

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 spirit to get the job done. 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 Emis
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 then I can go to the gym more frequently. The flexibility of what 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 in my own time.

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 commute. 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 from Carrick, so shopping earlier 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 be able to get a new view some of our working during the week which will be on my schedule. The best 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 manage 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 

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

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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 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.



Enjoy extra hours

www.picturembna.com/5

Part & Full-time Customer Contact Roles

mbna
Bank of America

360

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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

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 and click on the Location Carrick tab.
Alternatively, call 1800 20 10 70.



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 or alternatively, call 1800 20 10 70.

www.picturembna.com/5

