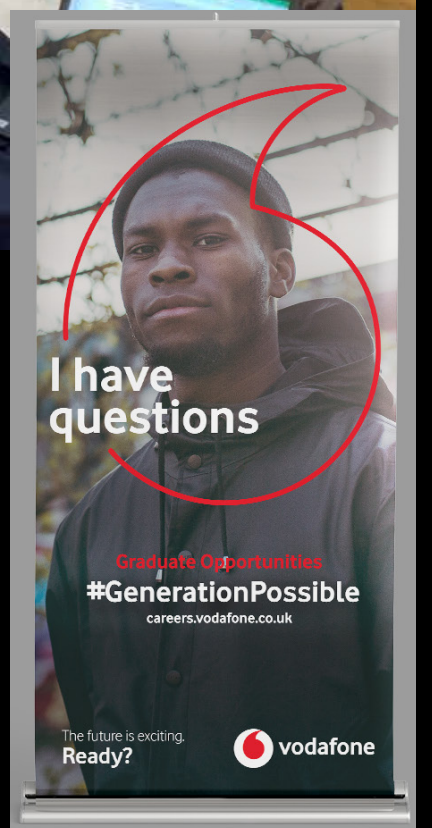
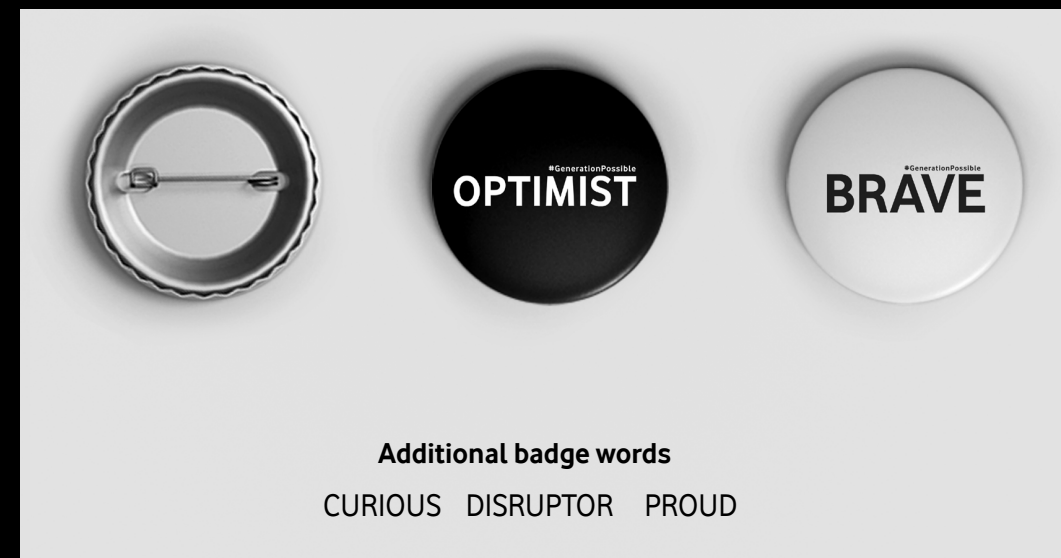
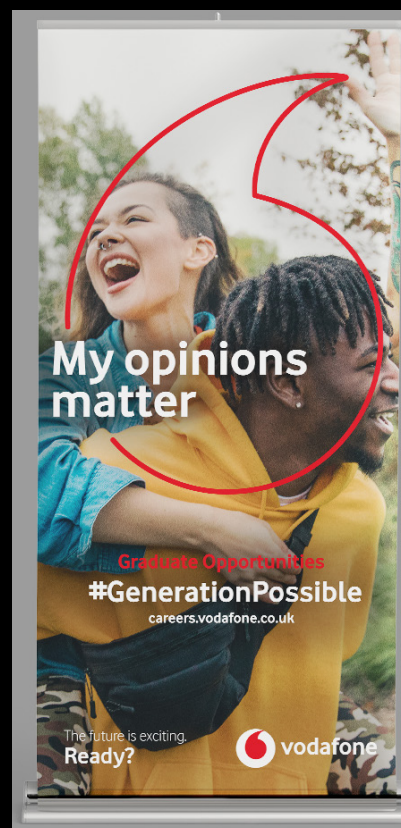
