

■ HAVAS PEOPLE
■ REVIEW VOL. 1



WELCOME

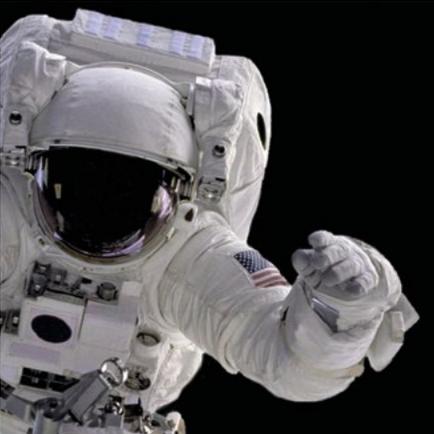
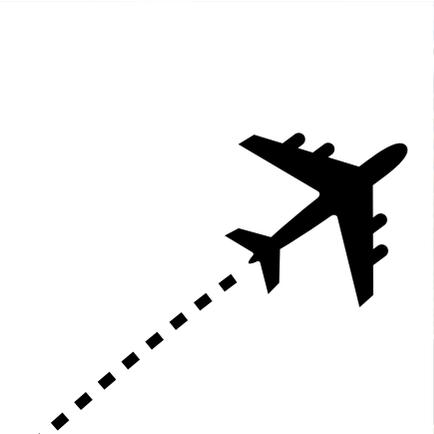
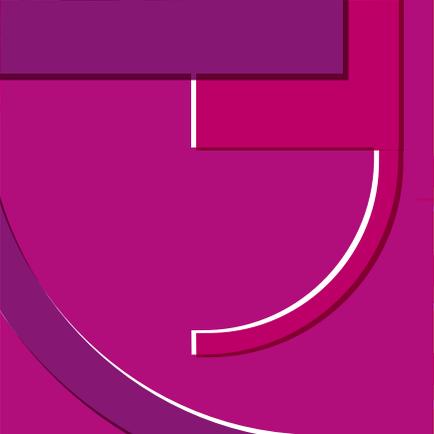
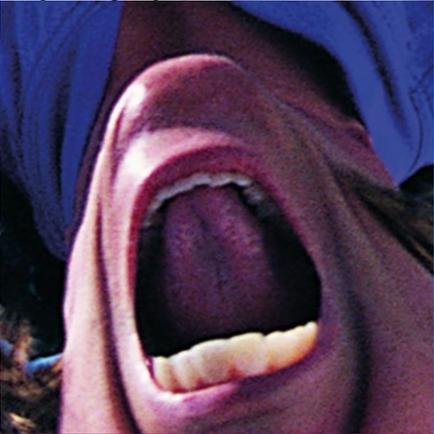
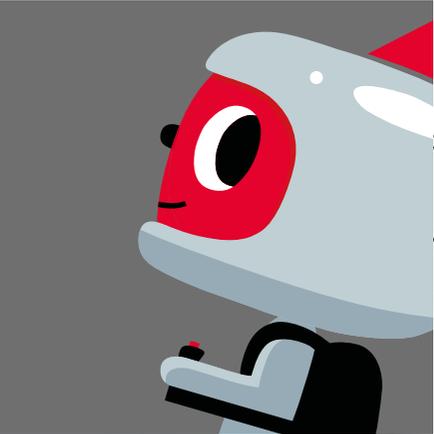
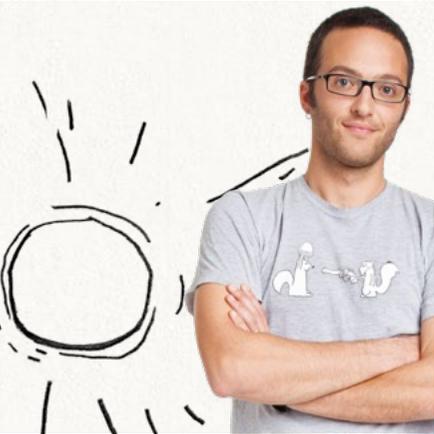
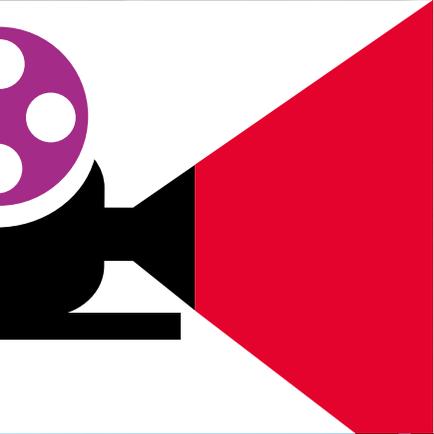
What a year it's been. From starting work with some incredible global organisations to strengthening relationships with many of our long-standing clients, we've focused on integrating our services to help clients achieve the results they need.

