



(L-R) Ann Molloy, Nic Cola and Toni Adams

## Best Promotion of Regional Careers

### Blaze Advertising for Ausgrid

Why do we go to work each day – apart from the obvious reason, money? That question is at the heart of employment marketing, says the chief executive whose agency appeared 15 times on the finalists list and was a four-time FEMA winner this year:

“Money is up there with oxygen, but there has got to be another reason why,” says Blaze Advertising’s Peter Sharpe. “Creating an employer brand campaign for an organisation, it is critical to drill pretty deep as to what it is that drives that organisation and what they can offer apart from a job and money.”

Mr Sharpe, whose agency took out four awards – Best Integrated Campaign and Best Promotion of Graduate Careers, both for its *Talented and Young* campaign with Ernst & Young, and Best Promotion of Regional Careers plus Best Corporate Careers Website, both with Ausgrid, for its *New Generation, Same Energy* campaign – says the answer to that question has to resonate with candidates.

It is a twofold approach: understanding an organisation’s perspective, plus evaluating the candidate pool and reviewing the skills the client seeks.

Blaze’s two winning campaigns were very different. For Ernst & Young it ran a graduate recruitment campaign to differentiate it from others also scouting the top talent. The focus was young people with ambition.



“We used social media as well as traditional press to demonstrate what life was like on the inside for young graduates at Ernst & Young. We set up a Facebook conversation, similar to a game of Survivor; people got to vote via Facebook on the ways the graduates responded to set challenges. Those with most votes went through to the next round.

“It was a bit of fun and it worked really well for them.”

For Ausgrid, formerly EnergyAustralia, the name change was key to the campaign: “They had an existing and very well-known apprenticeship campaign and wanted to communicate to people that the good things about that program are all still there but we have a new name now. It was an assurance kind of campaign.”

Mr Sharpe believes that employer marketing is, in many respects, similar to capital investing in plant and equipment. And when the economy becomes more robust, it is those who have made this investment in human capital who will be the employers of choice.