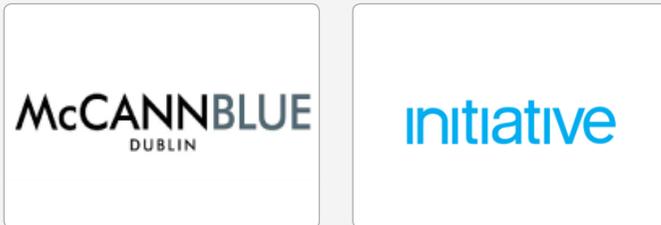


AGENCIES



CLIENT



AWARDS

SMALL BUDGET
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Bronze



COMPANY PROFILE

McCannBlue is an agency born out of a need. A need for a new way of doing things.

We are a collection of individuals all with different specialisms, who share a love of ideas. Conceiving them, sharing them, growing them. Ideas are what transform our client's business and they trust us to follow the thinking where it needs to go.

We don't work in silos; we ignore unhelpful labels like 'traditional' 'digital' 'above the line' or 'below the line'. Instead we concentrate on answering the business problem, creatively, innovatively and with passion and integrity.

This is not only a more interesting way of working, we believe it is the right way to achieve communications that cut through, build brands and generate business.

Initiative Media is part of the IPG Group, one of the world's biggest marketing communications companies. Our mission is to design, develop and deliver brilliant marketing solutions for our clients that have at their heart the very latest consumer and market insights.

Our industry-leading media planning process, 'Performance Pathway', brings together all the functions of the agency – strategy, planning, broadcast, digital, print, OOH, social, mobile, analytics and research – into a larger, more integrated team of 24 people.

This enables us to deploy advanced analytics to make better decisions, produce more efficient marketing investments and unlock business-building innovations. This in turn allows us to think beyond paid media – into the realms of earned and owned – and constantly improve our work and our results.

AGENCIES



CLIENT



AWARDS

SMALL BUDGET
Sponsored by TV3

Bronze



COMPANY PROFILE

In everything we do, we are fast and responsive to the changing world of business. We are brave in tackling our clients' most serious issues. We are decisive with our insights, opinions and recommendations. We make the complex simple by applying clarity and focus to things that really matter.

And we never forget that our business is all about people connecting with people in their everyday lives.

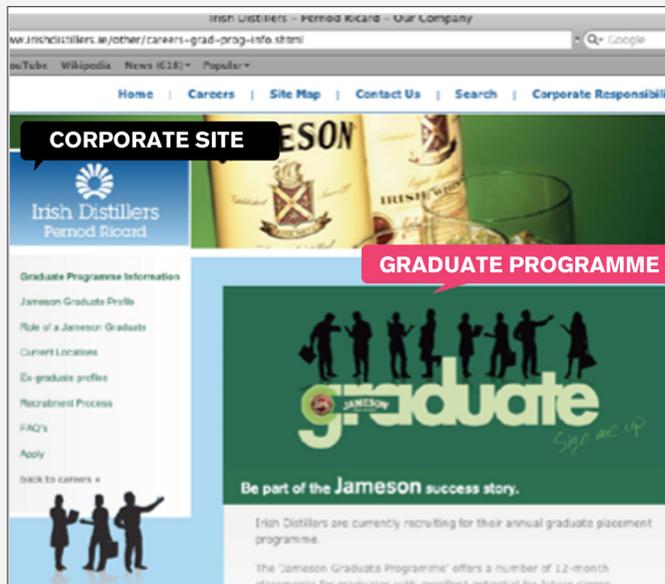


Figure 1 - Promotion of the Jameson Graduate Programme on the Irish Distillers Pernod

INTRODUCTION & BACKGROUND

This is the story of how the Jameson Brand Ambassador Programme was rebranded and reinvigorated to ensure Jameson attracted the highest calibre candidates in a competitive graduate recruitment market, to support the continued international success of the Jameson brand.

Until 2008, Jameson recruited graduates solely through the IBEC Export Orientation Programme (EOP) Graduate Placement Programme (www.ibec.ie/eop), Ireland's longest-running graduate placement programme, which provided 70 - 80 candidates for consideration annually. From this, 25 - 30 graduates were interviewed and 8 - 15 graduates were placed in market. While top talent was recruited, the Jameson Brand Ambassador programme was brought in house with a view to attracting candidates with the right fit for Jameson's changing business needs. Expanding into new international markets, candidates with more specific international language skills and a more specific talent set were required.

In 2008, Jameson began promoting the graduate programme on the Irish Distillers Pernod Ricard corporate website. Contemporary programme branding and informative content attracted more applicants, however the number of applications received were lower than expected. It became evident Jameson needed to raise awareness of its programme offering amongst a wider graduate base.

