



APPRENTICESHIPS CAMPAIGN SPRING 2013 EVALUATION

MAYOR OF LONDON

BACKGROUND

Business objective

- Generate a further 250,000 apprenticeships by 2016

Where we've come from - 2012 campaign

An open letter from the Mayor to London's business leaders, specifically those in the fashion, media and hospitality industries.

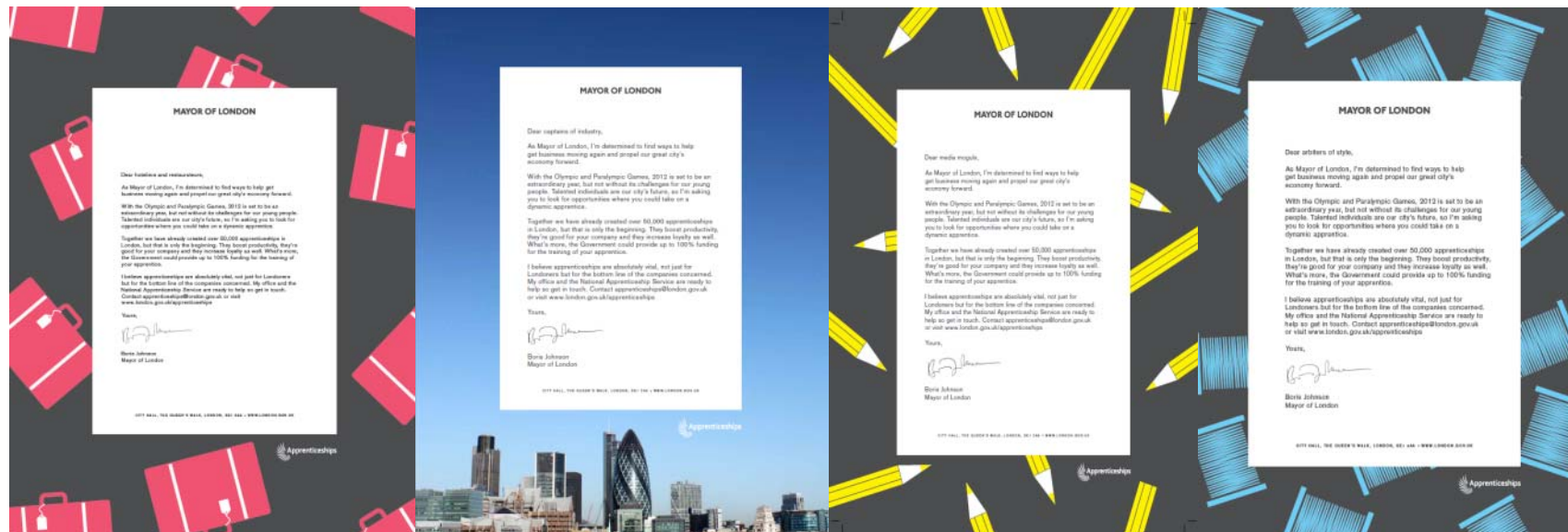
Dear...

