

# 360° showcase

Inspired Recruitment Communications

The 360°  
approach to  
Integrated  
Campaigns

## Overview

When MBNA, part of Bank of America, reduced the working hours in their Carrick (Ireland) offices to 35 hours per week, the news was greeted with delight by those already working for the organisation.

As a proactive company, with a keen interest in making a great working environment, MBNA realised that the good news should be something for potential employees to hear about, too. With fantastic opportunities, benefits and working environment already on offer, it was one more very attractive reason for talent to join them.

Which is where we came in.

360° and MBNA worked in partnership to come up with a highly creative and successful campaign to get the 35 hour message out to the target audience.

## Objectives

The main objective was to get the message about the reduced working hours to a large target audience of potential employees in MBNA's Carrick talent catchment areas.



### Give me

We've reduced our working week to 35 hours. But that doesn't mean any reduction in pay, holidays or benefits. It simply means what it says: 35 hours at work instead of 40.

How can we best put this? Five extra hours every week to live your life? Or maybe, five less hours every week at work? How about, an hour every day where you can do more of the things you enjoy doing? Whichever way you say it, it sounds good.

On the following couple of pages you can find out what some of our people get up to with their additional spare time. As you read what they have to say, just imagine being a part of our unique team...

**Movies and meals**



**Joanna Keltett**  
Educator

It is a fantastic place to work. Everybody is very approachable and I've made some great friends. With my working week reduced I can spend those extra hours in the evening going to the cinema or out for dinner with friends.

**Running around after the kids**



**Krislina Hanabhan**  
Staffing Manager

My extra hours will be taken up with my children. My son and daughter love their Christmas and I will be able to spend more time helping him with his homework. I also like to be at the football ground to support him in his games.

**Five, Or is it 'Four'?**



**Matt Alsbury**  
Section Manager, Irish Credit

I work for a target driven environment and there is a great team working to hit our goals. It's the best of the same time challenging. My extra time will be spent relaxing with family or at the golf course.

**Flexibility**



**Joanne McPherson**  
Staffing

Regardless of the shorter week I have always had flexibility within my home, for instance, if a personal situation arises I don't find it difficult to make up the time. It always balances out.

**Meet the parents**



**Julie Golden Gallagher**  
Customer Satisfaction

I live in a distance area, with the change in hours my commuting time will be less. This means I'll be able to have more precious time at home. Especially now that my parents are getting to be old.

**Popping into town**



**Nashim Ennis**  
Customer Satisfaction

Using only five minutes down the road means I don't have to worry about traffic. Now I can chat or think over which gym to go with and I can also more importantly the flexibility it gives me to go into town for something.

**Positive posture**



**Niall Cullinan**  
Occupational Health Advisor

I am very much a time management person. I believe that every minute of the day counts and I need to be doing something for me. The extra hours to spend allow me the opportunity to spend with family or something on my own.

**And another thing**



**Carnel Taylor**  
Customer Satisfaction

I work just five hours and the reduction in hours is just another great benefit. There is plenty of recognition and promotion opportunities, even without the shorter hours, there are many positives about working here.

**An added bonus**



**Aisling O'Brien**  
Customer Satisfaction

When I was told we were going to a 35 hour week it was an added bonus. I used to work in a job so even 40 hours was fantastic. It was through talking to customers in my previous job that I found out great things about here that I decided to apply and get the job, haven't looked back.

**A longer snooze**



**Declan Trumble**  
Customer Relationship Manager

I now have something special to do but it will give me a longer snooze or a shorter meeting. There's one of the things I like about working here. Whether you are a person, provided you work well within the hours and respect your colleagues, you will get on.

**Jewel in the crown**



**Mona Reem**  
Administration

My hobby is making jewellery. I also love reading and catching up with friends. So these additional hours will be spent doing what I enjoy, chilling out and taking it easy in the evening.

**Family man**



**Aje Nwachuku**  
Customer Satisfaction

I love working here. Because of the people and because every day is different when it comes to dealing with customers. But at times I also love being at home with my family. I'm happy to work with these abilities. The reduction in working hours means I can enjoy more time with them.

**I love shopping**



**Karen Early**  
Telemarketing

The extra five hours is absolutely brilliant. I love shopping so I'll be spending more time doing that. Also I come to Home Controller, as Shopping Partner will make it a lot easier for me to get home. But it's worth the commute. MBNA offers an easy opportunity for advancement and progression.

**Community spirit**



**Gary Molloy**  
Human Resources Manager

I really enjoy this, to enjoy it I can now save some of my holiday during the week which will flow on my weekends. The local connection is very important to me. Especially since working here with my family being worked out for a number of years.

**Doing what I enjoy**



**Catherine McLaughlin**  
Customer Satisfaction

The extra hours are great. I get to spend more time doing what I enjoy. Having said that I really do enjoy my job, so the extra hours are a bonus. I deal with difficult situations every day and I am always learning something new.

**No place like home**



**Yvonne Gilligan**  
Human Resources Advisor

I have recently got married and we are building a new home. So getting the extra hours back couldn't have happened at a better time. I will be spending every spare moment focusing on my new husband and new home.