Jameson's awareness as a graduate employer was low amongst the high-calibre marketing, business and language students they wanted to attract and hire. Jameson ranked outside the top 100 on Ireland's 100 Leading Graduate Employers 2011/2012 list at 151 (Source: Ireland's 100 Leading Graduate Employers, gradireland).

Given the recent downturn, many graduates were attracted to more established graduate recruitment programmes such as Deloitte, KPMG, PWC and E&Y. IT employers, Google, Facebook, Microsoft, Apple and IBM were also popular amongst business, marketing and language graduates.

INTRODUCTION & BACKGROUND

"I'd love to work for Google... we are in a digital revolution, it's the new industrial revolution, it's just fun and young."

(Source: Qualitative Interviews with final year business/ marketing and language students, March, 2011).

Within its own sector the Jameson Graduate Programme faced stiff competition from well established FMCG graduate programme providers such as Kerry Group, Diageo, Coca- Cola and L'Oreal.

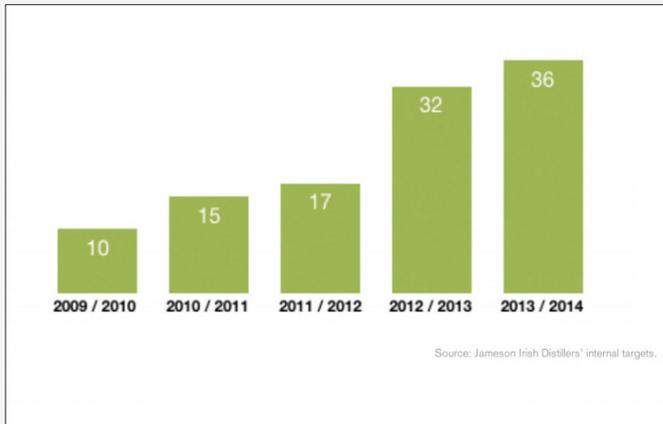


Figure 2 - recruitment objectives for Jameson brand Ambassador (number of graduates)

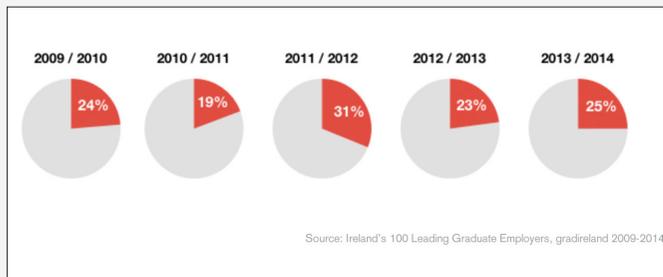


Figure 3 - Graduate recruiters reporting a shortfall in 'fluency in a foreign language'.

MARKETING OBJECTIVES

Become the No. 1 graduate employer of choice

Establish Jameson as the graduate recruiter of choice for high calibre marketing, business and language graduates by 2020.

A robust measurement of where students and graduates ranked Jameson as a graduate employer was needed. So for the first time in 2011/2012 Jameson tracked its position on the prestigious Ireland's 100 Leading Graduate Employers list.

Find graduates that embody the Jameson brand personality

Jameson required a high percentage of candidates to have a strong proficiency in an international language. In addition, they were looking for candidates who personified the wit, charm and charisma of the Jameson brand and lived up to Irish Distillers' values of "real, remarkable and responsible".

The right graduate would be someone who had just achieved a degree or qualification from university but also had real life experience, who had been involved with societies, clubs, fund raising or volunteering, who had taken internships, travelled during their summer holidays to get international experience, or had been part of multi-cultural groups in college. A Jameson Brand Ambassador had to be outgoing, creative and adaptable to new cultures and situations. We coined our target 'Ambitious Outgoing Achievers'.

Connect with hard-to-reach language students

One of the main aims of the campaign was to recruit graduates from Ireland as well as international graduates who had lived or studied in Ireland. Where there is a specific cultural or language requirement, Jameson also partners with Groupe Pernod Ricard in local markets.

	2009 / 2010	2010 / 2011	2011 / 2012	2012 / 2013	2013 / 2014
USA	1	3	6	7	6
Finland	1	1	1	1	1
Netherlands	1	1	1	1	1
Norway	1	1	1	1	1
South America	1	1		1	1
Sweden	1	1	1	1	1
Austria	1			1	
Mexico	1			1	
Poland	1			1	1
South Africa	1			1	
Angola		1			1
Canada		1			1
France		1	1	2	3
Greece		1			
Romania		1		1	
Spain		1		1	1
Turkey		1	1	1	
Belgium			1	1	
Brazil		1			1
Bulgaria		1			
Czech Republic			1	1	
Portugal			1		1
UK				2	2
India				1	
Italy				1	1
Japan				1	1
Kenya				1	1
Russia				1	1
Ukraine				1	
Germany					2
Israel					1
Kazakhstan					1
Korea					1
Mozambique					1
New Zealand					1
Nigeria					1
Slovakia					1
Vietnam				1	1
	10	15	17	31	36

Source: Jameson Irish Distillers' Internal targets

Figure 4 - Recruitment objectives for Jameson Brand Ambassador (number)

MARKETING OBJECTIVES

Fluency in foreign language has been listed by graduate employers as one of the top shortfalls in the Irish graduates' skill-set. Between 2009 and 2013, almost 25% of all graduate employers listed it as a shortcoming.

