



PwC

EARLY CAREERS CANDIDATE ATTRACTION IN SCOTLAND

Annual Return On Investment Report - January 7th - February 7th 2019

A detailed report for the 2019 early careers candidate attraction support, promoting the PwC apprenticeship programme in Scotland.

TOTAL DIRECT REFERRALS: 145

- Flying Start – 60
- Insights – 59
- Other Creative – 26

Opportunities

Opportunity Listings for apprenticeship/trainee vacancies and events published to the homepage and relevant sector.

- Digital Insight Week - Glasgow: **115 page views**
- Business Insight Week - Glasgow: **152 page views**
- Business Insight Week - Aberdeen: **102 page views**
- Flying Start – Technology - Edinburgh: **159 page views**
- Business Insight Week - Edinburgh: **142 page views**
- Digital Insight Week - Edinburgh: **135 page views**
- Flying Start – Technology - St Andrews: **205 page views**

Homepage Coverage (Premium)

These include Sidebar ad which displays on every page on the website, featured articles containing small letterbox preview, sitting within a roller bar news feature and linked to a full news article, alternating featured banner sitting top centre on the website and an alternating website background takeover with click-able custom tracked link.

Sidebar: The PwC sidebar ad received **23,522 views** since campaign began.

News Feature: The “Who are PwC?” was featured on the Homepage news roller.

Feature Banner: PwC were rotationally present on the Homepage Feature Banner receiving **5,832 views** since the start of the campaign.

Sector Sponsorship

Sponsorship elements include sector featured banner advertisement, featured sector articles containing small letterbox preview, sitting within a roller bar news feature and linked to a full news article and sector featured listings.

Sector Banner: PwC sponsored our IT Sector which included the sector takeover banner. Since the start of the campaign the IT sector has had **468 page views**.

Sector New: The “Who are PwC?” news item is featured on the IT Sector news roller.



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Social Media

We promote opportunities via our Facebook and Twitter channels to our audience of young people, schools, careers advisors and parents. We can also relay content directly from clients social pages.

Through social media since the campaign we made 4 PwC social post:
4x PwC Social media post on x2 platforms - **Total Reach 13,489 Clicks 366**

Subscriber Update

Our subscriber update reaches over 16,000 young people and is sent fortnightly. Including your content as a featured item or sponsoring the update.

During the period of the campaign PwC was featured in x1 Subscriber update which resulted in **2,271 opens** and **364 Clicks**.

Direct HTML Mailshots

A dedicated custom HTML mailshot to our subscriber update network consisting of over 16,000 young people consisting of your own custom branded content.

During the period of the campaign PwC sent out 1x HTML mailshot which resulted in
1,158 opens from 15,736 mailing list = 7.36%
110 clicks from 1,158 opens = 9.49%

School Visits

Visits to Schools to promote campaign.

29.01.19 Madras College – St. Andrews

24.01.19 Smithycroft Secondary School – Glasgow

7.03.19 Viewforth High School – Kirkcaldy (we continue to distribute materials)

Advice for Future Campaigns

- Run Campaign for longer
- More visual creatives (*include young people*)
- Targeted Social Media push
- Application process could be putting people off (*not sure if there is anything you can do about this though*)