This book contains just a snapshot of the things we're most proud of. What strikes me is the sheer breadth of our work. Be it insightful employer brand research, intelligence-led media strategy, beautiful and challenging creative work, or ground-breaking technology, our agency has enjoyed a truly inspiring year. We've loved every moment of it.

I hope you enjoy taking a look back with us.

A handwritten signature in black ink that reads "Rupert Grose".

Rupert Grose, CEO



AB
RA
CA
DA
BRA



**How do you turn
Deloitte's graduate
opportunities
into pure magic?**

Just add:
One enchanting magician, with added showmanship.
One spellbound audience, prepped and ready to be awed.
Sprinkle some lights, camera, and a dash of action.
Finally watch the magical results unfold.*

See the results for yourself at

Deloitte.



***WARNING:** May result in a multitude of applications and stir interest online.

BEHIND THE SCENES

01. A partnership with an ambitious client, willing to share their stories, culture, and their home (located in St. Louis, Missouri).

AB InBev wanted to bring their culture to life and so we created 'A Taste of AB InBev', an interactive, multi-stranded video experience.

On our journey, we found that it's often the things you don't see that are essential to the success of a complicated project like this.

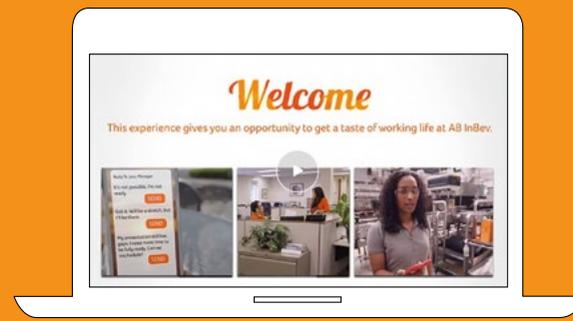
Experience it for yourself at

02. Months of intensive idea generation including getting an occupational psychologist on-board.

03. A customised American-football-helmet-camera (useful for creating a truly immersive experience).

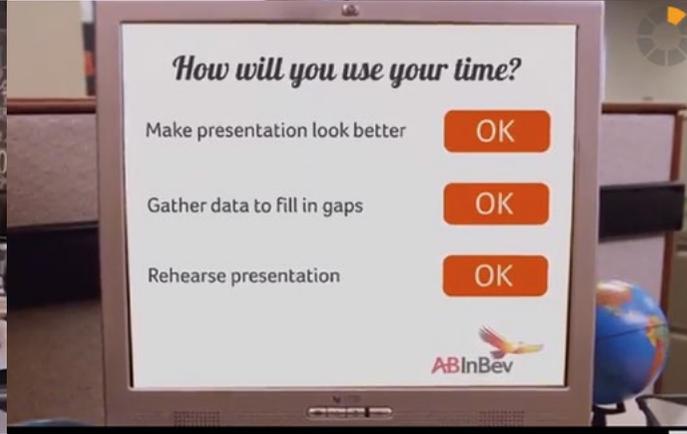
04. A co-ordinated team ready to shoot the real-life production facilities of a major brewery.

05. Condensing hours of footage into five inspiring minutes.





Well done, you've discovered
Hotspot 4
 Hoegaarden



Correct!

Yes, the "merry monks" of Hoegaarden first developed the recipe. Their big discovery was that wheat beer, which at the time was very sour, could be tempered with orange peel and coriander.

Hoegaarden



Well done, you've discovered
Hotspot 1



CHANGING PERCEPTIONS

Lloyd's - the world's specialist insurance market - came to us with an exciting challenge: to make insurance a cool career choice for graduates. The fact that Lloyd's insures remarkable things - music festivals, space travel, David Beckham's right foot - certainly gave us something to work with. We just had to find an interesting and engaging way to tell their extraordinary stories.

See how we did it at



MARTIN HUDSON DIRECTOR OF UNDERWRITING - SYNDICATE 3210, MITSUI SUMITOMO INSURANCE UNDERWRITING AT LLOYD'S LTD

I've been in the industry for more than 35 years now. In that time, I've done more or less everything in insurance in one way or another. I've been involved in all kinds of interesting work, I've set up new businesses and I've travelled all over the world. So it's been fantastic. I really appreciate the opportunities the industry has offered me.

When I left school, I wanted to go into insurance - I don't think many people did back then. I knew I wanted a job in the City, but there's a catch: it requires when I thought the way into the Lloyd's market was through the right. I received a fantastic apprenticeship and built my career from there.

What's great about the Lloyd's market is that it brings together two really interesting human and economic systems. On the economic system is what the market does, which is to take quotation or difficult risk - the really interesting stuff - from around the world and funnel it all into one place. By bringing it into Lloyd's, it can really be used to do things we can't do elsewhere. It's a place where the most specialist members doing business in the market. It's faster to do that in the individual countries where the risk comes from, because there are not enough examples of that kind of risk at the moment to quote against.

