

# ■ 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, reading "Rupert Grose". The signature is fluid and cursive.

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.

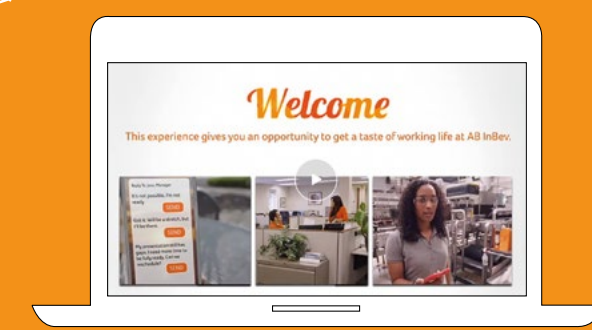
Experience it for yourself at

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

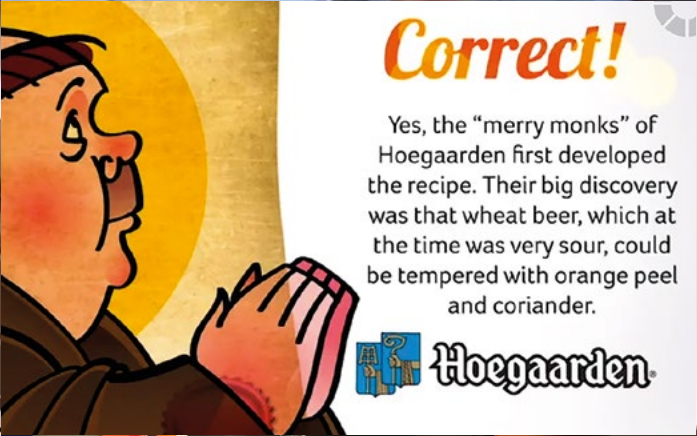
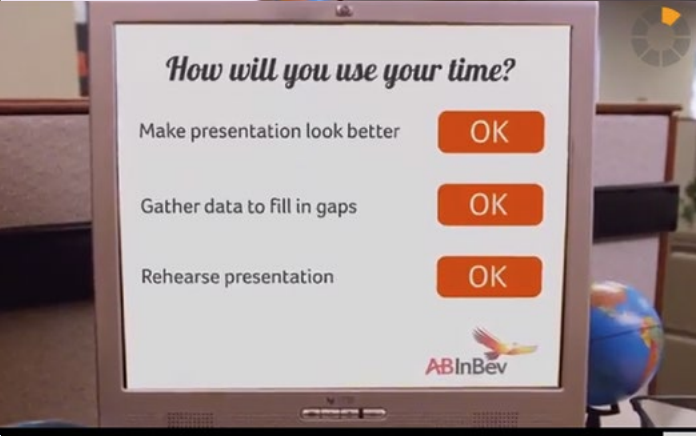
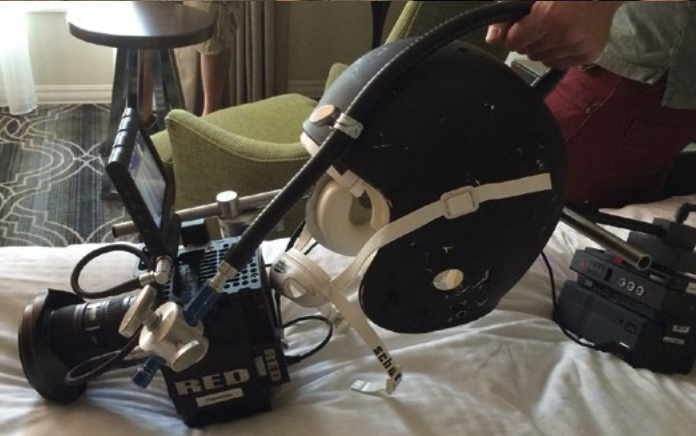
**03.** A customised American-football-helmet-camera (useful for creating a truly immersive experience).

