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INTEGRATED CAMPAIGN RESERVE OFFICER





OBJECTIVE

THE ARMY RESERVE AND WHAT IT DOES IS A BLURRED PICTURE AND THE SUBJECT OF DEBATE. THE GENERAL PUBLIC HAS A WIDE VARIETY OF IDEAS AND OPINIONS ON THE SUBJECT. THE ARMY WAS SEEKING TO ADDRESS THIS POOR UNDERSTANDING IN A WAY THAT WOULD INCREASE THE ATTRACTIVENESS OF ARMY RESERVE OFFICER ROLES AND COMPEL PEOPLE TO JOIN.

FINDINGS FROM RESEARCH INDICATED THAT TIME WAS PERCEIVED AS A SIGNIFICANT BARRIER AND SUGGESTED THAT TO COMPEL PEOPLE TO JOIN, THE PACKAGE WOULD NEED TO BE REVISITED TO OFFER MORE FLEXIBILITY AND ALLOW THEM TO JUGGLE THEIR CAREER AND FAMILY WITH A CAREER IN THE ARMY RESERVE. THIS IS ONGOING BUT IN THE SHORT TERM HOWEVER, THE ARMY WANTED TO PARTIALLY ADDRESS THESE BARRIERS IN OUR COMMUNICATION BY DIALING UP THINGS SUCH AS:

- THE SUPPORT THEY WOULD GET FROM EMPLOYERS AND THE EASE OF MARRYING UP THE TWO CAREERS;
- THE WEALTH OF ACTIVITIES AND RICH TRAINING THEY WILL RECEIVE; AND
- ULTIMATELY DEMONSTRATING THE BENEFITS TO THEIR CURRENT CAREER.



INTEGRATED CAMPAIGN

SOLUTION

We created a series of events that offered employers and employees the opportunity to 'touch the Green'. It was an invitation to meet serving Army Reserve Officers and to discover more about the opportunity to do the right thing, to have one adventure after another and to acquire the essential skills that distinguish a successful leader from a manager.

It was a shout out to get the best out of you and those around you. It was a gateway to being able to achieve 100% of your potential in only 10% of your time.



Dehydrated T-shirts were given to event attendees.



We created challenges that tested key attributes of Reserve officers, such as trust and communication.

Posters were put up in and around event venues,





INTEGRATED CAMPAIGN

It began right after Armed Forces Day, which was on 25 June, and took the form of a 5-day programme of events that ran across 20 UK towns and cities. We used a combination of activities that were designed to bring to life the central offer of being an officer in the Army Reserve. Those activities included:

- Reserve unit open evenings
- Reserve regiment open evenings
- Employer seminars
- An interactive film in which people could test their leadership skills
- Periscope broadcasts
- Facebook Live

Army Officer Jobs
Published by Field Marshall [?] · 15 April at 17:00 ·

Being an Officer with the Army Reserve isn't for everyone. It's for people with a certain mind set, rather than a certain career or existing expertise. It's for the team players. The people who are looking for a new challenge. If this is you, then you've found it. Find what you're searching for and much more here <http://bit.ly/1RYL8xM> #ArmyReserveOfficer #WITHHEARTWITHMIND

3,455 people reached Boost Post

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Sarah Morrison, Vinay Soni and 74 others Top comments

8 shares

British Army No matter what your interests, no matter what your existing expertise, if you're a leader who's ready for more, there's an Army Reserve Officer role for you. And no matter what your role, you'll receive world-class training in an environment far from your usual 9-5. Plus, you'll also be paid for every day you spend with your unit and be eligible for a tax-free annual bounty based on your level of commitment. Find out how you can achieve 100% of your potential in the Army Reserve <http://bit.ly/21kjddt> #ArmyReserveOfficer #WithHeartWithMind

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Alan Bradwell, Sergio Lever +59

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Army Jobs was live.
7 hrs ·

Watch the launch of Armed Forces Week, Wales #ROCweek #ArmyJobs #ReserveOfficer

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Social media was used to generate awareness and publicise events.