**Focus on my studies**



**Oluwalusi Omotola**  
Collection

The reduced hours will impact me in two important ways. Firstly, rearranging me to manage my time better at work. Secondly, being more time to focus on my studies.

**Football crazy**



**Barry Cobb**  
Recruiter

I am a keen footballer and play with a bit during the week. I imagine most of my time would be taken on work that just relaxing. So getting the extra time to play the sport that I love is just one of the many benefits to working here.

**Keeping fit**



**Niamh McTernan**  
Telemarketing

I love working and going to the gym as a motivator and I believe it means an extra hour of exercise in the evening. Alternatively, if I'm feeling a bit low energetic, an extra hour in bed in the morning. Either way it's a great attitude to working here.

**More organised**



**Donna Casserly**  
Telemarketing

The reduction in hours is wonderful news. It means more flexibility. It will make a huge difference in terms of organising my time and getting things done. Especially when you have been growing children having more time of your time.

[www.picturembna.com/5](http://www.picturembna.com/5) 

As a large and growing company, with a reputation as a good employer already, MBNA needed to reiterate their existing selling points while highlighting their new one.

# 360

Inspired Recruitment Communications

## The 360° approach to Integrated Campaigns

### Strategy

360° helped MBNA plan and implement an integrated campaign that ran in a wide variety of formats and media.

The starting point was getting into MBNA's way of thinking and working by spending quality time with them, interviewing existing employees to find out what the shorter hours meant to them personally.

*What we got from this was a range of different personal experiences and opinions. Which was exactly what we wanted – after all, getting right to the heart of what potential candidates might be excited by always helps sell a recruitment message.*

How did we do it? As well as coming up with an eye catching creative solutions, careful media choices were made to get the message to the right people in the right way.

The campaign launched with a press campaign which used 'press wraps' around the outside of newspapers. These featured high-impact visuals and profiles to attract attention. Next came press advertising in the recruitment sections of carefully selected papers, radio

adverts, 96 sheet posters, posters at airports and a 20 second cinema ad.

All of the advertising pointed people in the direction of the specially set up webpage [www.picturembna.com/5](http://www.picturembna.com/5) which included soundbites, profiles and a raft of interesting and relevant information to inform those interested and really give a flavour of MBNA's distinct personality as an employer.



A large banner for recruitment. The left side is red and features the text "Enjoy extra hours" in white, with "www.picturembna.com/5" below it. The right side is blue and features the text "Part &amp; Full-time Customer Contact Roles" in white, with the MBNA logo below it. In the center, there is a collage of various photos showing people in different settings, including a person working at a computer, a person playing a sport, and a person in a social setting.

# 360

Inspired Recruitment Communications

## Results

The campaign worked. In fact, it did more than that – it worked an absolute treat. MBNA's specific recruitment needs were met and there was the added value of great PR for them as an employer and awareness of MBNA as an employer of choice among potential employees was increased.

To find out more about our services and how we can help you with your recruitment, please call Graeme Holiday or Chris Miller on 020 7684 8181 or visit [360inspire.com](http://360inspire.com)

## The 360° approach to Integrated Campaigns

**Campaign:**  
35 Hour Working Week

**Media:**  
Newspaper Wrap  
Microsite with Podcasts  
96 Sheet Poster  
Airport Posters  
Local Press Ads  
Radio



Give me

Part and Full-time Customer Contact Roles  
Carrick-on-Shannon, County Leitrim

We've reduced the working week from 40 to 35 hours. That's five hours extra spare time every week in addition to a whole host of other great reasons to join.

MBNA, a Bank of America company, is a successful, respected organisation with a supportive team and a fabulous environment. Your career can move in different directions and you can progress at your own pace. Plus you can tailor a superb benefits package to suit your lifestyle.

Discover more at [www.picturembna.com](http://www.picturembna.com) and click on the Location Carrick tab.  
Alternatively, call 1800 20 10 70.

**mbna**  
Bank of America



Give me

**Customer Contact Roles**  
Customer Satisfaction, Telemarketing and Collections

Part and Full-time positions  
Carrick-on-Shannon

Here are five great reasons to join MBNA. The flexibility to fit work around your life. You progress at your own pace. It's a successful, respected organisation. Your career can move in different directions. And the environment is professional yet relaxed. Here's another one: we're reducing the working week to 35 hours. That's five additional hours every week to do whatever it is you enjoy doing.

In addition, we offer a benefits programme you can tailor to suit your lifestyle including pension, life and medical assurance, dental and optical cover. And that's just a taste. If you have the right attitude and a desire to learn, you'll be well-rewarded for your hard work.

Being part of Bank of America and due to continued growth, we're always looking for talented individuals.

When you've stopped thinking about all that extra spare time, discover more at [www.picturembna.com/5](http://www.picturembna.com/5) or alternatively, call 1800 20 10 70.

[www.picturembna.com/5](http://www.picturembna.com/5)

**mbna**  
Bank of America