



CASE STUDY CAMPAIGN: RISING EAGLES



THE PREMISE

The world of banking is forever changing. New technological innovations are constantly emerging, changing the way banks do business and interact with their clients. To keep ahead, banks must continually bring in the best talent and resources.

The Rising Eagles Graduate Programme is one of the effective ways in which we ensure the continual flow of high calibre, talented minds into the bank.

But in a world where talent is scarce and hard to come by, how does a bank compete for top talent with world-renowned brands both locally and abroad?

This was our challenge – to create a campaign that would attract the best talent and make Absa Rising Eagles 2018 the graduate programme of choice.

THE THINKING

Target Audience

As the traditional aspects of banking give way to new innovations, fast and convenient digital banking is becoming the norm. Banks and other financial institutions need to keep up with the latest technologies or risk being left behind.

Creating new digital innovations is a process that begins with the recruitment of the right people.

With this in mind, we shifted our graduate recruitment to focus on scarce and critical resources amongst the following three core niche groups:

- The tech-savvy
- The analytics specialists
- The customer-facing crew



Strategic Platform

As a brand, Absa intimately understands that when graduates leave university, the only real currency they possess are their ideas. Equally, Absa also recognises that the millennials are driven by a desire to effect real change – and change is effected through ideas.

These insights informed our campaign's strategic platform: **'We don't just bank on people and their ideas, we also invest in making them happen'.**

And this led us to our campaign concept: **Your Ideas Don't Matter Until Made.**



THE EXECUTION

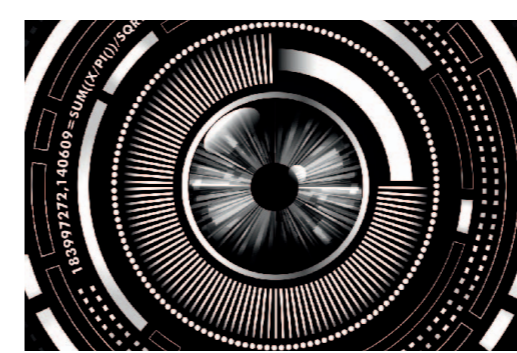
Our target audience is by no means traditional in their outlook, they are pioneers, early adopters, creators and at ease with technology. To reach our target audience we had to connect with them in their world and ensure we spoke their language.

So we shifted our focus from traditional on-campus campaigns to the online and digital realms. We tactically placed provocative banners on digital sites and social media that they frequent, linking to our mobisite.

Creative elements were given an innovative and futuristic feel, with messages crafted to speak to the relevant target audiences.

Our target audience are tech-savvy and they love a challenge. As a bank we had to show we were in tune with their mindset, so we set out to actively engage them. We crafted challenges which would resonate with each target audience. They'd be prompted to solve the challenges embedded in the posters and mobisite banners.

The answer to all three challenges was a telephone number, which they needed to call to determine whether they had cracked the code. If correct, they would receive a credit towards their application.



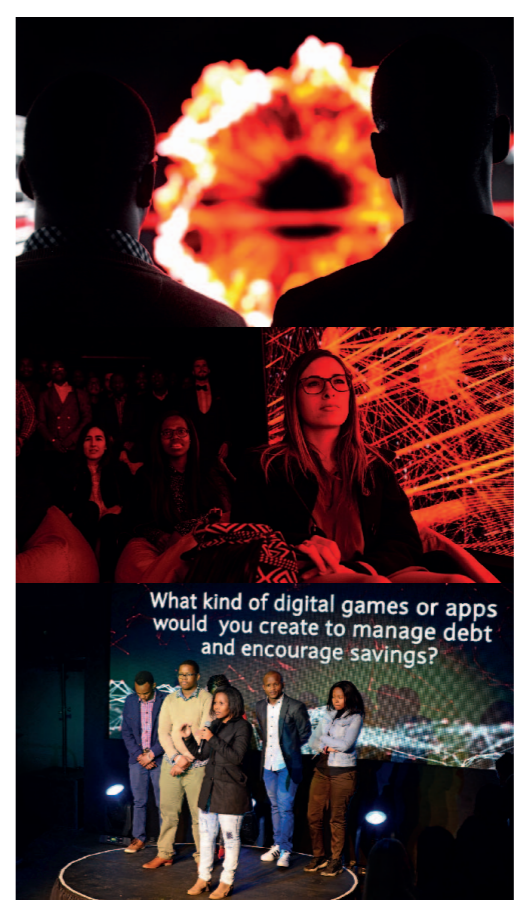
In order to drive home our big idea in an entertaining and thought-provoking way, we created humorous online video content.

The video campaign – **'Facebook was my idea'** and **'Thindi Dating App'** – humourously conveyed a human truth that no matter how great an idea is, it doesn't matter until it's made.

We then set about bringing the concept to life in an experiential way.

We hosted exclusive experiences for select students from Cape Town, Pretoria and Johannesburg.

From the immersive tunnel experience where our target audience was welcomed and briefed via surrounding 3D digital screens; to working out real-life banking challenges in small teams; presenting their winning ideas; to taking in the inspiring and riveting talk by our guest speaker, Mark Sham – our target audience was given a real taste of what it's like to be a part of the Rising Eagles Graduate Programme.



THE IMPACT

The 2017 Rising Eagles campaign massively exceeded all KPIs.

- Unique Users totalled over 177 000 in less than seven months, more than double the previous campaign on the same media budget
- We received 10 525 valid applications
- Within seven days, the campaign registered engagements that had previously taken 6 months to achieve
- Video performance was excellent – over 58% of the viewers watched the full video
- 62% of the viewers who watched more than 58% of the video were from African countries
- Over 45% of users who clicked "apply now" were female, a key target for Absa
- The average positions required per African country was 2.7 applicants, the campaign delivered a per country average of 188.4 applicants (a 6 900% over supply of candidates)
- Quality of applicants far exceeded that of the previous year

THE EFFECT

Overall, we received a record number of quality applications across all three groups. While the campaign laid a strong platform for recruiting the best talent going forward, it also entrenched Absa as one of the preferred employers for graduates entering the job market.

So what did our target audience think of the campaign?