Then there's the human model, which is that the Lloyd's market is like a village. There's Lloyd's Corporation and over one hundred independent managing agents and brokers, all working in a community of people, all working closely together. It's not that simple, it's really a really strong sense of community, which you only get from working in a physical market like this.

The other thing about the Lloyd's market is that it's open for people who have an inside security about the world works. If you have an interest in current affairs, politics, the economy or a particular industry, you can appreciate the fact that Lloyd's and from the basis of a long and evolving career.



Dramatic change 1000

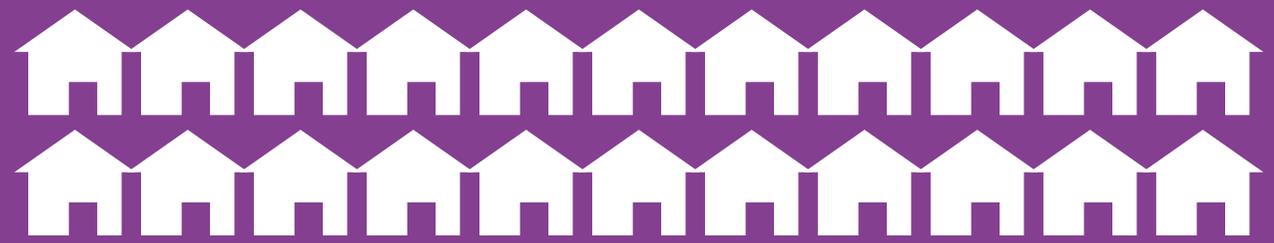
In a time of unprecedented change, the National Probation Service turned to us. Our task: to recruit 1000 new probation officers. It's a huge three-stage project that utilises every part of our attraction and resourcing business. As well as handling the advertising campaign, we're running 20 assessment centres and managing the entire candidate experience. Results so far have been very impressive. In October alone NPS received 2000 applications, hiring 398 people.

new probation officers required

stage one applications 2000



20 assessment centres



398 people hired so far...

Excellence



Select your style

Unilever Media wanted to update their virtual Media College with a fresh, tailor-made look.

A measured approach

By sizing up their needs, we knew what to add and what to take away.

The perfect fit

We crafted the programme from top to toe, so it better fit their new training objectives.

Finishing touches

Customisable detailing makes every programme personal and even lets you anticipate future fashions and trends.

In the latest employee survey, 81% agreed that 'Unilever Media provides me with opportunities for learning and development'. This is compared to the Unilever average of 77% (which is a rather excellent result, if you ask us).

All is revealed at



Far, far away

Not so long ago, in the mysterious land of Bristol, a university faced an insurmountable task: to gain fame in the distant lands of Latin America (all without spending a fortune, mind you). Enlisting the help of Havas People, they set out on a quest to conquer the digital area.

They created a storm online, attracting those who rose to the challenge through a scholarship competition. In time the campaign grew stronger, until at last their followers had swelled from 500 to over 40,000 and the ranks of the university were filled.

And so together the students, and their new university, studied diligently ever after.



The university of the real world

1. Make a 15 second video



2. Submit it to UWE's Facebook page

3. Stand a chance to win a scholarship and study at UWE



GET READY FOR LAUNCH



Working with a team of training delivery specialists, we created a flagship training event for Ford. Called 'Direct the Action', this TV-themed experience empowered 2000 dealers from across the UK to drive sales growth. The television theme gave us the ideal framework to make sessions fun, interactive and memorable.

See how we did it at



Go Further



HERE ARE A HANDFUL OF THE CHARITIES AND ORGANISATIONS WE'VE BEEN HELPING THIS YEAR*

* We shook buckets, baked cakes, and cracked quizzes for **Macmillan**. The local community got a taste of the industry when students from **Hackney Community College** attended a two-day workshop at our offices. A team donned their trainers and ran 10k for the **Diana Award**. And we froze our socks off in the **ALS Ice Bucket Challenge**.

INSIDE OUT

LAUNCHING A NEW CONSUMER BRAND
IS A CHALLENGE.
TURNING THE PROBLEM ON ITS HEAD,
WE HELPED TO BUILD THE NEW BRAND
FROM THE INSIDE OUT.

WE STARTED BY INSPIRING THE PEOPLE OF PAYPAL.
BUYING, SELLING, COLLABORATING, AND CREATING:
IT COULDN'T HAPPEN WITHOUT THEM.

AFTER ALL,
IT'S A PEOPLE ECONOMY AND PAYPAL
- AND ITS PEOPLE -
ARE POWERING IT.