hoteliers and restaurateurs,

captains of industry,

media moguls,

arbiters of style,



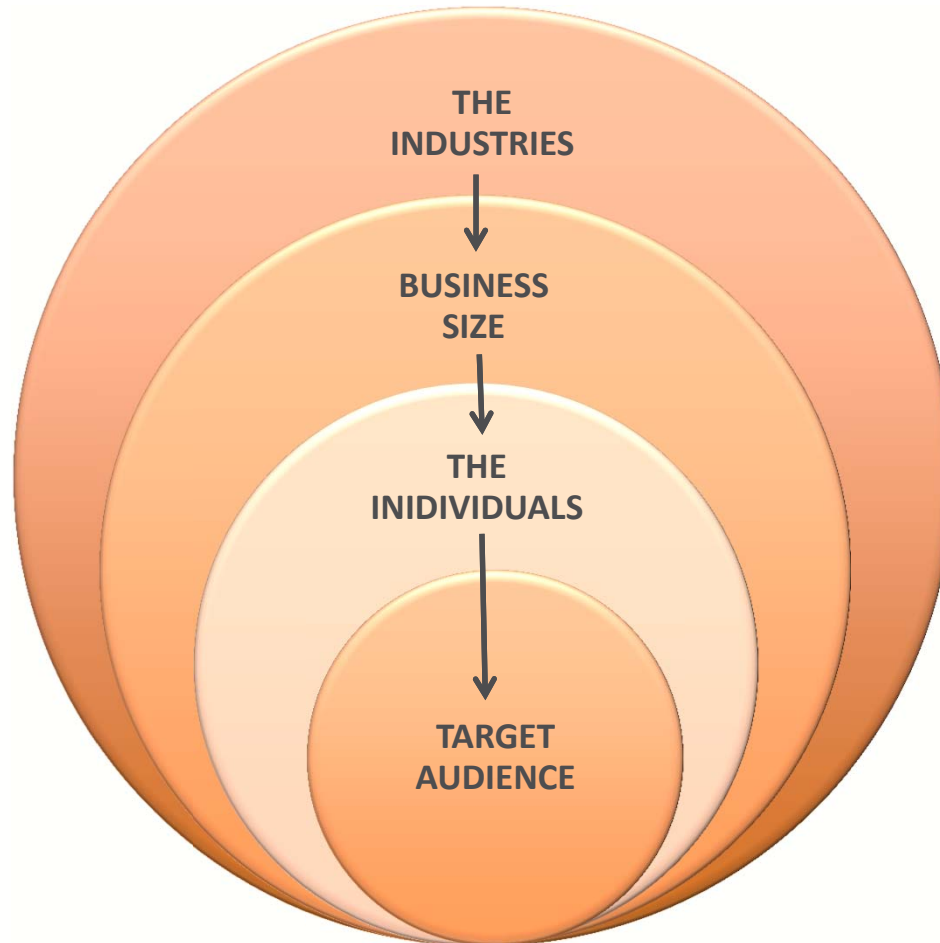
2013 CAMPAIGN PLANNING

Marketing objectives	
Objective	Delivered
Attitudinal <ul style="list-style-type: none">• Raise awareness of business benefits of apprenticeships amongst target audience• Highlight the Mayor's support of apprenticeships in the capital	<ul style="list-style-type: none">• 43% of TA believe apprentices improve staff retention and increase company loyalty (15% uplift)• 34% of TA believe the Mayor is helping businesses take on apprentices (5% uplift)• 43% of TA believe the Mayor is doing a fair or great deal to support businesses to take on apprentices (7% uplift)
Behavioural <ul style="list-style-type: none">• Engage London's businesses to take the step of recruiting their first/more apprentices• Generate 200+ business leads for NAS to convert	<ul style="list-style-type: none">• 572 leads generated

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TARGET AUDIENCE

Business/HR decision makers within organisations of 250 employees and under in Professional Services, Information and Communications and Accommodation plus Food and Beverage industries



- Most responsive to apprenticeships?
- No of businesses in industry
- Turnover & growth projections (£)
- Total employment

Professional, communication, food services

-
- Not currently being targeted?
 - Likely to have capacity to support apprentices?

Less than 250 employees

-
- Key decision makers within business size?
- HR Director, Director/Owner/ Senior Manager Mix**

M 62%, F 38%

Average age: 44 years

65% 35 – 54 years

99.5% AB social grade*

Audience size: 105,000 London Adults

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* NB it is not possible to run this audience against company employee size or against the specific industry fields (Information and Communication, Administrative and Support, or, Accommodation and food services) due to response figures being too low for robust data collation

CREATIVE DEVELOPMENT

Assets

- Mayor of London, Boris Johnson
- Raymond Blanc, OBE
- Employers as advocates (51% of London employers have already recommended apprenticeships to other employers whilst a further 26% indicated they would if asked)*

Direction

- One business advocate per target industry (2 x creative iterations for comms & profess. services)
- Messaging: 'Apprentices work for me', 'Find out what they can do for your business'



Brasserie Blanc (food & hospitality)



Channel 4 (communications)






PwC (professional services)

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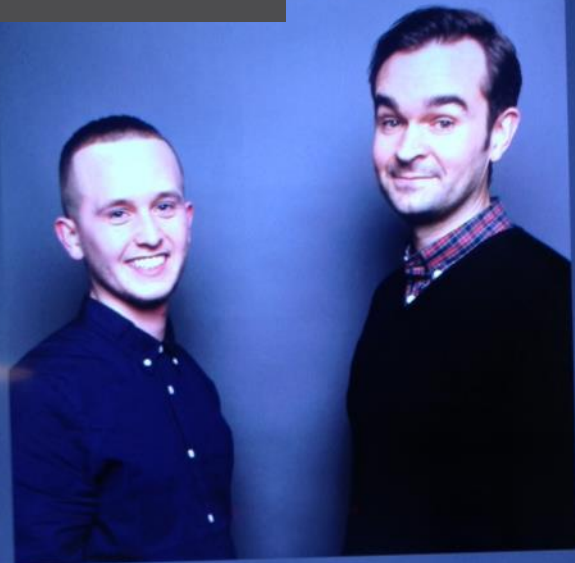
* BIS: Evaluation of Apprenticeships: London specific - IFF Research, October 2012