**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.









# 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





# Dramatic change 1000

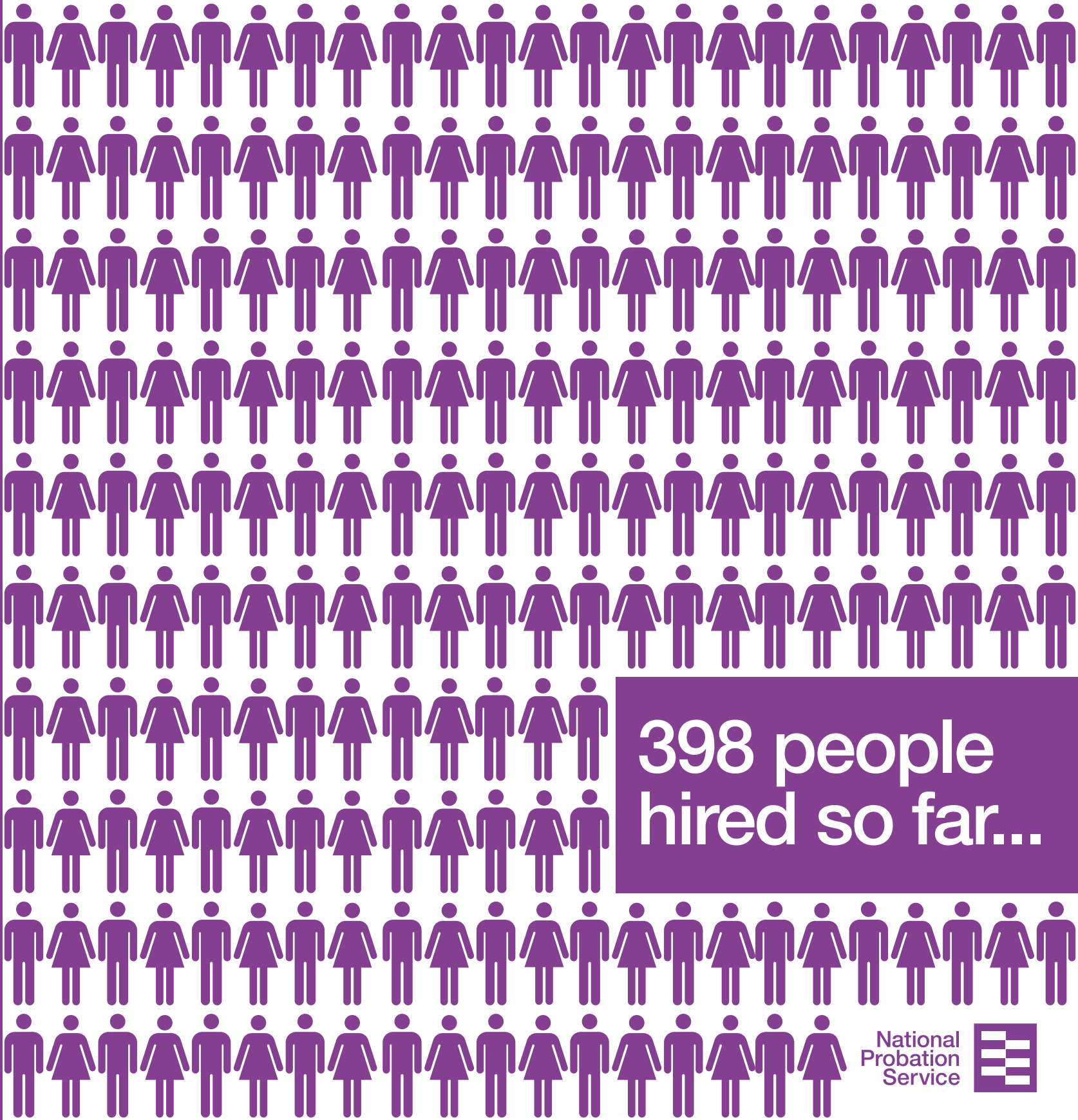
In a time of unprecedented change, the National Probation Service turned to us. Our task: to recruit 1000 new probation officers. It's a huge three-stage project that utilises every part of our attraction and resourcing business. As well as handling the advertising campaign, we're running 20 assessment 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



