

Vodafone Graduates & Interns Campaign
'Generation Possible'

How we inspired a new generation to change the world with Vodafone

Video £5-£15K

Context:

Vodafone wanted to create an iconic campaign to recruit 250 graduates and interns while changing perceptions of them as an employer.

They wanted to be seen as a major tech company and not just a retailer, an employer known for incredible projects that are changing the way the world communicates.

Other key objectives:

- Build their reputation as a youth employer of choice
- Generate 10,000 applications
- Reach a more diverse audience and increase female applications



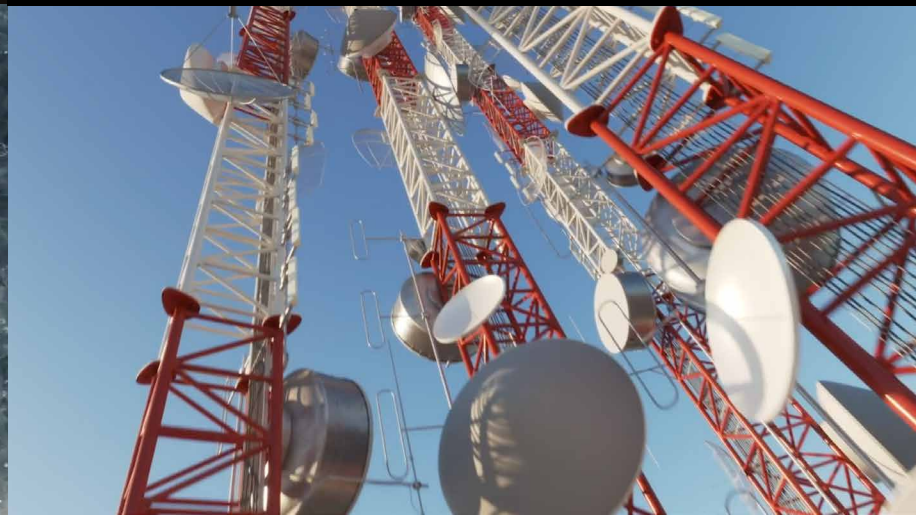
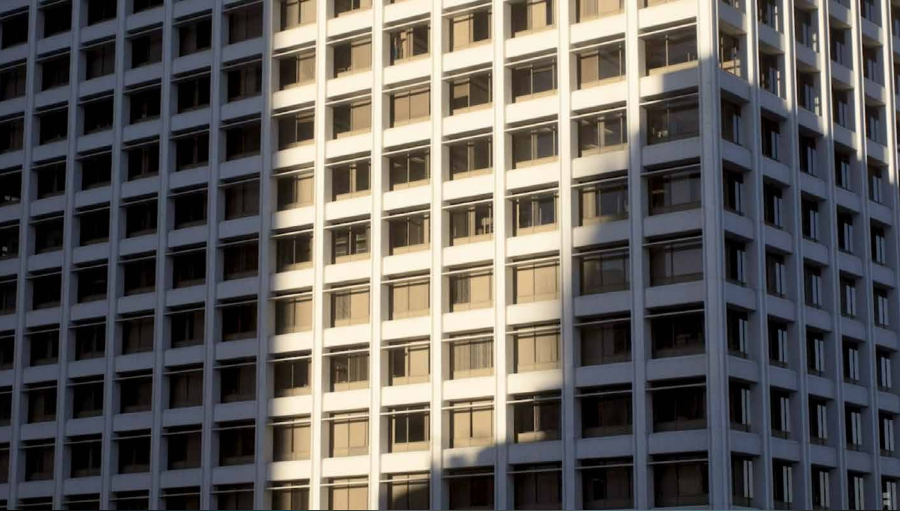
Concept:

We took Vodafone's impressive record of technological change on board and thought about how we could connect the target demographic with their innovative outlook and their commitment to building a better tomorrow.

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

With this in mind, we designed a creative campaign to help students recognise these qualities in themselves, inspiring them and motivating them to be part of their own Vodafone story.

Launching the campaign and capturing the spirit of change embodied by Greta Thunberg, our film draws on the opportunity young people have to make an impact on the world. And how they'll be empowered to do that with Vodafone.



[Click to watch the film](#)

Execution:

Our powerful, impassioned hero film not only captured the imagination of the target audience but spoke to a greater need for change in the world, positioning Vodafone as a force for good in the wider context of pressing global issues.

The film was backed by a six-month social media strategy, which was key to our success given how popular social channels are with the target audience.



Effectiveness:

At the heart of Vodafone's bold new campaign and six-month social media strategy, the #GenerationPossible hero film helped to:

Vastly improved
Vodafone's reputation
as an employer

- Jumped

27

places in
the TT100

Our target was

10,000

applications

- the campaign
generated over

16,000

Goal to increase
female applications

- increased the
number of female
candidates by

23%