



# G4S Cash Services

## Recruitment campaign for opening of Vauxhall Superbranch

### Background to the project

G4S Cash Services were preparing to open a new super-branch based in Vauxhall. Two of their existing London branches were earmarked for closure and their people were being relocated to this new site. It was anticipated that a percentage of staff wouldn't want to make the move, and as a result they predicted that they'd need to recruit around 95 people in total – predominately Vehicle Crew staff. The timescale for this recruitment was 5 months. On top of the above, the client also needed to attract more staff to their Enfield branch, which was experiencing recruitment problems. There were several genuine reasons for concern about the feasibility of attracting the numbers required in the timescales allowed. One of these was geography and the location of the new super-branch, another being the prevailing recruitment challenges in the South East. Finally, the strict vetting procedure that applicants would have to go through takes around three weeks, and we were concerned that they would lose people during this procedure. Due to these factors, it was all-important that we attracted as much interest as possible from our campaign.

### Objective

We need to create an advertising campaign that attracted a high volume response, and appealed to a wide range of different people. It was also important that we didn't just aim it at people who were currently working in driving roles – as long as you had a driving licence, checkable background and the right attitude, you could do this job. Due to the numbers we needed to recruit, it was important that we planned a media schedule that completely saturated the London market.

### Methodology

We came up with four different campaigns for G4S to choose from. The campaign they preferred was run in various press between March and June 2008 – including local free and paid – for titles, national tabloids and even football programmes.

### Results

From this campaign, G4S received 1,995 enquiries – and managed to make 67 placements. The Vauxhall super branch was fully staffed within two months and the rest of the campaign was put on hold.

### Costs

The total campaign costs, including all advert space, production and creative fees, came to £75,991.  
 Cost per response: £38.09  
 Cost per recruit: £1,134.19