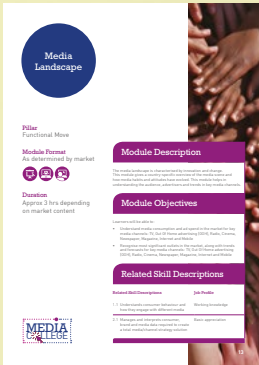
20 assessment centres



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



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

**2.** Submit it to UWE's Facebook page





# 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**.



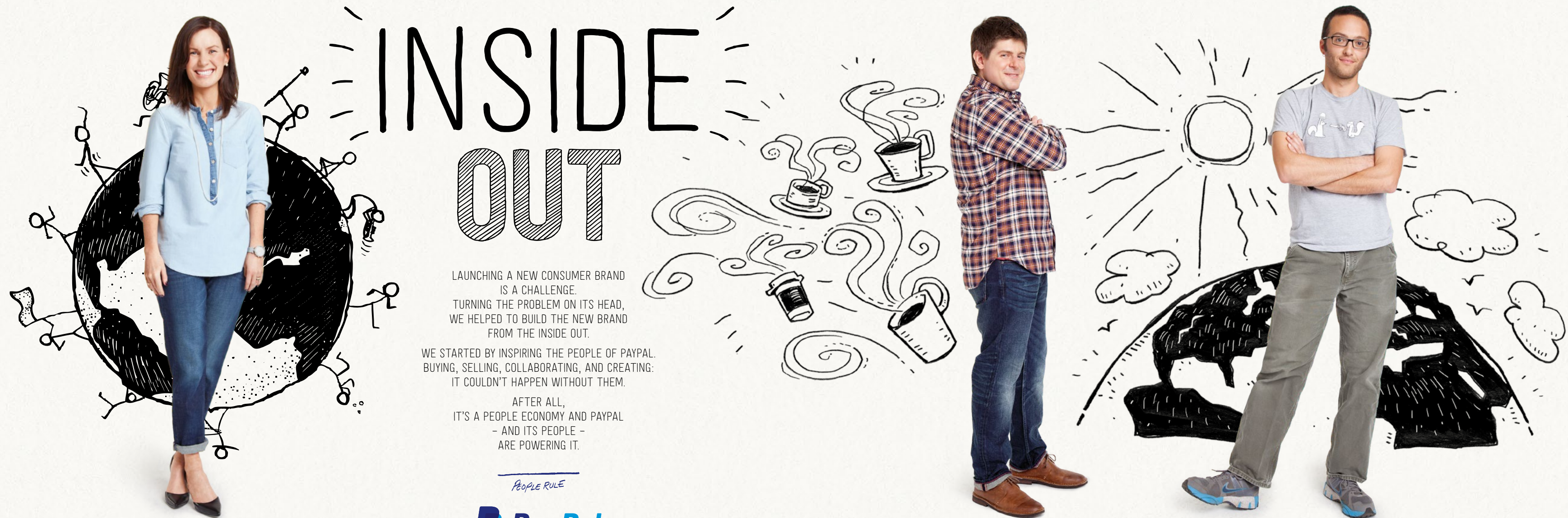
# INSIDE OUT

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

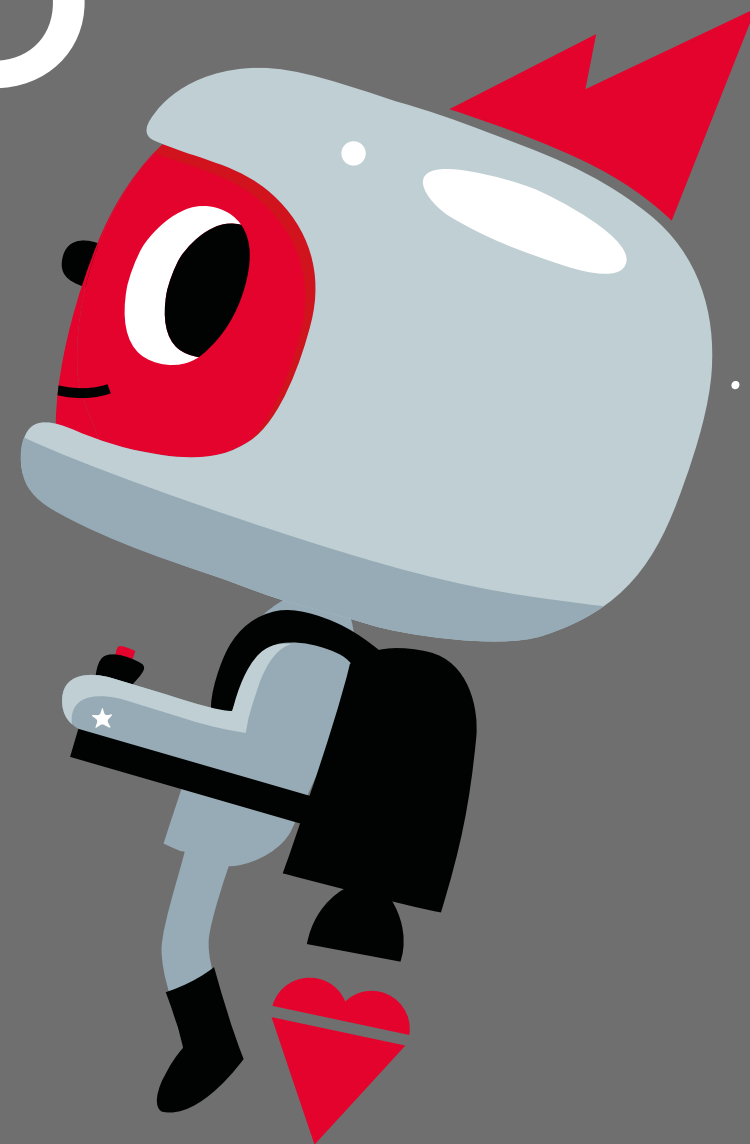
JUST REAL ON-THE-JOB EXPERIENCE FROM DAY ONE.  
THIS IS PROBABLY WHY IN 2014 WE OFFERED SIX OF THEM  
A FULL-TIME ROLE ONCE THEY'D FINISHED THEIR INTERNSHIP.