We were trying to attract graduates studying or living in Ireland with language skills not often taught in Irish schools and universities.

Given the diverse marketing objectives and the challenge in trying to reach 'Ambitious Outgoing Achievers', the communications had to deliver on many levels.

- ▶ **Build awareness of the Jameson Graduate Programme from first year to final year students, postgraduates and recent graduates.**
- ▶ **Position it as innovative, creative and unique.**
- ▶ **Educate and excite students about what the programme and role involves and the benefits for their careers.**
- ▶ **Develop an application process that empowers applicants to showcase their language skills and their personality.**

THE TASK

Connecting with hard-to-reach language students

Finding graduates Irish Universities in Ireland seeking work in marketing became most difficult when recruiting Brand Ambassadors with fluency in languages such as Japanese, Russian, Turkish, Greek, Vietnamese or Hebrew.

It is difficult to quantify, with certainty, the graduates living in Ireland with fluency in a particular language as a graduate's fluency in a language may not always be due to studying that language in college or university. They may be from a foreign country, born to foreign parents, have lived in a foreign country for a period of time or studied a language outside of their degree or masters. To approximate the scale of the recruitment task Jameson faced, particularly when it came to uncommon languages, we worked with specialist, multi-lingual recruitment agency Delegate International.

Delegate International used internal aggregator tools which search job board CV databases for jobseekers who listed fluency in a particular language as a core skill, then estimated the number who had graduated in the past 2 years. Their analysis revealed the pool of candidates for many of our target languages was restricted: just 67 graduate jobseekers claimed fluency in Russian and 7 fluency in Japanese, for example. While these figures are estimates, they demonstrate the difficulty of reaching particular language skill sets in Ireland. For any given language, Jameson's potential candidates may only number in the 10's or 100's. The entrance of global technology employers like Google into the Irish marketplace meant even more competition for language graduates.

While the easier route would be to recruit in foreign markets, we wanted graduates who were from Ireland, or who had lived or studied here, so that they would have had a chance to immerse themselves in the Irish culture. We wanted Jameson Brand Ambassadors that understood the brand's Irish origins and character when promoting the brand in international markets.

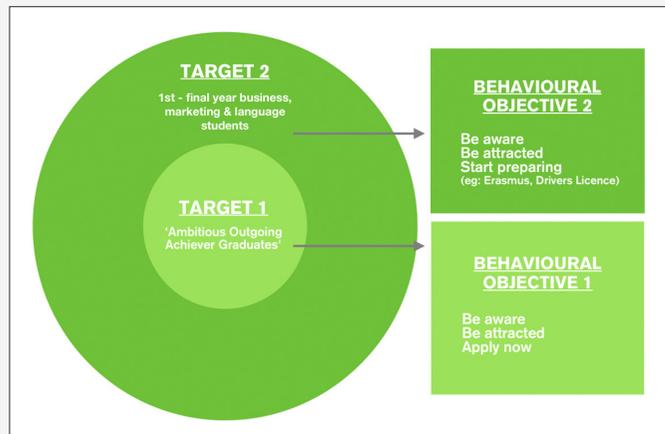


Figure 5 - Communications Model:
What we wanted to achieve

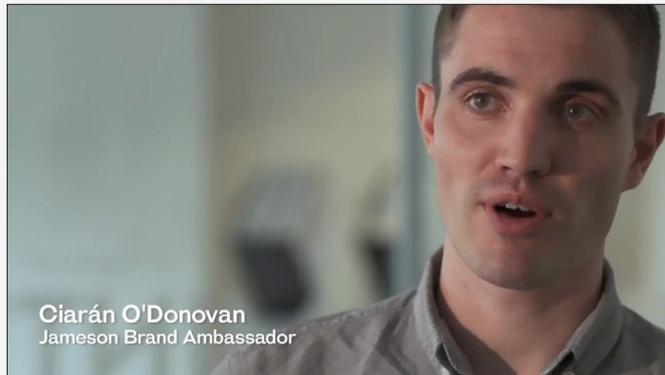
THE TASK

Recruiting people who live the Jameson way of life

Our 'Ambitious Outgoing Achievers' needed to tick an extensive list of other skills:

- ▶ Honours degree
- ▶ Willing to live and work abroad for a full year
- ▶ Full clean driver's licence
- ▶ Creative, enthusiastic self-starter
- ▶ Independent, self-motivated, able to work on their own initiative
- ▶ Strong desire and passion for brand marketing and sales
- ▶ Outgoing, confident, excellent communicator
- ▶ Willing and able to adapt to new countries, cultures and situations.

