

Whizz-Kidz

Kidz Unlimited Project case study

Background

Whizz-Kidz were awarded lottery funding for a five year period for their brand new Kidz Unlimited project. The project would consist of 48 England based ambassador clubs made up of 13-25 year old young people who are wheelchair dependent. The groups were being set up to offer training courses, work placements and campaigning clubs - all working towards creating fun, creative solutions that help these young people lead more independent lives.

This was a brand new project for Whizz-Kidz and they had to ensure it was fully staffed. We were briefed in to create a composite advert for a range of roles within this new scheme: Young People's Project Manager, two Life Skills Officers and a Young People's Campaign Officer. It was imperative that we developed a campaign which was positive and reflected the charity's growth and their enthusiastic attitude.

Method

As the roles were so different from each other, requiring different skills and backgrounds, we planned a broad media campaign which covered national press, trade press and specialist websites. We also came up with three different creative ideas - all of which focused on the fun, positive and forward-thinking element of the project, to avoid negative imagery that Whizz-Kidz are not associated with. They were keen on all

three ideas, but in particular on the 'reinventing the wheel' idea which both directly referenced what Whizz-Kidz primarily do, provide high-spec wheelchairs, and at the same time showed how they were forward-thinking and continually developing.

Results

The campaign was a huge success, resulting in 186 applications and 5-8 shortlisted applications per role. Three roles were filled, and the fourth was filled internally.

Costs

Whizz-Kidz spent a total of £13,278.25 on the campaign, which covered the creative work, advertising in national press, trade press and on five specialist website. This works out at £71.38 as cost per applicant, £553.26 as cost per shortlisted applicant and £4426.08 cost per recruit.

Is it holding her back or driving her forward?

Being a wheelchair user shouldn't prevent young people from reaching their full potential... **Project Manager - Young People** 375hrs, £23,000-£26,000 Victoria, London with travel... **Life Skills Officer x 2** 375hrs, £27,000-£29,000 Victoria, London with travel... **Campaigns Officer - Young People** 375hrs, £25,000-£29,000 Victoria, London with travel... www.whizz-kidz.org.uk

The only red tape you'll see here

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We're reinventing the wheel

As a dynamic and growing charity, we're about to embark on a unique and exciting new project - Kidz Unlimited... **Project Manager - Young People** 375hrs, £23,000-£26,000 London, Victoria with travel... **Life Skills Officers x 2** 375hrs, £27,000-£29,000 London, Victoria with Travel... **Campaigns Officer - Young People** 375hrs, £25,000-£29,000 London, Victoria with Travel... www.whizz-kidz.org.uk

The Advert that ran