! 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.

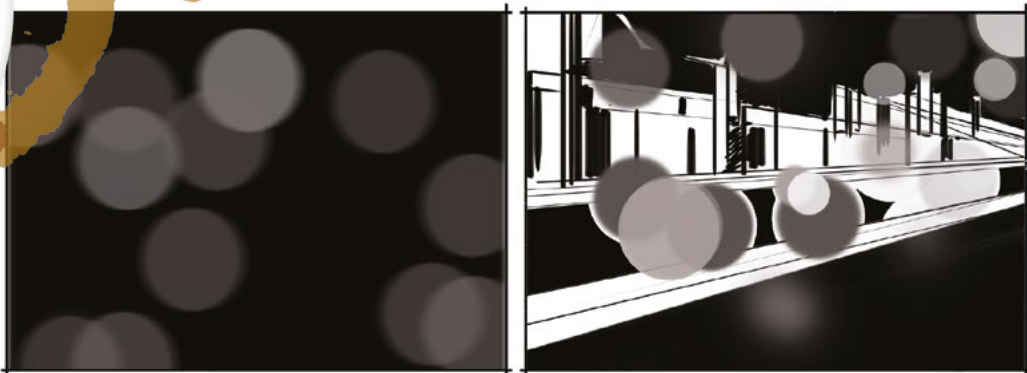
**Find out more at**







lights, camera, action



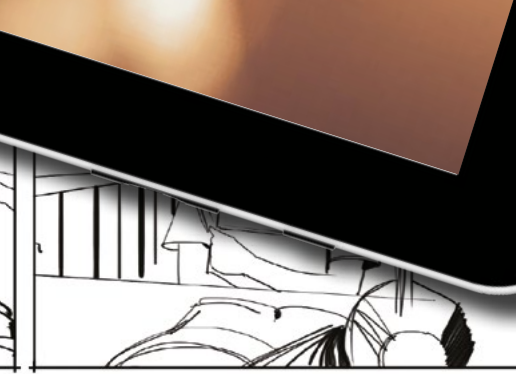
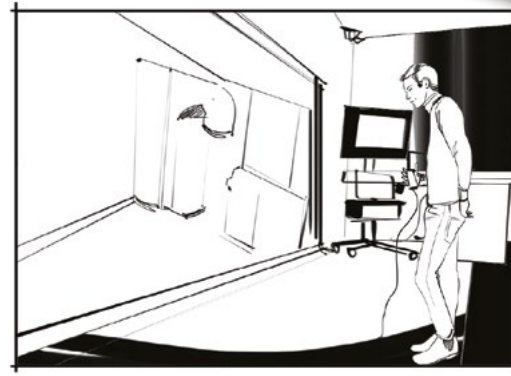
Opening scene: Autumnal morning, city coming to life...