In 2013, we also launched an early awareness strategy to attract the attention of first to final year students, so they could connect with programme early in their studies and prepare throughout their college years to apply for the programme (e.g. stream their module choices, go on an Erasmus year, get a driver's licence, join societies etc.). This was a challenge as non-final year grads tend not to think about graduate programmes until their final year.



Jameson Brand Ambassador Helsinki

THE STRATEGY

Bridging the Gap Between a Premium Brand and Premium Talent through a Premium Recruitment Experience

Jameson Irish Whiskey is a premium brand that needs premium talent. To attract that talent, a premium recruitment experience was required. We needed to create something innovative and unique to stand out in a competitive graduate recruitment sector.

The first step was understanding today's 22 to 25-year-old students and graduates. By conducting qualitative research with students and surveying past Brand Ambassador applicants, we learned that we were dealing with iGrads; students that have grown up in a connective culture powered by mobile and social networks. They expected brands to engage with them rather than sell to them. They wanted to connect with the people behind the brand, not a corporate identity. They wanted to converse with Brand Ambassadors who had experienced the programme.

From a career opportunity perspective, students and graduates wanted to work with big brands that would impress their family, friends and future employers.

“To be able to use my language, also a big brand name or a big company name would look good on your CV.”

(Source: Qualitative Interviews with final year business/ marketing and language students, March, 2011).

From a programme point of view they wanted meaningful and progressive training and development that would equip them with solid skills and tools for their careers. They also wanted a role that allowed them to be creative and innovative.

“I really want to work in the marketing side of things. I love ideas and having fun being creative... I also want to learn the tools and techniques.”

(Source: Qualitative Interviews with final year business/ marketing and language students, March, 2011)



Figure 5 - Communications Model:
What we wanted to achieve

THE STRATEGY

As the majority of applicants spoke an international language, they wanted an international opportunity. Ultimately they wanted an opportunity that would not only get them a job but one that would kickstart their career.

"I applied for the Kerry Group programme because they offer excellent career progression."
(Source: Survey of 51 Jameson Brand Ambassador applicants 2013)

We needed to demonstrate that our programme was the Vital Ingredient graduates needed to kickstart an international career, and that they needed the Vital Ingredient to become a Jameson Brand Ambassador.



Figure 7: Examples of the 'discerning retro cool' look & feel of the [vitalingredient.ie](http://thevitalingredient.ie)



Figure 8: Examples of how students & graduates could connect with current Jameson Brand Ambassadors across the globe through thevitalingredient.ie

THE IDEA

This is the Vital Ingredient. Are You?

The big idea was to showcase the Jameson Graduate Programme as **'The Vital Ingredient'** required to broaden horizons and kickstart careers, one which could lead all the way to the top boardrooms of Groupe Pernod Ricard. We achieved this by highlighting the role and career progression of Brand Ambassadors past and present. This worked on two levels, pulling graduates into a unique career opportunity and pushing them to work harder on their application.

Our target graduate is always online and always connected. Our creative idea needed to permeate their highly sophisticated digital world. We need to educate them on the unique opportunity and motivate them to apply on desktops, mobiles and tablets.

Rebranding the attraction and recruitment process was our initial task. The visual theme evolved into 'discerning retro cool' and took visual cues and references from the passion and confidence of Madison Avenue Marketeers. Just as 1960's Madison Avenue represented a seismic shift in social equality, where talent over entitlement conquered, so too does the Vital Ingredient represent a huge leap forward for the right candidates. Not only is success about what you've learnt, it's about who you are and how you personify Jameson's brand attributes of charm, wit and charisma. Silhouettes throughout the designs let graduates place themselves into the scenarios, visualising success in the first person perspective.

To that we added a sense of world citizenship through a mix of references all unified by a retro style. The results were unique in the graduate recruitment sector. While other graduate recruitment sites look like human resource pages, thevitalingredient.ie looks and behaves like a highly creative and innovative brand site.



Jameson Brand Ambassador New York



Successful candidate - Ciarán O'Donovan

THE IDEA

The Vital Ingredient website acts as the hub for the entire attraction and recruitment process. Built on an expansive, parallaxing canvas, potential candidates can explore the Jameson way of life and the job opportunity. 'Hotspots' open up rich media content for further details, enabling visitors to connect to current ambassadors in foreign markets.

The user experience finishes with a call to action to apply. Multilingual prompts separate each section and reinforce the language requirements of the programme while the interactive maps make connecting with Brand Ambassadors abroad easy.

