



EXPERIENTIAL EVENTS - READY FOR ANYTHING?

Thousands more careers site visitors. Hundreds more applications. And how did we do it? With 64 fake spiders, 15 liters of custard and 1 tube of wasabi paste – among other things. This is the story of how we created a fun, conversation-sparking event that captured the essence of the AA employer brand, raised awareness of their call center roles and helped them make the successful hires they needed.

SOLUTION HIGHLIGHTS

- RAISING AWARENESS OF ROLES
- REFLECTING A FUN AND FRIENDLY CULTURE
- BOOSTING SOCIAL MEDIA ACTIVITY
- INCREASING CAREERS SITE VISITORS
- RECORD-BREAKING APPLICATION FIGURES

EXPERIENTIAL EVENTS – READY FOR ANYTING?

SCOPE & SCALE

The AA has two large call centers in Oldbury (near Birmingham) and Newcastle, England. With ambitious hiring targets to meet, they'd used a range of attraction methods, from job boards and paid social media, to taxi wraps and cinema. They weren't getting the results they needed, so it was time for something bigger and bolder

SITUATION

We discussed and planned the objectives carefully with the talent attraction team and local stakeholders. We wanted to raise general awareness of the organization in local audiences and encourage them to spread the word, so we needed a way of reaching a large number of individuals easily, effectively and creatively. The AA also wanted us to showcase their fun and friendly culture; our event was a great fit with this.

SOLUTION

A BRAND MESSAGING-ALIGNED EVENT

The Ready for ANYTHING? strapline is the central message in all of the AA's recruitment communications activity, so it made sense to take this message and see just who was Ready for ANYTHING? Among local audiences.

FUN TO TAKE PART IN. FUN TO WATCH.

With a big prize to incentivize contestants, the event was built around getting volunteers on stage to take part in a mystery challenge. We built 'The Random Challenge Generator' – a big screen flashing through a series of silly, messy tasks. The contestant pushed a big yellow button to stop the screen, which brought up their challenge. We also engaged a celebrity host to help draw the crowds, engage with the audience and keep the fun moving. We ran two of these shopping center-based outdoor events – one in Newcastle, the other in Birmingham.

PROMOTING THE OPPORTUNITIES

Maximizing social media activity before, during and after the event, we also live-streamed the challenges. Filming on the day enabled us to create short videos for follow-up content to promote the AA's call center roles. On the event days, we gave out flyers encouraging people to get involved and driving to the AA careers site, while digital screen and on-stage announcements also highlighted the AA's local career opportunities.

RESULTS

UNPRECEDENTED CAREERS SITE VISIT FIGURES

Social media and event build-up activity drove 60,000 careers visits across the weeks of the events. Typically, 1,500 – 2,000 people visit the AA careers site each day. For the Newcastle event, this increased to 5,000 in just one day, with a record high of 7,100 in one day for Birmingham.

RECORD NUMBERS OF APPLICATIONS

While the AA saw a huge increase in applications for their call center in Oldbury, they had record breaking figures for Newcastle. With a month-over-month increase from 576 to 1,026, this was 436 more than their previous application record of 590!

SUCCESSFUL HIRES MADE

So far, both the Newcastle and Oldbury call centers have made 12 hires each as a result of the events.

