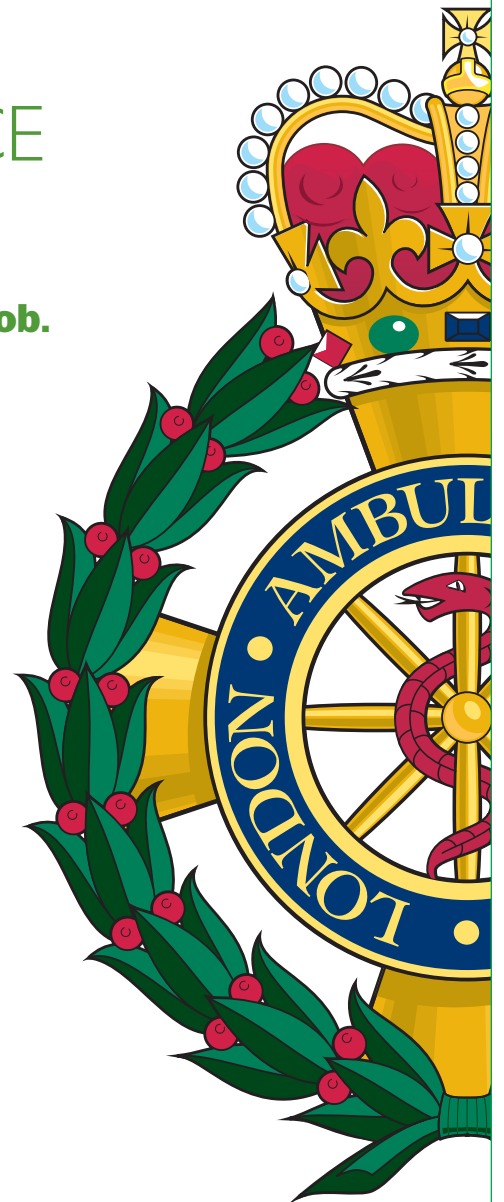


'***** OFF I WANT TO DIE.'

We've been working with London Ambulance Service for several years now. The work that we do is critical. In fact, it's critical to the whole of London. Because we aren't just trying to fill roles or meet targets, we're working together to make sure that the capital has the people it needs to provide one of its most vital services.

LONDON AMBULANCE SERVICE

It's not an everyday job.

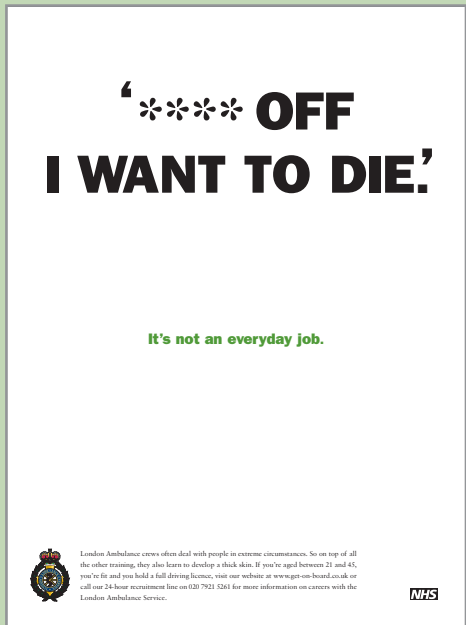


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CASE STUDY LONDON AMBULANCE SERVICE

The original brief

In 2001, London Ambulance Service needed to recruit over 300 ambulance crew in the space of six months. The project was politically sensitive and budgets were tight. We had £80,000, and – with no existing recruitment support materials – this had to cover media, recruitment collateral, creative development, production costs and the development of a recruitment website. Deadlines were equally tight. work was appointed and briefed on the 7th of May. If enough applications were to be generated and progressed in order to fill already arranged training courses, the campaign had to be live by the 31st of May, just over three weeks later.



Creative development

We created a campaign that focused on the moment of truth for ambulance technicians – the minute they arrive at a scene. Often the first human contact at an emergency, paramedics have little or no idea of what to expect on arrival. Our route was copy led, the tone blunt – and at times even bleak. Large striking headlines that included, “**** off I want to die” and “Where the hell have you been?” created emotion that resonated with our target audience, inviting them to self-select against the realities of the role.

The campaign was tied together with the line, “It’s not an everyday job.” This underlined the resilience demanded of ambulance crews. And it worked perfectly as a profile raising campaign across the capital.

Applied creativity

Some of the most creative work came from the client service team. It was an account handler who built the relationship with the Evening Standard that enabled us to colonise tiny spaces as well as putting the first ever recruitment message on an A-frame outside London Tube stations. It was also an account handler who persuaded LAS to put a huge recruitment poster on the outside of their HQ. Previously, the space had been used to display a shocking statistic about assaults on ambulance crews. This would obviously have a directly adverse effect on the recruitment of new crews, and also perpetuated negativity between the Service and the London community. We replaced it with a huge billboard that simply read, “I’m going to name him after you.”