Through the website and social media campaigns we encouraged applicants to connect with current graduates in foreign markets and get a feel for day-to-day responsibilities. Current Brand Ambassadors supply a steady stream of content to push out on social media channels. This connection allows potential candidates to ask questions about the role, the foreign cultures and the application process to people who experience it every day.

Video plays a significant role in engaging and educating graduates about the programme and its opportunities. Rich video content includes messages from the International Brand Team and International Marketing Team of Groupe Pernod Ricard. Importantly, all senior figures featured were previous Brand Ambassadors, illustrating the realistic ambition of the programme.

In 2013, we developed three-minute web documentaries of the New York and Helsinki Jameson Brand Ambassadors in market, in their everyday roles and working lives. The web documentaries give students an insight into the world of the Jameson Brand Ambassador and make the role more tangible and desirable. They also allow the outgoing personalities of the Ambassadors shine through to help attract like-minded graduates.

The Vital Ingredient was never intended to be a run-of-the-mill application process. We want to stand out and recruit the highest calibre of relevant candidates. We needed to attract a higher number of candidates with The Vital Ingredient and filter out those who fell short of the standards required in the application stage. One of the ways we achieved this was the introduction of a 'Why I'm the Vital Ingredient' video application.



'Your Passport to Success' Facebook application and activation

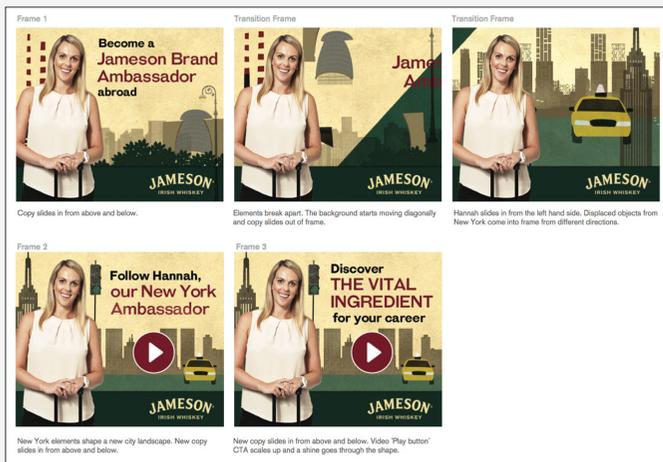


Figure 12: Examples of interactive digital banners that drove graduates to thevitalingredient.ie

THE IDEA

Graduates had two minutes to prove their credentials and showcase their creativity, confidence and charisma and show off their international language skills on camera. The video application put off those not serious or confident enough to be genuine applicants and gave those with the necessary skills the platform to shine.

We outlined hints and tips on how to stand out on the application form and video and inspired creativity with best-in-class examples of video applications from previously successfully candidates.

We ran various social media campaigns to bring potential graduates and current Brand Ambassadors ever closer. One such Facebook campaign featured an interactive 3D pop-up passport quiz where five flipped pages covered the five continents with multi-choice questions concerning the Jameson way of life and the Brand Ambassadors' experiences.

This funnelled more and more people into connecting with current Brand Ambassadors. As applicants tried to gain an advantage in the quiz they were increasingly exposed to the career opportunity. On social channels we also posted regular reminders and application tips and highlighted upcoming campus visits.

Web banners on relevant sites drove traffic to the site. We ran the web documentaries as pre-rolls on the video content of popular, relevant sites. Our highly targeted media campaign sought to attract those with more than just an international language ability, but also those with skill sets in business, marketing and languages and a broader media campaign which targeted the broader applicant pool.

This broader pool included first, second and third year undergraduates as we needed to ensure the long term health of the programme and reach undergraduates at the point in which they could begin preparing for the Jameson Graduate Programme by gaining the hard and soft skills needed to become a Jameson Brand Ambassador.

Using a combination of PPC, search, display, RTB (Real Time Bidding) and social media advertising, we were able to reach a wide range of applicants in our target graduate audience. The hyper targeting of media spend, including real time network bidding and continual media optimisation ensured media spend was optimised continually, resulted in over 1.4 million impressions in 2013 alone.



Figure 13: The interactive grad fair stand that took our online campaign offline

THE IDEA

We brought The Vital Ingredient platform and campaign offline and to graduate fairs, universities and colleges in the form of attention grabbing, interactive mobile stands. Using geo-targeting we reached out to students and graduates via their mobile phones, letting them know where to find the Jameson stand and inviting them to come and talk to the Jameson Graduate Team, which included past and present Brand Ambassadors.

