



AIRBUS

Local Media Works Awards Airbus Brief

A commercial aircraft manufacturer, with Space and Defence as well as Helicopters Divisions, Airbus is the largest aeronautics and space company in Europe and a worldwide leader.

An international pioneer in the aerospace industry, Airbus is a leader in designing, manufacturing and delivering aerospace products, services and solutions to customers on a global scale.

The aerospace industry is highly technology focused, so being skilled in the STEM subjects (Science, Technology, Engineering and Mathematics) is a valuable asset to have and can lead to exciting and rewarding career choices. Airbus wants to encourage school pupils everywhere to be inspired and motivated by the STEM subjects, and what can be achieved through them.

Essential to the future of Airbus is the entry of new talent into its workforce, particularly through apprenticeships. It runs an annual UK recruitment campaign, particularly among its local communities and employees, to bring in local talent.

Airbus believes strongly that national brands can make a powerful connection with people in local communities by advertising in local media. By answering the brief and entering the Local Media Works Awards, media planners will have the opportunity to win the award's grand prize of £1,000 of Apple computer products. Local Media Works, the organiser of the awards, is the marketing body for UK local media.

Background

In the UK, Airbus supports and runs numerous STEM focused outreach activities with school pupils local to its sites. The aim to position Airbus as a future employer of choice, a community partner and key influencer on education strategy for the 12-19 year age group, motivating them to become the engineers of the future. Through the programmes it runs and supports, Airbus seeks to build a future talent pool, as well as raise aspirations and career awareness.

However, when seeking top talent for its apprenticeships, particularly the degree apprenticeships, Airbus recognises that there is still a lack of engagement with key influencer groups. Whilst the advantages of a degree apprenticeship over a direct degree seem obvious (no debt as apprentices earn whilst they learn), there is still a stigma associated with apprenticeships.

Objective

In the UK, Airbus's Education Strategy with local schools and colleges is designed to build its employer brand, whilst laying a fantastic foundation for developing STEM awareness. At the same time it is developing employability skills, as well as driving improved opportunities and measures to encourage more women into engineering careers.

The aim is to promote Airbus as an employer of choice in local communities, building on its work in those communities. Not only is it to target future recruits, but their key influencers – parents and teachers - challenging their perception of apprenticeships – particularly degree apprenticeships - and educating them about the tangible benefits.

The campaign is to run for 6 months from October 2017 – March 2018 to persuade as many groups in the community, and people from all walks of life – that Airbus is committed to UK local communities.

Airbus is hoping, that the strategy/ thinking will be innovative, bold and different.

You must therefore consider Apprentice recruitment, School engagement, female interest and improving diversity for 12 -19 year olds. Further audiences to consider are parents, teachers.

A bonus question is 'Why should Airbus advertise locally'?

Local media info

The campaign must have local and regional media at its heart and innovative thinking about the opportunities afforded by local media will be rewarded by the judges. Some facts about local media to consider when writing your response to the brief are as follows:

- There are 1,000 local newspapers and 1,700 associated websites in the UK. (Local Media Works)
- Local newsbrands, in print and online, are among the UK's most popular media, reaching 40 million people every week (JICREG)
- Local media is the most effective combination for driving consumer action. (Consumer Catalyst, Think Media)
- Local Media Works runs the Featurelink service which enables national advertisers to place branded content next to adverts in local papers across the UK, creating a powerful and compelling route to connect with local communities.
- Local media attracts huge audiences on social media with journalists and local newsbrands commanding large followings on platforms such as Twitter and Facebook.
- Life is local. Nine out of 10 people spend the majority of their time and money within five miles of home and they're proud of the area they live in. (Consumer Catalyst, Think Media)
- Readers are more than twice as likely to act on the ads in local media than those on TV and social media (Consumer Catalyst, Think Media)
- Fifty per cent of respondents agreed that advertising and brands featuring on local media websites are trustworthy, compared to 42 per cent for national news sites, 41 per cent for portals and 23 per cent for social media. (Comscore/1XL)

Implementation/media strategy

The media budget is £100,000. The media strategy must have local media, local newspapers in print and digital, at its heart, but could also include other media to supplement this activity.

The campaign could explore media partnerships, competitions, sponsorship, and innovative routes to market. In particular, the media plan must interest, be original and excite potential commercial partners to encourage their active participation in the campaign.

The response needs to be in Microsoft Word format (additional visuals, presentations, and videos in other formats can also be sent over) ideally in the following order;

- Executive summary
- Audience insight
- Strategy
- Plan
- How do you plan to measure the activity?

PLEASE CLEARLY IDENTIFY WHICH CATEGORY(S) YOU ARE ENTERING

- Best original thinking
- Best use of multi-platform
- Best use of content
- Best strategy
- Best use local targeting

Note: This brief is not currently live it is an exercise for the purpose of the Local Media Works Awards only.

Any questions please contact Justin Fenton on justin@localmediauk.org or call on 020 7963 7487.