Results

This programme absolutely had to deliver results. Far from just a recruitment need: it was a massive issue for London. And the metrics spoke for themselves:

Enquiries: 1,709

Returned applications: 1,016

Actual starters: 333*

Attraction cost per hire: £240

*we exceeded the target number of hires by twenty.

What’s more, the creative work was award winning.

Winner

2002 CIPD Recruitment Marketing Awards
Best Campaign Recruitment Effectiveness Award

Winner

2002 Recruitment Advertising Awards
Best Campaign

Winner

2002 Recruitment Advertising Awards
Best Online Recruitment Marketing

Student Paramedics

With strong client relationships in place and the success of our work in 2001, it was with high expectations that LAS briefed us for a new campaign in 2008. Last September, they came to us with a very clear objective: in order to meet call-out targets set by the government, they had to recruit 400 student paramedics by the end of the financial year.

Our approach

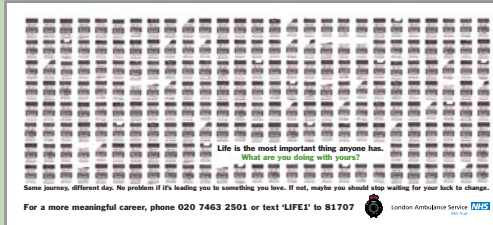
Before doing anything, we looked at our campaign from 2001. We analysed how the recruitment landscape had changed since its inception. We also became experts in the LAS themselves – examining them as an organisation and pinpointing the exact challenges they were up against. Our research incorporated media coverage, web blogs and political issues.

The right people

A lack of interest wasn't a problem. In fact, the LAS gets inundated with applications. Instead, our challenge was to reduce the large number of unsuitable applications, while elevating London Ambulance as an employer brand. It would have been all too easy to create an approach that focused on saving lives. While this is perceived as

the most 'glamorous' aspect of being a paramedic, in reality it's only a small part of the role. The majority of calls aren't life-threatening. Some may be serious. Some may be relatively trivial. And some might be a downright waste of time. If we neglected to communicate these less 'interesting' aspects of the role, we would fail to tell the whole story.

To get across the realities of the role, we had to sell the job, but also get potential candidates to take a step back and carefully consider whether they had the right skills to do it. We had to target Londoners from all walks of life – all with the essential and varied skills that the role demands. We needed to speak to the pragmatic, the calm, the logical thinkers, the sympathetic, the unsatisfied office workers and the people who had never thought they could do it.



Creative thinking

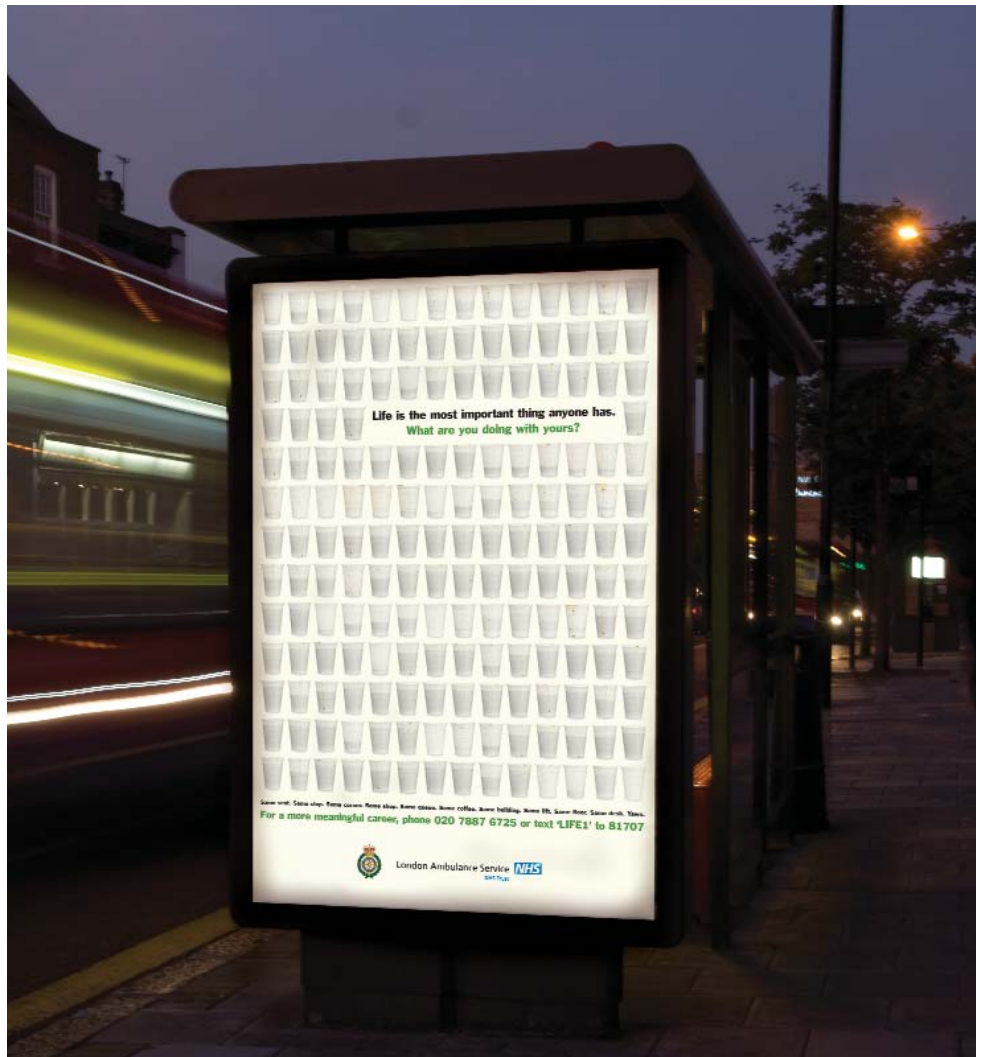
And so we decided that one campaign just wasn't enough. Which is why we proposed a dual-strand creative route. We used two different concepts to connect with a diverse audience. We also employed multiple media channels, including print, online, outdoor and radio.