PEOPLE RULE



YOU LEARN TO SWIM FASTER IN THE DEEP END.
OUR INTERNS GET STUCK IN STRAIGHT AWAY.

JUMPING STRAIGHT IN

NO PHOTOCOPYING
NO TEA-MAKING

JUST REAL ON-THE-JOB EXPERIENCE FROM DAY ONE.
THIS IS PROBABLY WHY IN 2014 WE OFFERED SIX OF THEM
A FULL-TIME ROLE ONCE THEY'D FINISHED THEIR INTERNSHIP.



! ENGAGE ATS™

KEEPING AHEAD



Our applicant tracking system, Engage ATS, has built its reputation on being configurable, intuitive, and intelligent.

Designed by recruiters for recruiters, we believe that flexibility should be underpinned by security, which is why Engage ATS' recent ISO 27001 & 9001 accreditation is such a big leap forward.

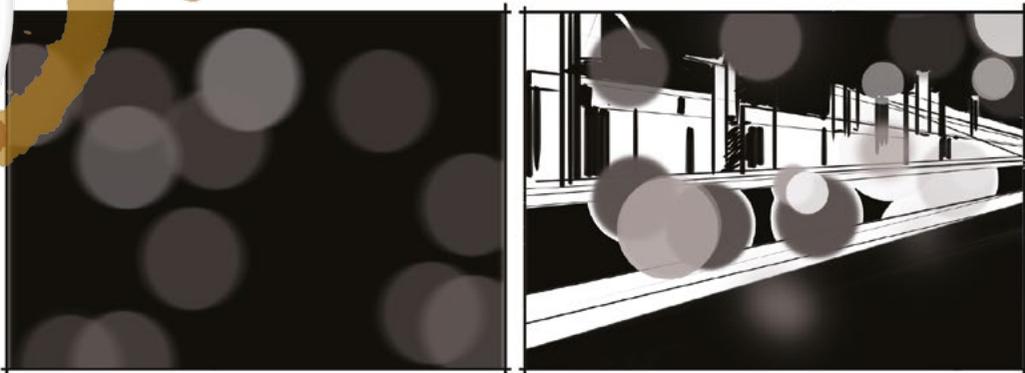
It makes us one of the few in the industry to reach this level of information security and quality management. Plus, it's one more way we're supporting our clients while putting good business processes at the core of what we do.

Find out more at





lights, camera, action



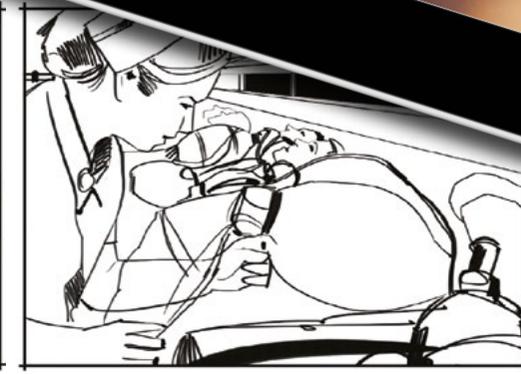
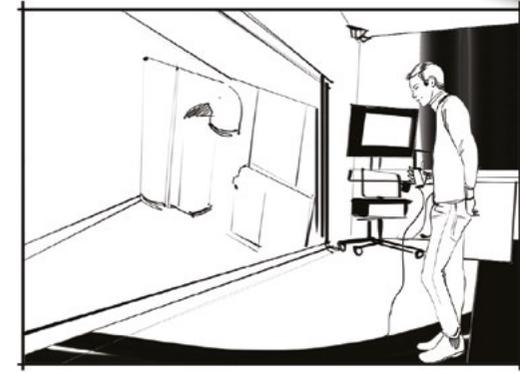
Opening scene: Autumnal morning, city coming to life...



Close on student: And so we crafted a new brand and a new proposition: the University for the Real World.



...and the start of your career



Camera pans across UWE: Showing the seamless connection between the university...



End credits: But the storyboard only tells half the story; see the full video at

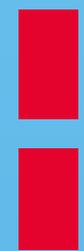




Grabbing people's attention.
Challenging their preconceptions.
Getting them to think about a career
they've never considered before.
It's all part and parcel of what we do.
And this campaign for MOD Police
Constables is a great example.

Have a closer look at





Did you know we work in tandem with our Havas People colleagues in Australia, Paris, and New York? And next year, we're opening our doors in Dubai.

We're also part of the wider Havas network, working together in 75 countries.

We may be across time zones and geographies, but collaborating is as easy as popping next door for a cup of sugar.