CAMPAIGN ACTIVITY

BOUGHT	OWNED	EARNT
		
<ul style="list-style-type: none"> • Press ads - 15 ads in 8 London & SE titles. Business placement • OOH - 31 print & digital sites across London • Email - lead generation with SME audience via E-media and LinkedIn • Digital display - contextually placed ads across 5 networks • Google Search • Rss feeds - ads in business related RSS feeds, iPads within London 	<ul style="list-style-type: none"> • TfL Underground Double Royals - 465 sites for 4 weeks • Metro ad – 1 insertion • DLR Cards – 450 sites for 4 weeks • TfL Journey Planner – 4 weeks • London.gov website • Talk London website 	<ul style="list-style-type: none"> • Partner activity - blogs, Twitter, Facebook, staff newsletters, events • Press – Mayoral/Raymond launch, 48 pieces of broadcast, online & print coverage • Social - @MayorofLondon, 1 tweet (47 RT's) and 1 RT (9 RT's)

THE CAMPAIGN IN ACTION

OUT OF HOME

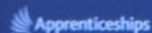


APPRENTICES WORK FOR ME

Simon Devereux, Channel 4 and Nathan Patience, his apprentice.

Find out why, and what they can do for your business
at london.gov.uk/apprentices

For advice on how to get started call the
National Apprenticeship Service on 08000 150 600



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PRESS ADS



TAKE ACTION ON THIS MESSAGE

Find out how an apprentice can work for you



APPRENTICES WORK FOR ME

Sara Caplan, PwC and
Krishnaa Siva, her apprentice.



Consider an apprentice for your recruitment needs

Apprentices already work for businesses like Brasserie Blanc, Channel 4 and PwC. An apprentice could work for your business too.

Whatever the culture of your company, chances are you could benefit from an apprentice.

We have pledged to support London's businesses and believe the city is full of talented people who can help. Working with the National Apprenticeship Service (NAS) we want more businesses like yours to gain from taking on an apprentice.

Apprenticeships are a chance to recruit committed staff keen to learn the ins and outs of the trade that will bring fresh thinking and enthusiasm to the table. Apprentices are a sure-fire investment in your business' future and make your company more appealing to customers – both of which boost your bottom line.

If you're still not convinced, here are some leading London businesses to tell you more.

Find out how an apprentice can work for you

EMAIL

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CHANNEL LEARNINGS

Media

- | | |
|------------------------|--|
| Media selection | <ul style="list-style-type: none">• LinkedIn, Emedia and digital ads across networks over delivered booked inventory and proved successful at creating reach, awareness and driving the greatest number of leads. Use should be considered for future campaigns (dependent on campaign objectives)• Networks should be used to target relevant sectors. Booking activity on individual sites should be avoided following to ensure inventory is delivered |
| LinkedIn | <ul style="list-style-type: none">• Both display ads and Inmails successfully reached target audience. Explore other products on offer e.g. use of polling to help develop messaging throughout lifecycle of campaign |
| E-media | <ul style="list-style-type: none">• Delivered 359 leads to campaign. Consider up weighting activity if leads to remain a KPI |
| Mediafed (RSS) | <ul style="list-style-type: none">• Drove some of the highest CTR of campaign (0.37%). Consider how RSS feeds can aid future business facing campaigns |

Social

- | | |
|-----------------|---|
| Facebook | <ul style="list-style-type: none">• Facebook ads generated high volume of clicks yet delivered a low CTR. Consider trialling page post ads to increase engagement with campaign |
|-----------------|---|

CHANNEL LEARNINGS

Content & creative

- | | |
|-----------------|---|
| Formats | <ul style="list-style-type: none">• MPU formats proved the most successful digital format. Explore using higher impact formats for future campaigns e.g. Billboards |
| Video | <ul style="list-style-type: none">• Rich media video ads had high dwell time with av. play time = 1m 11 secs* however drove lower than av. CTR - 0.05% vs. 0.15% benchmark• Continue the use of video and other multimedia content but investigate how to make more compelling and engaging with stronger call to action |
| Creative | <ul style="list-style-type: none">• Explore stronger and more impactful end frames & calls to action |