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\*

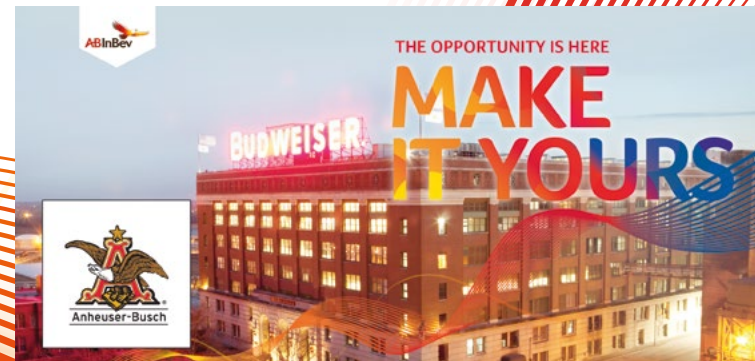
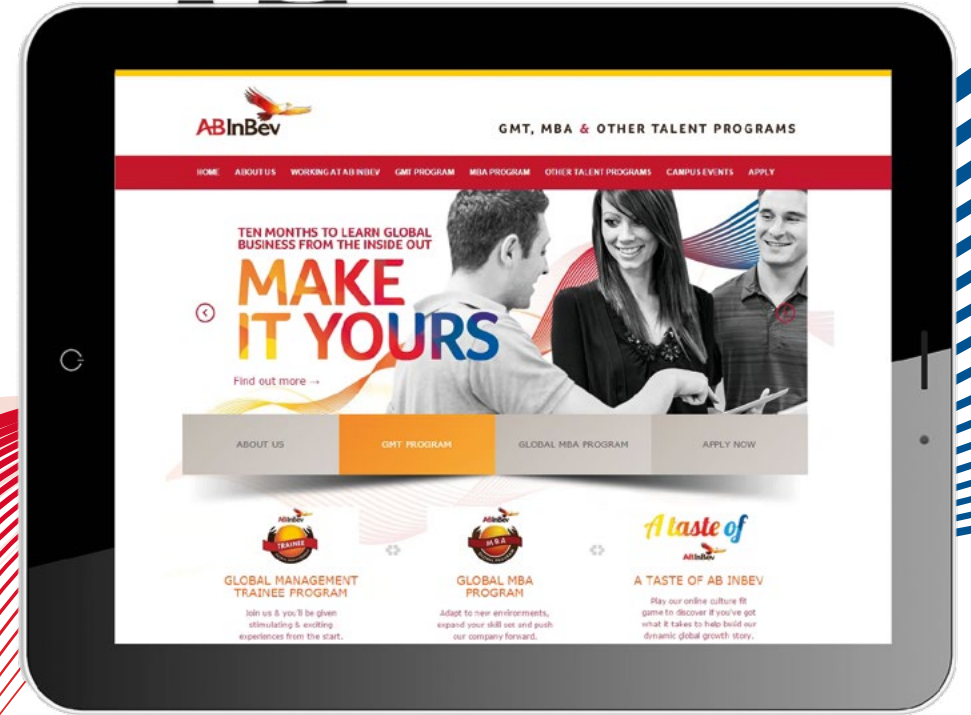
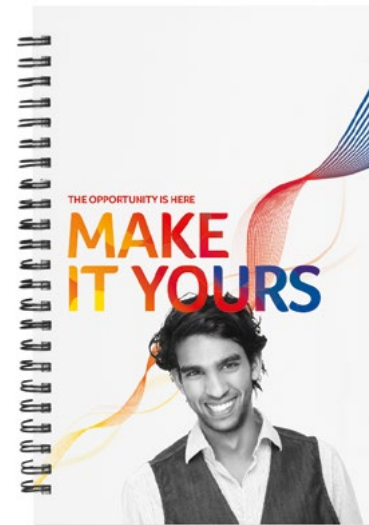
And so we looked at what made them great, what made them attractive, and what made them unique. We crafted a new EVP that truly captured their spirit:

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  
Global  
Locations**



**View our  
UK roles**

  
**Social Wall**

## 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**

**TESCO  
Lotus**

งานในฝ่ายปฏิบัติการ สาขาและศูนย์กระจายสินค้า  
งานในสำนักงานใหญ่  
งานในกลุ่มบริษัทเทสโก้  
ก้าวแรกในอาชีพ  
ศูนย์การอาชีพ  
สมัคร

ภายในเทสโก้ โลตัส





# 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, Standford Hill, Swaleside (Sheppey)  
£19,049 - £24,981 + additional £2,500 premium + excellent benefits

Discover more at [nomsjobs.com/sheppey](https://nomsjobs.com/sheppey)  
**Every moment matters**



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

## Prison Officer

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£19,049 - £24,981 + additional £2,500 premium + excellent benefits

Discover more at [nomsjobs.com/sheppey](https://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](https://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

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



**Wuhan**



# 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!

Ooooohh, 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](mailto:simon.bracewell@havaspeople.com)