Neighbours



ONE FOR ALL

Ladies and gentlemen, I'd like to propose a toast.

clatter of cutlery, clinking of glasses

Our dear friends, AB InBev (the world's largest brewer), came to us with a problem: despite the global renown of their products, they needed to unite them under one central employer brand.

silence

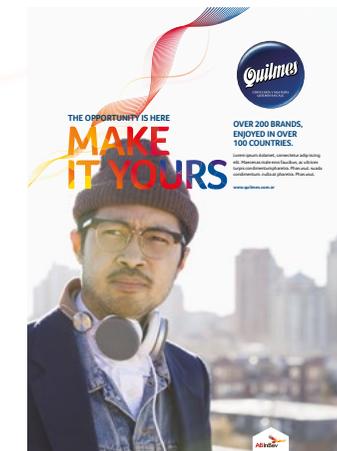
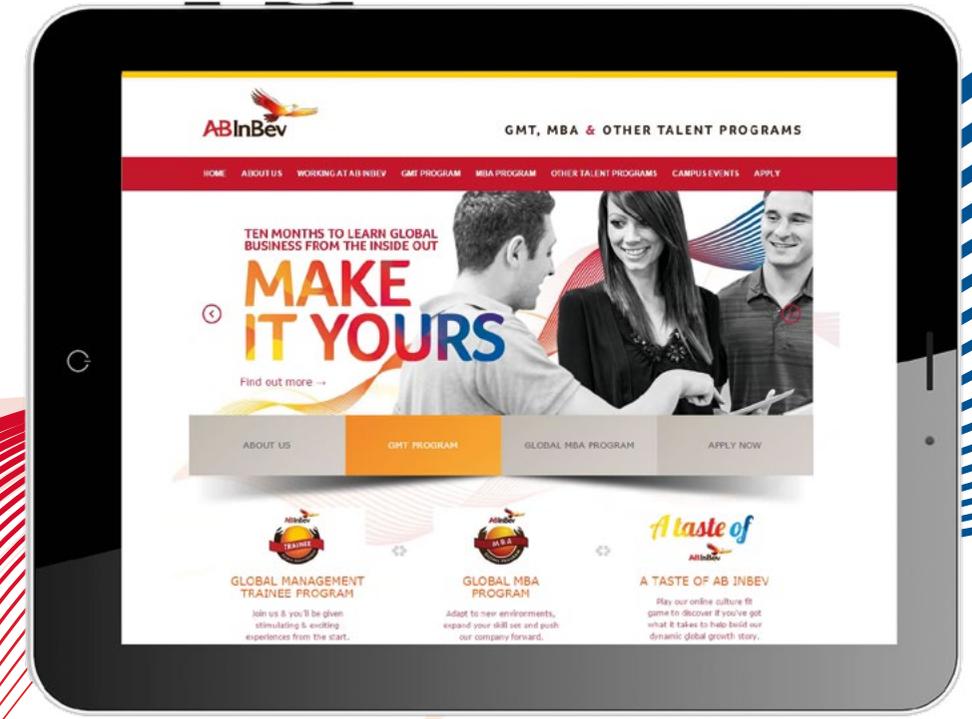
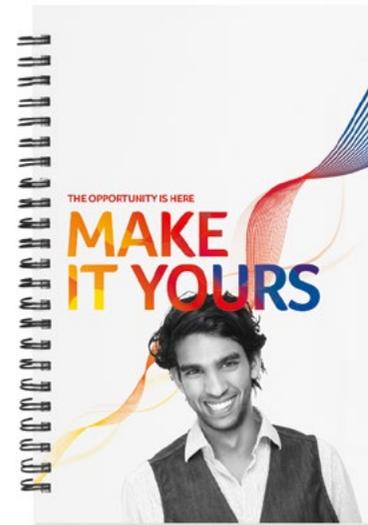
And so we looked at what made them great, what made them attractive, and what made them unique. We crafted a new EVP that truly captured their spirit:

The opportunity is here. Make it yours.

Here's to their continued success!

rapturous applause

For an encore, visit





Pat on the back

We've made it easy peasy and super quick to reward your colleagues. **Introducing, Many Thanks.** Whether it's a major milestone, a little 'thank you' or a pat on the back for a job well done, Many Thanks provides people with a reward that matters.

What they do with it is up to them.

Like Phyllis, 44, who went skydiving.

Find out more at



Question time.



QT: And let's take a question from the floor.

The **Gentleman In The Rugby Shirt**. Yes, you sir.

GIRS: The first YouTube live event held by a recruiter was streamed direct to students this year. My question to the panel is this: who was on that panel?

PANEL: Er, Deloitte representatives and the Harlequins' Conor O'Shea.

They took questions on sports leadership and how it relates to management. What did you think of it?

GIRS: Loved it. Thousands watched and talked about it on social media.

Did any of you take part?

PANEL: The Harlequins retweeted me. Proud moment.