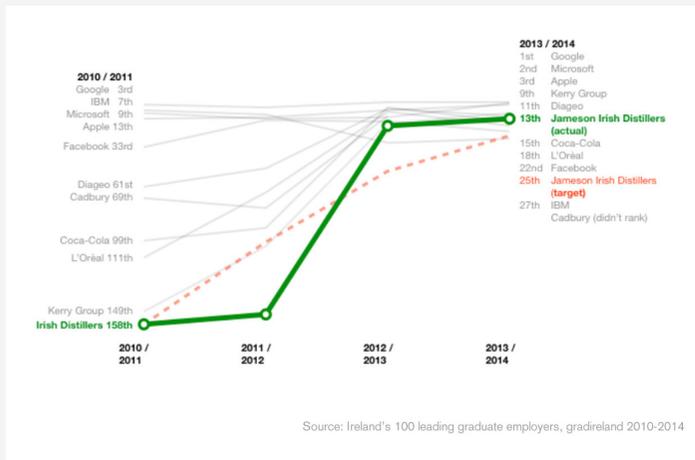


Fig 14: Jameson Irish Distillers ranking in all sectors vs. benchmark graduate recruiters

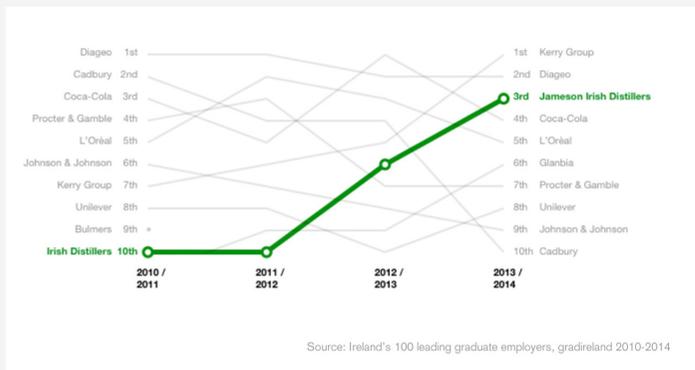


Fig 15: Jameson Irish Distillers ranking in all sectors vs. benchmark graduate recruiters

THE RESULTS

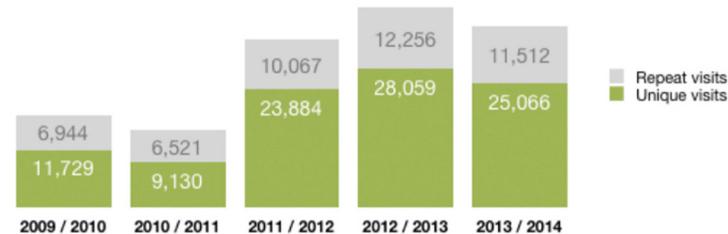
Becoming the No. 1 graduate employer of choice is in our sights

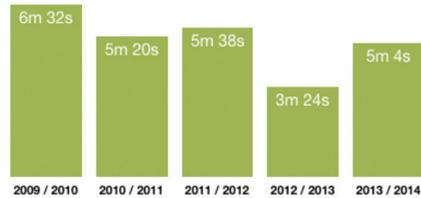
Jameson is on its way to achieving this objective at a much faster rate than forecasted. Between 2011 and 2014, Jameson moved from 151st to 13th on Ireland's 100 Leading Graduate Employers list. In 2010, Irish Distillers had ranked 158th. GradIreland will not announce the 2014/ 2015 Top 100 Graduate Employers until 30.04.14 and this award is being submitted on the 25.04.14 but they told us for the purposes of this submission Jameson have broken into the top 10.

This growth was also achieved at a time when our benchmark competitors were not resting on their laurels, but investing in their graduate employer brands and platforms to maintain or grow their positions.

Within the preferred FMCG graduate employer listings Jameson has moved from a number 10 position in 2011/ 2012 to reach a top 3 spot in 2013/ 2014.

Improving traffic to The Vital Ingredient website points to the fact that Jameson is attracting the interest of not only their core target 'Ambitious Outgoing Achievers' with international language skills, but the wider student population. As outlined previously it is estimated that our addressable target market of eligible candidates is unlikely to exceed the 100's or 1000's, yet unique visits to the site have reached highs of over 28,059.





Source: Google Analytics & AWstats

Fig 17: Average visit duration (minutes)

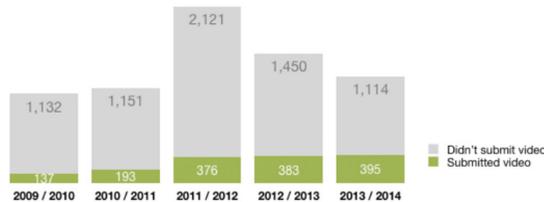


Fig 18: Brand Ambassador Applications

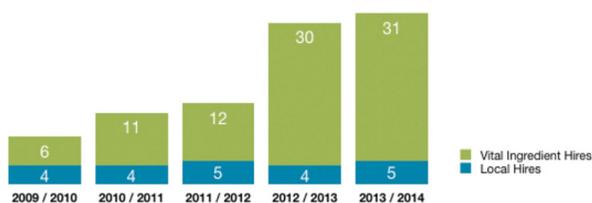


Fig 19: Hires via Vital Ingredient versus local in-market recruitment (numebr of graduates)

THE RESULTS

The Vital Ingredient platform aimed to create a premium experience that engaged and educated graduates in a way that was innovative in the graduate sector space. Average time-on-site figures often reaching over 5 minutes suggest that students and graduates were engaged, spending much time exploring the programme and the role.