British Army Doing the right thing. That's what you do. Doing something that helps, something that makes a difference. It's your way. And people respect you for it. As an Officer in the Army Reserve, you'll earn an extra level of respect for it. And you can do it with a commitment of as little as 27 days a year. Achieve 100% of your potential in 10% of your time <http://bit.ly/1Xnv9fW> #ArmyReserveOfficer #WithHeartWithMind

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+72,686	+564	+81	+84	+1.00%
impressions	clicks	interactions	followers acquired	engagement

Like (79) · Comment (1) · 11 days ago

Carl David MBE MSc, Derek Shotton +77

Anand Singh Rathore salute for army 3 days ago





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British Army Take your training out of the gym. Become an Officer in the Army Reserve and you'll have access to all kinds of adventurous pursuits. From skiing in Canada to skydiving in the Bahamas, the world will become your exercise ground. The path to becoming better skilled and better qualified can start with a commitment of as little as 27 days a year. Plus, you'll also be paid for every day you spend with your unit and be eligible for a tax-free annual bounty based on your level of commitment. Find out more <http://bit.ly/1ZOtoXg> #ArmyReserveOfficer #WITHHEARTWITHMIND



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Sponsored in: [Sailing Tumblr Page](#) (stopped)

+55,429 impressions
+584 clicks
+60 interactions
+49 followers acquired
+1.25% engagement

British Army Army Reserve Officers bring unique and transferable skills to their employers. No matter who that employer is. And no matter what your interests or your existing expertise, if you're a leader who's ready for more, there's an #ArmyReserveOfficer role for you. All with a commitment of as little as 27 days a year. Plus, you'll also be paid for every day you spend with your unit and be eligible for a tax-free annual bounty based on your level of commitment. Find out how you could achieve 100% of your potential in 10% of your time <http://bit.ly/29mBmDq> #WithHeartWithMind



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+7,657 impressions
+40 clicks
+8 interactions
+7 followers acquired
+0.72% engagement

Like (6) · Comment · 3 hours ago

Nick Coyle, Daniel Morrissey BSc +4

Add a comment...

An online hub allowed people who otherwise couldn't get to an event, to attend virtually.





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MEASUREMENT

June stats for Reserve Officer applications were 62% under overall, and 24% under what the Army had targeted. However, in the first two weeks of July, there was a significant spike in Reserve officer applications, hitting 45% above the overall target and 121% above the predicted target. Additionally, we achieved:

A reach of **178,670** through radio

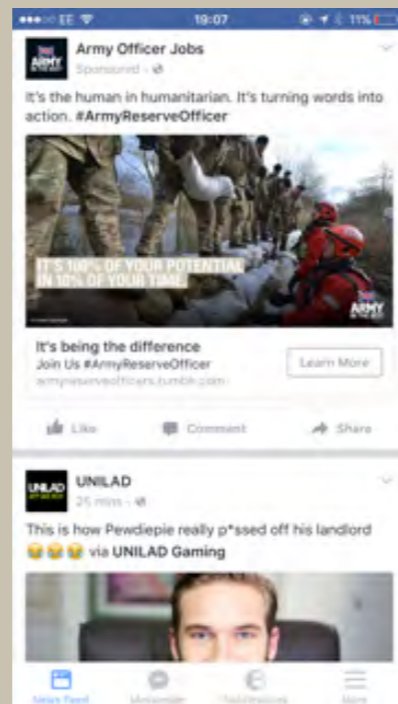
An uplift in social activity, with a CTR of **1.83%** compared to the industry benchmark of **1%**

72,000 views on the Army Reserve officer Tumblr hub

6,000 click-throughs to apply via LinkedIn

Get a taste of the tour here:

<https://youtu.be/UXQGY0AucY>



Make time to join us for breakfast – and you could make a huge difference to your life. We're holding a special event to talk about becoming an Army Reserve Officer. You'll still be working for us, but you'll be a Commissioned Officer too. Plus, you'll gain crucial skills and qualifications that could really help your career. Want to be a better leader? A better professional? Get up and get over to our presentation: details below.

Time: XXXXXXXX
 Date: XXXXXXXX
 Location: XXXXXXXX