309 'likes'
were received
by a post on the
morning of
the event

2,552
people watched
the highlight video
on YouTube

152 Tweets
were sent using
the hashtag #BDLW
(95 during the
event itself)



@DELOITTEUKGRADS

SOCIAL MEDIA IS REVOLUTIONISING THE REACH OF EVENTS. IN FEBRUARY 2014, WE WORKED WITH DELOITTE TO LEVERAGE YOUTUBE LIVE AND TWITTER TO RUN AN EVENT WITH DELOITTE AND THE BRITISH UNIVERSITIES & COLLEGES SPORT (BUCS).



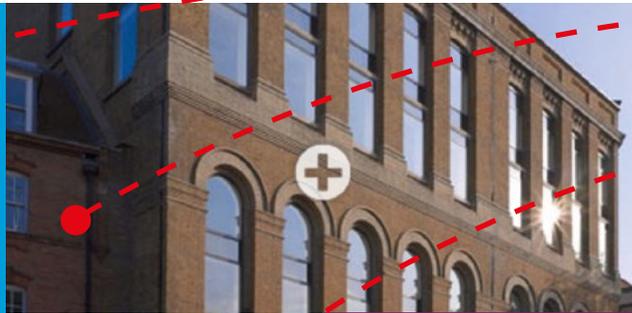
Hello

Everything we do is about helping our customers. For almost a hundred years, we've made it our business to make life better for them. From providing quality food affordably to helping people shop however, wherever and whenever they want, we serve millions of customers daily.

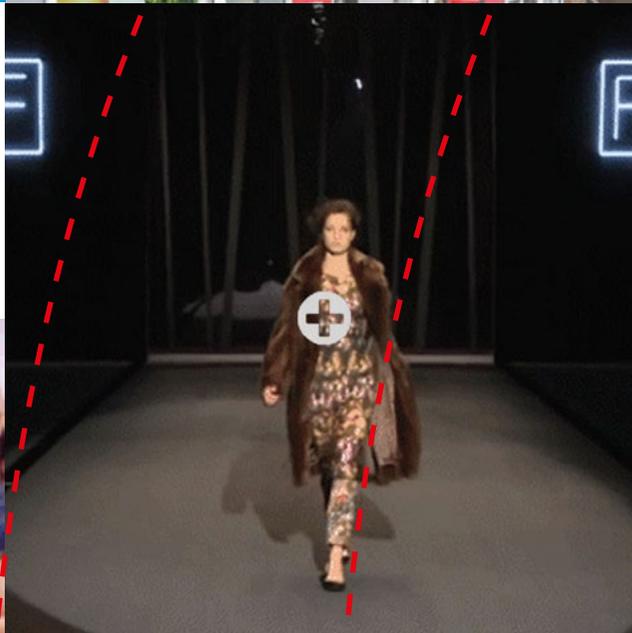
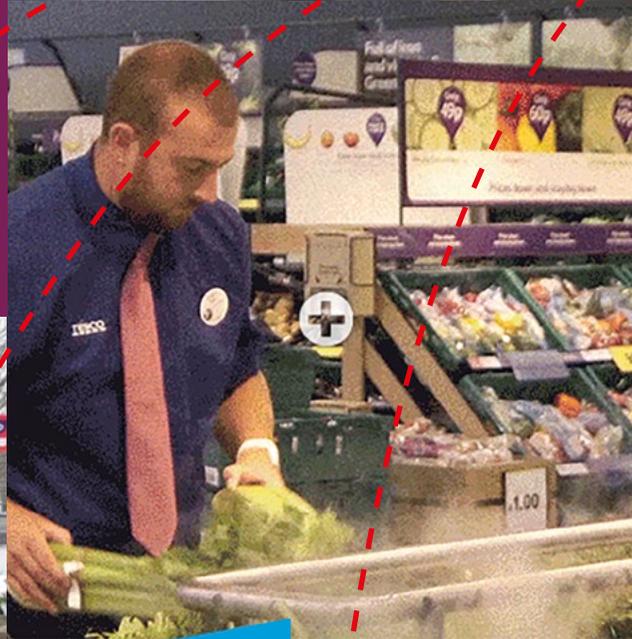
If you believe in great service, and want the chance to get on and develop, we offer a world of opportunities at Tesco. Take a look here.

[View our UK opportunities](#)

[Explore Tesco further](#)



[View our UK roles](#)



[Social Wall](#)



[View our Global Locations](#)



Round the world

There's big, there's really big, and then there's Tesco: the second largest retailer on the planet. This year they came shopping for a new global careers website.

And we delivered. No matter where in the world they were, we made every visit unique. Everything was customised, from targeted content to local opportunities, and a Social Wall brought together relevant posts from across Tesco's social media.

When the site went live, people from across the globe could apply to Tesco, while learning about their values and relevant local stories. Now that's a really big result.