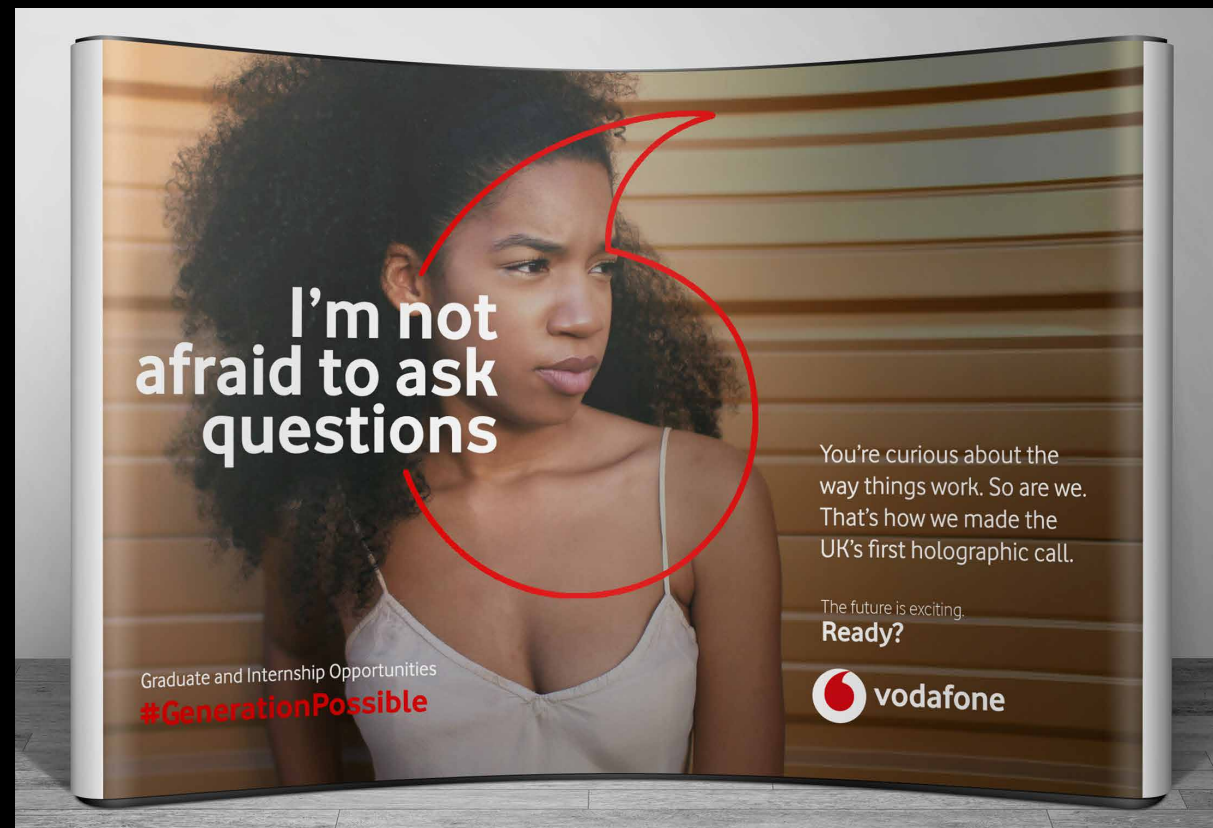
Be curious, think big, then bigger! Create a movement, make a change, and go beyond what's expected of you.