We connected with and recruited hard-to-reach language graduates

The primary role of The Vital Ingredient platform and Jameson Brand Ambassador graduate programme is to attract and recruit high calibre candidates with a passion for brand marketing and strong proficiency in an international language. In this capacity, The Vital Ingredient platform and campaign has achieved strong, steady success.

Year on year, the numbers completing the in-depth five step application process including concepting, producing and uploading a two-minute, 'Why I'm the Vital Ingredient' video application have grown. The video application process has helped us identify those with the commitment and confidence to potentially become a Jameson Brand Ambassador.

Each year, on average, Jameson has brought 25% of completed applicants through to round one assessment to further evaluate their skills. The numbers of Jameson Ambassadors placed in international markets have increased year on year as the calibre of candidates has increased. Groupe Pernod Ricard has acknowledged the talent being recruited and the success and importance of the programme. Year on year, we have increased the numbers recruited through thevitalingredient.ie.

Each year we have become more efficient in targeting the right candidates. That has enabled us to reduce the duration of our annual campaigns.

	2009	2010	2011	2012	2013	5 year total
Production	37,000	30,000	57,050	142,947.5	67,042	334,040
Media	14,000	20,000	25,000	30,000	30,000	119,000
Total	51,000	50,000	82,050	172,947.5	97,042	453,040

Fig 21: Vital ingredient attraction and recruitment communications budget 2009 - 2014

Education Activations	# conducted	# trained/mentored
Bartender Training/Mentoring Sessions	4000	38,650
Consumer Samplings	2810	141,070
Consumer Activations	# conducted	# glass in hand
LAD Activations	2120	188,010
DUDE Activations	920	98,500
Trade Activations	# conducted	# samples served
Whiskey Shows Attended	330	158,980
	# conducted	# trained/mentored
Internal Training e.g. sales force, distributors	580	7,980
Bartender Advocacy Activations	# conducted	# attendees
Smooth Bartenders Club	20	750
Bartender Ball	100	59,990
Other brand related event	80	10,190

Fig 22: Vital ingredient attraction and recruitment communications budget 2009 - 2014

THE RESULTS

We have reduced the cost of filling the Groupe Pernod Ricard talent pipeline

The high demand for graduates with a fluency in foreign language means that they are more expensive to recruit. These graduates command a higher starting salary, “often 10 to 15% more than monolingual graduates”, according to specialist multilingual recruiter Delegate International, and recruitment fees can “be charged at between 12 - 15% by many recruiters”. On average Jameson pays a Jameson Brand Ambassador €29,000 (plus many travel and technology perks). If Jameson was to have recruited each of the 110 candidates they required between 2009 - 2014 through a recruitment agency, the fees would have amounted to €478,500, even before any other marketing or HR costs were accounted for. If we take this figure as an average yearly cost it would equate to €95,700, which is more than the average annual cost of The Vital Ingredient campaign of €90,608. The Vital Ingredient has included two website builds, five digital and social media campaigns and five media campaigns. More importantly it has established strong awareness of Jameson as a graduate recruiter and a solid platform on which to continue building awareness and preference for the programme.

Over the 5 years, there has been a graduate employee retention of rate of 68%. In other words, 75 of the 110 recruited progressed withing the programme and post programme to other role. If Jameson was to have used a recruiter to fill those 75 positions, an extra cost of €326,250 would have been incurred in fees.

Of the 110 Jameson Brand Ambassadors that have been recruited between 2009 and 2014, over one third still work within Groupe Pernod Ricard on the Jameson brand or other brands within the portfolio, which demonstrates the quality and long term potential of the candidates that were attracted.

Jameson Brand Ambassadors are making a significant contribution in their international markets, building key trade and consumer relationships. In 2014 alone, Jameson Ambassadors were involved in 235,990 education activations, 289,550 consumer activations, 159,310 trade activations, and 71,130 bartender advocacy activations.