ROI

- | | |
|------------|--|
| CPC | <ul style="list-style-type: none">• CPC's for campaign were generally high (av. £16.12) due to niche targeting of business decision maker audience. Efforts to be made to reduce costs however this should be considered in light of the target audience |
|------------|--|

New channels

- Consider utilising additional tactics for greater interaction and engagement e.g. events, direct marketing

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* Av. display time benchmark = 44.2 secs, <http://www.richmediagallery.com/resources/benchmarks/>

RESEARCH FINDINGS

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BUSINESSES ARE MORE POSITIVE ABOUT APPRENTICESHIPS

“Apprentices are good for business”

- ✓ Large businesses (151 – 200 employees) who currently employ apprentices and have a greater awareness of the Mayor’s apprenticeship work are **more likely** to agree
- Smaller businesses (1 – 50 employees) with no plans to recruit apprentices and who know ‘nothing at all’ about the Mayor’s work are **less likely** to agree

Significant increase ↑		↓ Significant decrease	
Improve staff retention and increase company loyalty	+15% (43%)	Require a lot of support to become effective	- 8% (61%)
Improve productivity and efficiency	+ 6% (31%)		
Apprenticeships benefit businesses	+ 3% (67%)		
I think my company has sufficient resources to support an apprentice	+ 8% (48%)		

BUSINESSES ARE MORE AWARE OF THE MAYOR'S ROLE IN APPRENTICESHIPS

"The Mayor is supporting businesses take on apprentices"

- ✓ Large and medium businesses (51 – 150, 151 - 250 employees) who currently employ or are planning to recruit apprentices are **more likely** to agree
- Smaller businesses (1 – 50 employees) with no plans to recruit apprentices are **less likely** to agree

Significant increase	
The Mayor is doing a fair or great deal to support businesses to take on apprentices	+ 7 % (43%)
The Mayor is helping businesses to take on apprenticeships	+5% (34%)
I have heard about the Mayor's apprenticeships campaign	42%

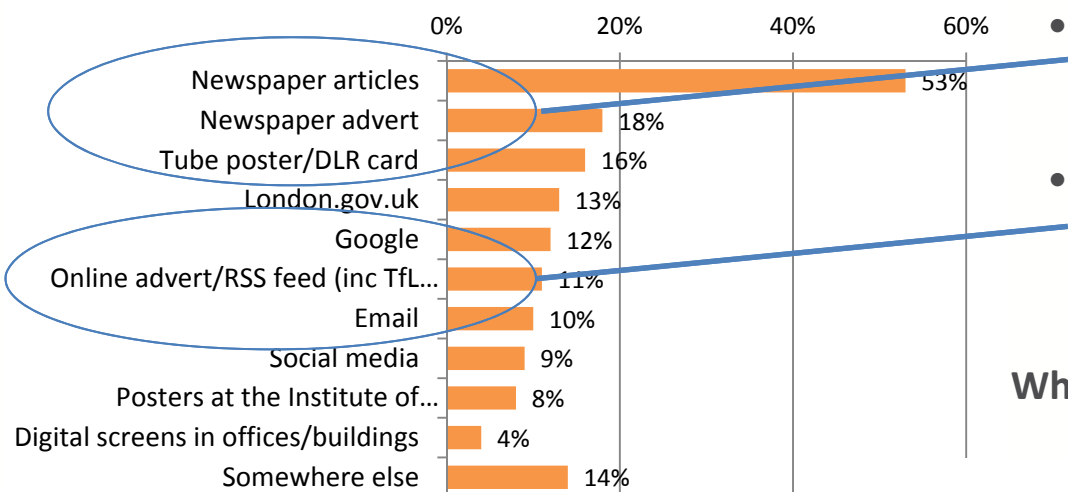
BUSINESSES ARE SEEKING MORE INFORMATION ON APPRENTICESHIPS



Have you in the past month visited/called...	NAS call centre	London.gov	NAS website	Speak to uni or training provider	Speak to other businesses
	5 % increase (18%)	3% increase (12%)	7% increase (18%)	6% increase (26%)	8% increase (26%)
Large businesses	Y	Y	Y	Y	Y
Medium businesses	-	-	Y	-	Y
Employers or those planning to recruit	Y	Y	Y	Y	Y

COMMUNICATION*

How did you hear about the campaign?

