



2022 | RECRUITMENT  
MARKETING  
AWARDS

# ENTRY GUIDE

## CREATED RESULTS?

WE'LL BE THE **JUDGE OF THAT!**  
26 OCTOBER 2022

[#rmas22](#) [@theRMAwards](#)

ENTRY DEADLINE 24 JUNE 2022

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RECOGNISING EXCELLENCE IN RECRUITMENT  
MARKETING AND TALENT MANAGEMENT

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ANTHONY MORAN  
>> CHAIR OF JUDGES

*Unequivocally, 'creativity is intelligence having fun' (Albert Einstein) but one person's masterpiece is another's mess. That's why, at the RMAs we reward recruitment and talent management solutions that have created results. Saying it is one thing, proving it is another!*

## HOW TO ENTER

*We want to make it as simple as possible for you to enter whilst also maintaining the integrity of the awards through our rigorous and methodical assessment processes. Please read on for full details of how to enter online.*



## ENTRY COST:

**ENTRY DEADLINE:** 24 JUNE 2022

**ENTRY FEE:** £155 + VAT

\*All entries must be paid for when submitting.

Redactive Events Ltd is not responsible for any costs incurred to enter the Awards and prices are non-refundable. Redactive Events Ltd reserve the right to use any entrant's artwork for promotional purposes and for inclusion at the awards and in the winner's brochure. Redactive Events Ltd reserves the right to review the financial status of entrants and request additional supporting materials if required.

## ENTRY TIPS



Choose the categories you would like to enter



Read the category description carefully



Read the Rules of Entry thoroughly



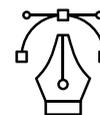
Write your submission following the category guidelines



Ensure you leave enough time to complete the process by the deadline of **24 June 2022**



Collate supporting material and images for your entry (if required)



Prepare a high-resolution version of your company logo (EPS and/or 300dpi jpeg)



Register and upload your submission using the 'Enter Now'; displayed on the website



When uploading your entry you will be asked to name the lead creative/designer and the account/client project lead for all categories except Category 26 'Agency of the year'



Make payment for each entry using either a Visa or Mastercard. (We do not accept American Express)



Once you've entered book your tickets for the Awards evening!

**CREATED RESULTS?**

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# RULES OF ENTRY

## PLEASE READ CAREFULLY:

1. Entries are accepted from employers and agencies.
2. Service providers - consultants, public relations agencies, etc - may assist in compiling entries, but they CANNOT submit these on behalf of clients.
3. Entries will be accepted from employers and agencies for work carried out since April 2021.
4. Each unique entry can only be considered in one category. The same project may be entered in multiple categories, but a bespoke entry must be written to meet the individual criteria of each category.
5. An additional criteria that the judges will be looking for across all entries is a demonstrable commitment to sustainability. This is not an essential criteria for any category, although desirable if you can demonstrate this within your entry.

Entries must be submitted by 24 June 2022. The judges decision is final and entrants may be asked to supply additional information if required. Any entries that have previously been submitted may be disqualified.

Please note that whilst our system will allow you to submit entries in several different categories, if you are uploading multiple entries into the same category this will need to be done through separate registrations. If you have any questions about the entry process, please contact a member of the Redactive Events team on: 020 7324 2784 and we can advise you.



## CATEGORIES

### 1. ART DIRECTION

Rewarding originality, craftsmanship and aesthetic values, in this category judges will be looking for great concepts and intelligent use of photography or illustration and layout. Only one piece of work can be entered at a time, so if you have a series of three advertisements and all are worthy, they'll need to be supplied as three separate entries. Brochures and digital executions are included in this category.

This category will be marked evenly on the below:

- **Concept:** provide a brief overview and outline the thinking behind the work. Is there a clear strategy? Is the concept original, innovative and quite simply, just a great idea?
- **Execution:** does the execution do the concept justice? Did it push boundaries or change misperceptions? Is it on brand? Does it showcase best practice?
- **Effectiveness:** did it deliver against the objectives? Did it exceed expectations? Are there tangible facts and figures to back this up? Is it truly memorable? Will you remember it 5 years from now?

\*Please provide adequate information on each of these 3 areas for the judges to mark. Please submit one pdf file for your entry, containing a copy of your work (with maximum file size of 6MB). The word limit for each criteria is 350-500 words. Please include a combination of imagery/artwork and written elements to cover the criteria above that you will be marked on.

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## CATEGORIES

## 2. COPYWRITING (IN PRINT, ONLINE OR MOBILE)

It doesn't matter if it's a press ad, brochure or website we are looking for any marketing that demonstrates engaging, original and enticing copy. The best entries in this category will have captured the imagination of candidates or employees with intelligent and targeted writing. As with the art direction category, you will need to enter individual pieces of work rather than a campaign. Again, brochures and digital executions can be included in this category.

This category will be marked evenly on the below:

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## CATEGORIES

## 3. CAMPAIGN OF THE YEAR

A series of work aimed at the same target audience over at least three different pieces of work. The campaign could cover print, digital and live events. If an identical advert is planned to hit the press a number of times or repeated across different media then it doesn't qualify. Graduate campaigns are also excluded from this category.

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## CATEGORIES

## 4. GRADUATE INITIATIVE

Recognises recruitment activity aimed at the graduate audience. This category often attracts large campaigns that include brochures, on-campus activities, DVDs and/or a range of marketing materials. One-off graduate advertisements should be entered into 'medium-specific' categories such as press or digital.