Meet Amy Stoner one of our Technology Discover Graduates >

Introducing George – an inspiring Business Discover Graduate >

Events

- 41 on-campus events to connect students to Vodafone employees. We'd also used data to choose the best universities to target based on those with the highest female:male ratios for tech degrees



Effectiveness

The #GenerationPossible campaign was so successful that Vodafone wanted us to adapt the concept for their apprentice campaign audience – and roll it out through a new assessment process design.

Exceeding expectations:

Improved Vodafone's reputation as an employer – jumping **27** places in the TT100

Generated over **16,000** applications – exceeding their target by **60%**

Increased the number of female candidates by **23%**

Increasing awareness and social engagement:

Instagram post impressions on the platform increased by **89.3%**
(post-campaign vs. pre-campaign)

1.5 million Facebook impressions

LinkedIn was a huge success with **6.8 million** impressions on the organic posts

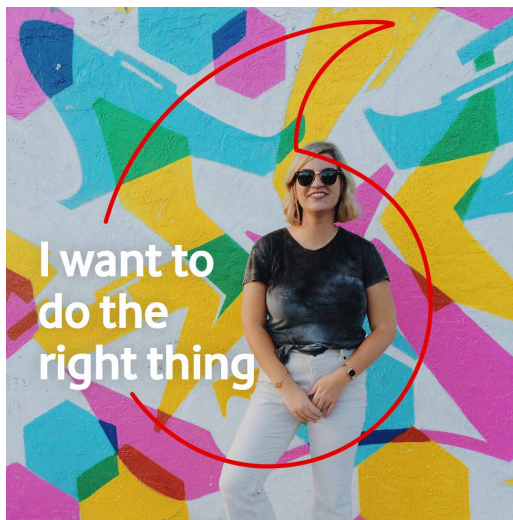
In addition, our hyper-targeted paid Facebook campaign produced **390,510** impressions and **2,541** clicks - all of which came from the audience we wanted to target

**When
you dare
to be
different**

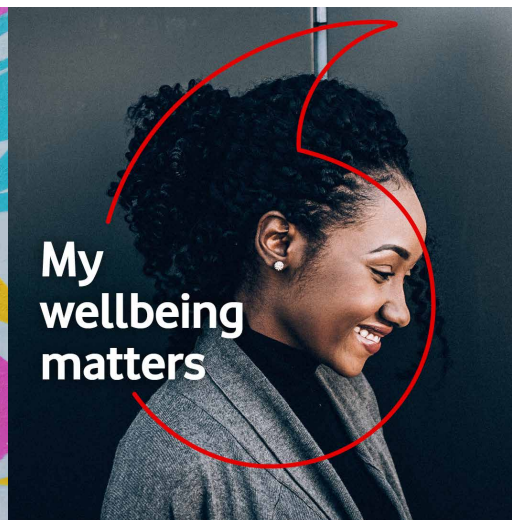
**That's
when
the
future is
made.**

You are
#GenerationPossible

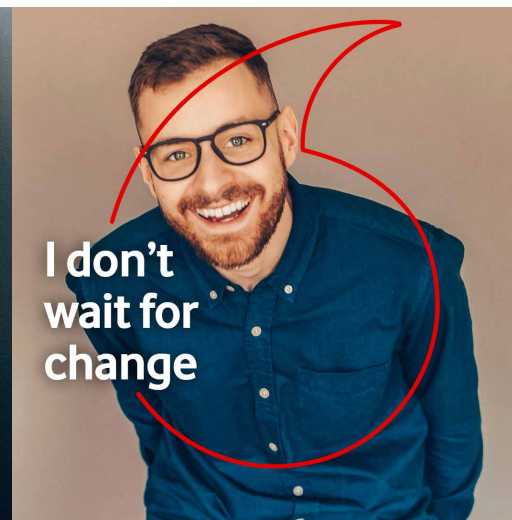
**Make real
change
with us**



**I want to
do the
right thing**



**My
wellbeing
matters**



**I don't
wait for
change**

**Who
we are
today,**

**can build
a better
tomorrow.**

We are
#GenerationPossible

**Make real
change
with us**



"We challenged TMP to create something innovative, disruptive and relatable and they certainly translated that aim into reality. But more than that, for us, we developed a brilliant partnership that always put the graduate audience at the forefront of decisions. Since launching #GenerationPossible we're very excited to say we've found our candidates are engaged, clued up on all things Vodafone and plainly, really high quality while also jumping 27 places in the TT100."

Cat Favret, Youth Attraction & Recruitment Lead

What students said:

"There are plenty of interactive media such as videos and plenty of examples of women in work thereby showing that Vodafone is an inclusive place to work."

"Very well done and engaging. It is effective in directly speaking to graduates, referring to them as Generation Possible. Clear information and very nice graphics and photos."

"The design is good, the images are great and the branding is effective."

"In particular I think the videos presented were very well done, attractive to watch and appealing".