



CATEGORY 31 — ENTRY FORM

MOST EFFECTIVE RECRUITMENT MARKETING CAMPAIGN

Open to all organisations achieving stand-out accomplishment(s) of the year in recruitment marketing campaigns – either as direct employers, on their own or as recruitment communications service providers in working with/on behalf of direct employers.

The judges will aim to recognise organisations which add outstanding value to their business partnerships and relationships through creativity, innovation, market insight and cost-effectiveness, not those that simply provide a solid professional service.

Achievements outlined in the entries **must have occurred** between October 2022 and 31 December 2023.

For this category, examples of the campaign materials will be required for review by the judges*.

Please provide the following information, using the headings below.

Entrant details

Entrant (*name and job title*)

Agency/organisation name

Date trading began (as listed on Companies House)

Name of campaign

Name of client business

Name of campaign team leader and job title

Names of team members involved and job titles

Entry details

Provide details of the business of the client and the business condition(s)/recruitment requirement that prompted development and/or implementation of the campaign.

(Guideline length: 200 words)

Describe the campaign, detailing the different elements and media used, such as mobile and social media and why each was used. What was the strategy and how did it fit the client's business objectives? In what ways was it innovative?

(Guideline length: 500 words)

What impact did the COVID-19 pandemic and post-pandemic recovery have on the campaign, and how were challenges met?

How successful was the campaign? What measures were used to gauge its effectiveness? Provide quantifiable evidence of how the campaign helped the client achieve their recruitment objectives and provide a timeline of planning start to campaign completion.

(Guideline length: 300 words)

What makes this a stand-out campaign?

(Guideline length: 200 words)

Please send any supporting material to enquiries@recruiterawards.co.uk (if applicable).