



# G4S Cash Services

## Fast Track 2008 project



### Objective

Every year, G4S Cash services runs a Fast Track project – recruiting graduates with a couple of years' experience to run their branches. It was all-important that our campaign closely targeted these graduates specifically; otherwise G4S would be swamped with responses from inappropriate, low-calibre applicants. We had to come up with a campaign that suited four different areas of their business – and identify the correct media for the audience they wanted to reach.

### Methodology

In order to meet this brief, we presented three ideas. Each of them sold the roles in a slightly different way.

**1) Rise and Shine** – This concept conveyed a strong message – if you join G4S in one of these roles, you'll be able to progress quickly, and your efforts will be recognised and rewarded. The image of a sunrise ties in with the headline. However, by using a pound coin instead of the sun – we immediately hinted at the work of G4S Cash Services while generating intrigue and encouraging people to read on.

**2) No standing still beyond this point** – This concept really highlights how, in these roles, you won't get stuck in a role where you can't progress. Instead, you'll have a clear career path laid out before you, and you can keep on moving upwards. This would appeal to highly ambitious, motivated people – in other words, our target audience. The sign on the wall looks like a road sign. It's clear that – beyond this sign – there's a challenging, demanding but supportive work environment.

**3) Scream if you want to go faster** – Whereas the other concepts are highlighting the positive aspects of working for G4S, this concept took a completely different approach. It was speaking directly to our target audience, who may feel bored or restricted in their current role – and explaining that you won't feel like this at G4S. The client opted for the Rise and Shine concept. We suggested placing it in the Times (Career) to reach second-job graduates – and the London Paper to reach graduates already working in the city. The advert also appeared on [www.secondpost.com](http://www.secondpost.com) with a button driving traffic to the full advert.

### Results

From using this creative concept and placing it in the recommended media, 325 people visited the client's website. Of these, 35 passed killer questions that were posed to them as part of the application process. Eventually 16 were shortlisted for interview and seven made job offers. G4S would have been happy with 5 graduates, so the campaign overachieved its aim.

### Costs

Total cost of campaign (including production, The Times/London Paper ad and second post website) = £9431.13. The cost per recruit/applicant is displayed below:  
Cost per person visiting website: £29.02.  
Cost per applicant (who passed killer questions): £269.46.  
Cost per shortlisted applicant: £589.44.  
Cost per interviewed applicant: £673.65.  
Cost per offered applicant (based on 7): £1347.30.