TESCO Lotus

งานในฝ่ายปฏิบัติการ สาขาและศูนย์กระจายสินค้า งานในสำนักงาน งานในกลุ่มบริษัท ท้าวแรกในเอเชีย ศูนย์การอาชีพ สมัคร





Stealing the show.

**Cue the samba.
Cue dancers.
Cue multi-coloured palm trees
and wicked looking cocktails.**



This year's theme for the Heist Awards was Carnival, and it was judged the best yet.

The Havas-organised awards recognise and celebrate marketing excellence in the further and higher education sector, from the smallest college, to global education brands.

We have no idea how the sector will top the record number of entries next year. Or how we'll top the Carnival. But we're pretty sure it'll happen on both fronts.



Até logo!



TALENT BITES

Cutting-edge ideas presented in a digestible way. Packed full of fresh perspectives and food for thought, Talent Bites is a programme of events that gets people thinking.

So far: we've hosted **five events**, written **three research papers**, and developed and shared **presentation material** from all our subject matter experts.

It's just one of the ways we're continuing to develop our thought leadership within the industry.

Find out more at





Go Further



The pan-European e-learning app we developed for Ford is making dealers' lives much easier. How? Because it gives them instant access to vehicle information while they're on the dealership floor. Gone are the days of traipsing back to computers to find answers to questions. Now, they're free to build rapport with customers and sell with total confidence.

Get up to speed at

Saying hello,
remembering names,
helping when you can –
it all makes a
lasting impression.

Prison Officer

HM Prison Service - Elmley, Stanford Hill, Swaleside (Sheppey)
£19,049 - £24,981 + additional £2,500 premium + excellent benefits

Discover more at nomsjobs.com/sheppey
Every moment matters



Sometimes just helping
someone to read a letter
can make a big difference.

Prison Officer

HM Prison Service - Elmley, Stanford Hill, Swaleside (Sheppey)
£19,049 - £24,981 + additional £2,500 premium + excellent benefits

Discover more at nomsjobs.com/sheppey
Every moment matters



You forget
the small ways
you help, but
they never do.



Prison Officer

HM Prison Service - opportunities nationwide
£19,049 - £25,388 (depending on location) + excellent benefits

What might seem small to you can make a powerful difference to someone else. In fact, as a Prison Officer, it's sometimes the smallest things you do that matter most, even just taking time out to show an interest in someone's life. Over time, those interactions help to build constructive relationships. And these relationships can provide strong foundations for rehabilitation. Obviously, it's a challenging task and there'll definitely be days when you feel more like a guard than a guardian of change. But if you're disciplined and resilient as well as empathetic and good with people, it could be the rewarding career you're looking for.

Make this moment count. Discover more at nomsjobs.com/metro
Every moment matters

National Offender
Management Service



To support the Ministry of Justice's strategic vision for reform, we're spearheading the drive to recruit more prison officers. That means a national attraction campaign to highlight the critical value of the role. Targeted marketing for hotspots where candidates are in short supply. And assessments that include role-plays to help people discover if they're right for this challenging job.

Very high profile



We've been around the world and back
doing research for Schneider Electric's global EVP.

Bangalore
Bangkok
Barcelona
Beijing

Bogotá
Boston
Bucharest
Dubai
Frankfurt
Grenoble



Wuhan

Gurgaon
Houston
Jakarta
Kuala Lumpur
Los Angeles
Manila
Mexico City
Moscow
Nashville
Paris
São Paulo
Shanghai
Singapore
Stockholm
Sydney
Telford
Toronto
Xi'an

X MARKS

Whoever, wherever, we'll find the talent you're looking for.
This year we used our Talent Match tool to track down a



THE SPOT

new **Director of Finance for North Hertfordshire Homes,**
and **Chief Information Officer for West Midlands Police.**