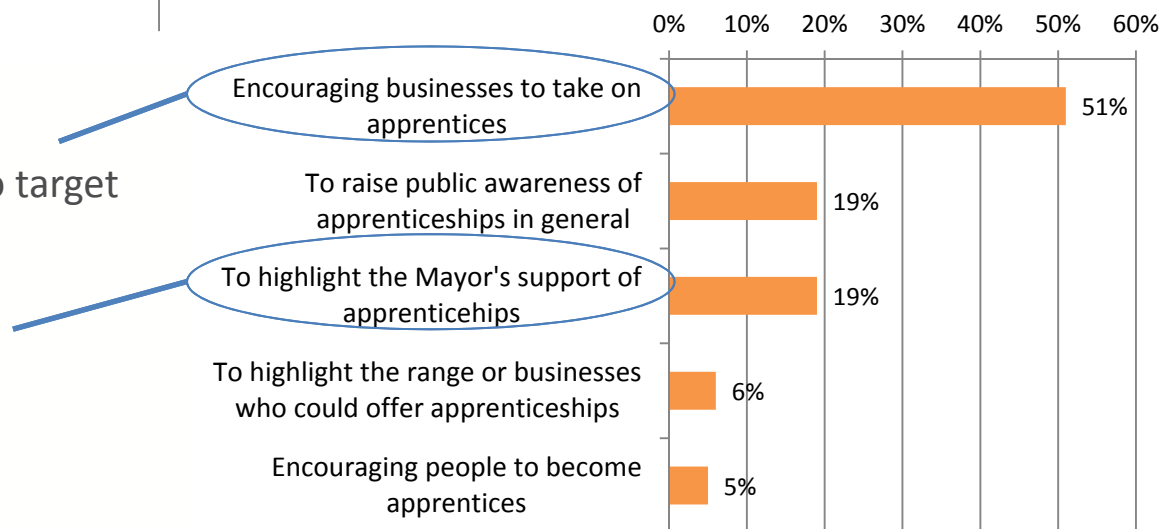


- Press, print and TfL inventory successfully generate campaign awareness

- Digital activity to drive leads

What do you think the campaign is mainly about?

- Primary campaign message successfully communicated to target audience
- Mayor's role / branding identified



* Base: 105 respondents – those who have heard about the campaign

CREATIVE



APPRENTICES WORK FOR ME

Raymond Blanc, Brasserie Blanc and Amber Fall, his apprentice.
Find out why, and what they can do for your business at london.gov.uk/apprentices
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Apprenticeships MAYOR OF LONDON



Design

- | | |
|---|--|
| ✓ Clearly communicated campaign message | - Relevant to their business (29%) |
| ✓ Clear & easy to understand (65%) | - Low digital CTR suggests need for stronger CTA & end frame |
| ✓ From the Mayor of London (49%) | |
| ✓ Eye catching (45%) | |

Campaign ambassadors

- | | |
|--|--|
| ✓ More likely to feel enthusiastic about apprenticeships (39%) | - No difference (over 50%) |
| ✓ More likely to believe benefits for their business (38%) | - 16% stated they would feel uninterested in apprenticeships |

CAMPAIGN LEARNINGS

- Those who know a 'great deal' about what the Mayor is doing to support apprenticeships are substantially more likely to be positive about their value – ***correlation between awareness and positive attitude***
- Typically larger businesses have been more positive about apprenticeships and are more likely to feel they have enough support/resources to recruit. They also appear more likely to have seen campaign material and be aware of the Mayor's work – ***potential to support a campaign targeting 250+ employees going forward***
- Conversely smaller firms have been less receptive to the campaign and did not tend to consider it as relevant to their business – ***consider value of targeting smaller businesses going forward? Explore alternative means to reach audience - direct marketing vs. advertising***
- Businesses are likely to turn to universities and/or training providers for further information on apprenticeships – ***investigate partnership opportunities going forward***
- 61% of businesses believe apprentices require a lot of support to become productive – ***explore reasons / justifications for this?***

2014-2016 CAMPAIGN

- **Nov-Dec 2013 – Campaign planning** (define proposition, marketing objectives, target audience)
- **Jan-Feb 2014 – Strategy** (working with agencies as appropriate)
- **March 2014 – Delivery**
- **4 April 2014 – TfL deadline**
- **25 April 2014 – TfL inventory live**

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A photograph of the Tower of London and the Gherkin building in London, with the text 'THANK YOU' overlaid in the center. The image shows the historic stone architecture of the Tower of London on the left, featuring a prominent tower with a golden roof and cross. To the right is the modern, curved glass facade of the Gherkin building. The sky is a clear, bright blue. The text 'THANK YOU' is centered in a large, white, sans-serif font.

THANK YOU

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