Find Time

Telling the whole story meant including all aspects of the role – even those that could be considered boring. Find Time is the point at which saving lives and the mundane dovetail. As a paramedic, you'll find time for the night bus and you'll find the vital extra seconds necessary at a Road Traffic Accident. The imagination creates a more powerful image than any photograph ever could, so the lines provoke a visceral response that is both emotive and individual.

Life is the most precious thing anyone has...

Many recruitment campaigns promise that 'no two days are ever the same' or offer the chance to 'make a difference'. But LAS are one of the only organisations that can add real substance to those claims. Our focus on the value of life asks the audience to examine their own day-to-day routines. The visual treatment highlights the humdrum of the working day such as buying the same cup of coffee, from the same café, at the same time every day.



Find time

for the night bus drunk at the end of a twelve-hour shift, for a kind word in a cruel world, for the lad with a pen stuck up his nose and the woman who's fallen down the stairs. Find time to reach the car crash in rush hour traffic. Find time

when there's hardly any left.

Media approach

We launched with a range of teasers and ads appearing in the Evening Standard, Metro and London Lite. This was followed by a two-week radio campaign and complemented with online activity on both graduate and generic job boards.

We used multiple outdoor channels, spreading our work to maximise coverage and impact. This included placing ads on bus sides, adshells at bus stops and tube cab panels, staggering the approach over a six-week period.

We designed a WAP site giving people the chance to learn about the role on the move. This also enabled us to create a databank of names and numbers of interested candidates. Plus, as we asked people to either text 'Life1' or 'Life2' we were able to distinguish between which of the two campaigns acted as stimulus. From the 19th September to the 23rd November, we received a total of 1089 texts. Of these texts, 70% specified 'Life 1' which pertained to the outdoor campaign.

Results

Not only did the campaign attract the desired number of applications, it also attracted the right candidates. A total of 2,959 applications were received from September to December. From the 759 people who made it through to assessment, 434 passed. Up to December, LAS had interviewed 369 people of which 294 were successful. A further 107 have since been successful and offers have been made. The campaign has proven itself to be a great success, and has exceeded in achieving its original target: to recruit 400 Student Paramedics by the end of the financial year. All for a cost per hire of a mere £260.



London Ambulance Service **NHS**
NHS Trust

PARAMEDICS • £20,241 RISING THROUGHOUT TO £28,542 ON QUALIFICATION

10% of the 1.2 million calls we receive every year involve genuinely life-threatening situations. 60% of calls are from people who have very little wrong with them at all. They can't get through to their GP, or they think their headache is something more serious. It rarely is. But it might be, and you'll have to make the right decision first time, every time. Not everybody needs to be resuscitated with defibrillators and given adrenaline. But everybody needs to be treated with respect, dignity and understanding. Understand that, and, after three years' training, you could become a paramedic. All that we ask is that you have two years' driving experience and are willing to obtain C1 classification.

We welcome applicants from all backgrounds, as we're keen to create a workforce that every Londoner can relate to. Phone 020 7887 6725 (during office hours) or 020 7463 2501 (24 hour line), email recruitment@lond-amb.nhs.uk or visit www.londonambulance.nhs.uk or text 'Life2' to 81707.



Find time for the attention seekers and those needing

attention.

work
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London Ambulance Service **NHS**
NHS Trust