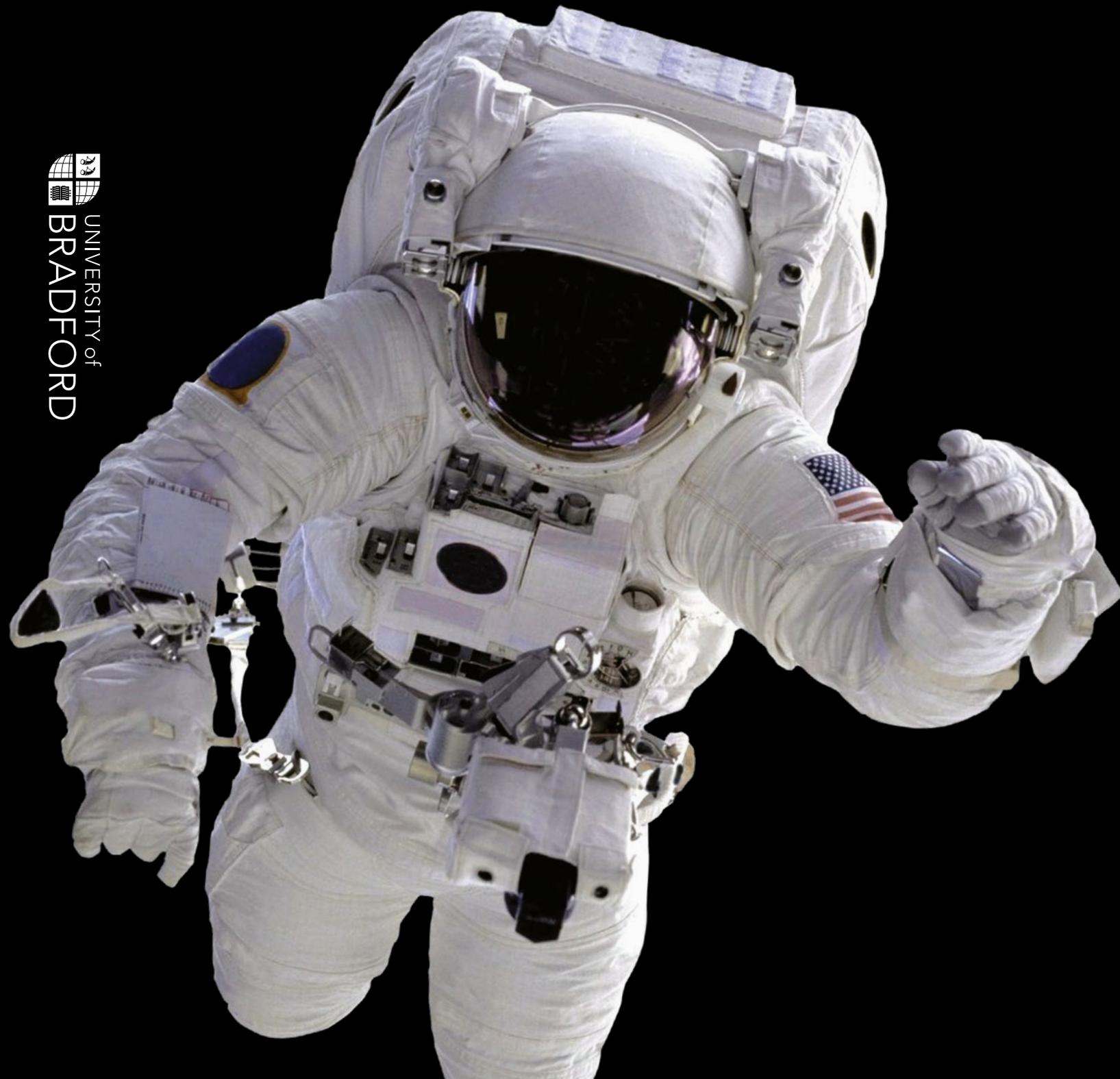
YIPPEE!

Oooohh, we do enjoy a good party. fantastic news. And, in 2014, there's

Especially when we're celebrating been no shortage of that.

We've picked up the following awards:

- The FIRM Awards** - Best Graduate Recruitment Programme - Deloitte
- Recruitment Business Awards** - Graduate Advert or Campaign - Deloitte Graduates
- Recruitment Business Awards** - Press Advert - Public Sector - MOD Police
- Recruitment Business Awards** - Best Campaign - Direct Line Group
- Recruitment Business Awards** - Outdoor/Ambient/Special Build - Direct Line Group
- Recruitment Business Awards** - Creative Grand prix - Deloitte Graduates
- Recruitment Business Awards** - Recruitment Advertising Agency of the Year
- CIPD Recruitment Marketing Awards** - Best Outdoor Campaign - Direct Line Group
- CIPD Recruitment Marketing Awards** - Best Art Direction - MOD Police
- TARGETjobs Awards** - Best Student Marketing Campaign - Deloitte
- OnRec Awards** - Creative Offline Marketing - Deloitte
- OnRec Awards** - Best Use of Mobile - Direct Line Group
- S1Jobs Recruitment Awards** - Best Recruitment Campaign - Deloitte



Z E R O G R A V I T Y

This is Havas People, **over.**

Blip...

We have touchdown.

Transmission confirming the successful launch
of the University of Bradford's stand at the UCAS fair, **over.**

Roger that.

The terrestrials were over the moon with our redesign...

Blip...

And the chance to win an expedition
to the Kennedy Space Centre

was a giant leap forward, **over.**

Mission accomplished...

Blip...

The University of Bradford is
now receiving an overload of enquiries.

Repeat... Blip... Mission accomplished,

over and out.

To get in touch with us, please contact:

Simon Bracewell
Sales and Marketing Director

simon.bracewell@havaspeople.com