Year	Award Received	Awarding Body
2010	Best Student Marketing Campaign	Gradireland Graduate Awards (voted for by a panel of experts)
2012	Best Student Marketing Campaign	Gradireland Graduate Awards (voted for by a panel of experts)
2013	Gradireland Graduate Awards	Gradireland Graduate Awards (voted for by a panel of students)
2014	Best Integrated Digital Campaign Silver Finalists	Digital Media Awards
2014	Brand Company Winner of Building on Best Practice category	Premier Awards Marketing (Internal Groupe Pernod Ricard Awards)

Fig 23: Awards received for The Vital Ingredient campaign and platform 2010 -2014

THE RESULTS

The Vital Ingredient platform and campaign has been recognised and awarded by industry experts, student panels and internally within the Groupe since its inception.

This year marks a milestone year for the Brand Ambassador Programme. In 2011 there were 35 Ambassadors on the programme, this has more than doubled with 76 Brand Ambassadors (Year 1-3) currently placed in 42 international markets. 2013 saw the largest intake to the programme since it was established in 1991 and the largest total Brand Ambassador group across the three year programme.

THE IMPACT

By reaching out to iGrads in the digital space and on social networks, we grew awareness and preference of Jameson as a graduate employer.

By giving graduates a real insight into the responsibilities of current Jameson Brand Ambassadors, through both web documentaries and social network connection, they better understood the meaning of the role and saw it as a progressive, international career opportunity.

“The videos of Jameson Ambassadors on location (in Helsinki and New York) were great. You got a real sense of what the role and lifestyle is like.”

(Source: Survey of 51 Jameson Brand Ambassador Applicants 2013).

From our digital communications to our campus road shows, we ensured that the Jameson brand personality shone through. Students and graduates reported that the platform and campaign showed Jameson as an iconic and innovative Irish brand growing its international reputation.

Graduates started to rank Jameson ahead of benchmark FMCG graduate employer competitors such as Coca-Cola, L’Oreal and Cadbury, and IT global giants such as Facebook and IBM, as they learned more about Jameson’s premium, unpretentious attitude to work and life.

The video application process gave graduates a clear indication of the type of candidate Jameson wanted to recruit, giving genuine applicants with the right personality and language skills the opportunity to shine. We showcased a selection of successful application videos online, with the graduates’ permission, to raise awareness amongst the wider influencing student population.

“You watch the video, see the ideas behind them are brilliant, and that they’re real sparky personalities. It’s a particular type of person.”

(Source: Qualitative Interviews with Final year business/marketing and language students, McCannBlue, March, 2011)

THE IMPACT

Leveraging social media to empower potential applicants to connect with current ambassadors across 42 international markets allowed them to learn more about the opportunity from the people living it and gave applicants the knowledge and confidence to proceed with the application.

“I loved the testimonials and interactive map giving links to find out more on social media. I was able to talk to the French Brand Ambassadors about their experiences.”

(Source: Survey of 51 Jameson Brand Ambassador Applicants 2013).

Ultimately, graduates have started to see Jameson as a unique opportunity for them to kickstart their career on an international stage, working for the world’s fastest growing international whiskey. They have started to see Jameson as a premium graduate employer searching for premium talent.

“I would have kind of thought of Jameson as an older man’s drink, but now I think of it as more young and fun, and an Irish brand being really successful overseas.”

(Source: Qualitative Interviews with Final year business/ marketing and language students, March, 2011).

NEW LEARNINGS

We have optimised the campaign every year

Responding to feedback, we've refined the platform. We changed the campaign dates so they don't overlap with busy exam times. Real time bidding with more targeted digital banner campaigns means we are reaching our target more quickly and cost-effectively. We've found new and innovative ways to give graduates an insight into the role, including the introduction of web documentaries of Jameson Brand Ambassadors in NewYork and Helsinki. Overall we've created a premium graduate recruitment experience that reflects the aspirations of high-achieving, outgoing graduates and the ambitions of an iconic Irish brand.

SUMMARY

The Jameson Brand Ambassador Programme has launched many careers within Groupe Pernod Ricard. The programme is key to Jameson's international success as graduates build trade and consumer relationships. In an increasingly competitive graduate recruitment market Jameson needed to find new and innovate ways to attract premium graduate talent. In 2009, The Vital Ingredient was launched offering graduates an innovative recruitment experience. Jameson has moved from a relatively unknown graduate employer to a top 10 graduate employer of choice in 2014. Most importantly Jameson has placed 110 of Ireland's most ambitious and outgoing graduates as Brand Ambassadors in 42 international markets.

MEDIA GALLERY

CREATIVE



Frame 1



Copy slides in from above and below.

Transition Frame



Elements break apart. The background starts moving diagonally and copy slides out of frame.

Transition Frame



Hannah slides in from the left hand side. Displaced objects from New York come into frame from different directions.

Frame 2



New York elements shape a new city landscape. New copy slides in from above and below.

Frame 3



New copy slides in from above and below. Video 'Play button' CTA scales up and a shine goes through the shape.

MEDIA GALLERY

CREATIVE