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## CATEGORIES

## 5. OUTDOOR CAMPAIGN

Recognising all work that has appeared out-of-home rather than in press or digital media, such as ambient media, posters, campus events and outdoor installations. This category is open to graduate campaigns.

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## CATEGORIES

## 6. DIGITAL SOLUTION

Open to all recruitment campaigns/initiatives that makes use of digital media; so banners, email, interactive games and virtual environments are all included. Essentially, everything that isn't a website.

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## CATEGORIES

7. RECRUITMENT WEBSITE  
(BELOW £50,000)

Recognises the work that goes into producing creative but usable websites that engage employees or future employees. This category includes recruitment microsites, career portals and extranets. To level the playing field a little, entries for this category have been split according to their budget and to enter you must have a budget of below £50,000 investment. The 'budget' is defined by investment from 2021 and doesn't include ongoing development costs.

This category will be marked evenly on the below:

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## CATEGORIES

8. RECRUITMENT WEBSITE  
(ABOVE £50,000)

Recognises the work that goes into producing creative but usable websites that engage employees or future employees. This category includes recruitment microsites, career portals and extranets. To level the playing field a little, entries for this category have been split according to their budget and to enter your budget must be above £50,000 investment. The 'budget' is defined by investment from 2021 and doesn't include ongoing development costs.

This category will be marked evenly on the below:

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- **Execution:** does the execution do the concept justice? Did it push boundaries or change misperceptions? Is it on brand? Does it showcase best practice?
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## CATEGORIES

## 9. INTERNAL COMMUNICATIONS

The way any company speaks to its employees is key and this category aims to find the best examples of that whether they be internal recruitment advertisements, induction programmes, referral schemes or intranets. The judges will be looking for a real reflection of the company's culture and brand.

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## CATEGORIES

## 10. SOCIAL MEDIA

Open to all recruitment campaigns/initiatives that make use of social/professional networking media. This category considers the interaction with potential candidates, raising an employer's brand and the impact made through a creative use of social media.

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## CATEGORIES

11. PRINT COLLATERAL  
(BROCHURE, POSTER, FLYER ETC)

This is about your ability to 'impress', using creativity to make the most out of your chosen print collateral. Whether it's a brochure, flyer, poster, book, t-shirt or wall graphic we want to see innovative layout. Whilst also including inspired typography, pixel perfect photography, thought provoking infographics and much more... We also need to know how it has engaged with your audience and what results it has achieved!

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## CATEGORIES

## 12. AUDIO (RADIO, PODCASTS ETC)

This category is all about being heard, when you can't be seen! Connecting on an emotional level, simplifying a process or driving engagement through audio is a key part of modern recruitment and talent management solutions. Whether you've produced a traditional radio campaign, run a live broadcast, developed a series of induction podcasts, created a voice control personal assistant or even recorded a song to boost application rates, we want to listen to your successes.

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## CATEGORIES

## 13. CONTENT MARKETING

This is all about putting content at the heart of what you do. Regardless of the format, can you showcase a strategic marketing approach focused on creating the right content, for the right audience, at the right time? Does your content plan help to attract talent, engage them for longer and drive a positive outcome?.

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## CATEGORIES

## 14. EXPERIENTIAL

It's not about creating a sensory overload, it's about using the variety of human senses to increase engagement levels, strengthen an employer brand, improve a company's L&D and/or drive recruitment. The winner of this category could derive from an internal communications masterpiece, an outdoor recruitment campaign, an apprenticeship initiative etc, but it must make 'business sense' and fulfil a purpose.

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## CATEGORIES

## 15. VIDEO (£5,000 OR UNDER)

This category recognises the best examples of video production and direction. Whether it is for internal purposes, to drive recruitment, promote an employer's brand or communicate with existing staff, we're looking for the industry's finest video execution. To level the playing field a little, entries for this category have been split according to their budget and to enter you must have a budget of £5,000 or under investment. The 'budget' is defined by investment from 2021 and doesn't include ongoing development costs.

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## CATEGORIES

## 16. VIDEO (£5,001 - £15,000)

This category recognises the best examples of video production and direction. Whether it is for internal purposes, to drive recruitment, promote an employer's brand or communicate with existing staff, we're looking for the industry's finest video execution. To level the playing field a little, entries for this category have been split according to their budget and to enter you must have a budget of £5,001 - £15,000 investment. The 'budget' is defined by investment from 2021 and doesn't include ongoing development costs.

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## CATEGORIES

## 17. VIDEO (£15,001+)

This category recognises the best examples of video production and direction. Whether it is for internal purposes, to drive recruitment, promote an employer's brand or communicate with existing staff, we're looking for the industry's finest video execution. To level the playing field a little, entries for this category have been split according to their budget and to enter you must have a budget of £15,001 + investment. The 'budget' is defined by investment from 2021 and doesn't include ongoing development costs.

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## CATEGORIES

## 18. HEALTH AND WELLBEING

The world in which we work has changed with health and wellbeing coming under the spotlight more than ever. In this category, we are looking for campaigns and initiatives that do a lot more than just offer some lip service or circulate a few emails. We want to see those creative solutions, the ones that put employees wellbeing centre stage - this is truly about investing in people!

This category will be marked evenly on the below:

- **Concept:** provide a brief overview and outline the thinking behind the work. Is there a clear strategy? Is it a well thought through concept and does it put employees first?
- **Execution:** does the execution do the concept justice? Did it push boundaries or change misperceptions? Is it on brand?
- **Effectiveness:** did it deliver against the objectives? Did it exceed expectations? Are there tangible facts and figures to back this up? What positive impact did it have on employees?

\*Please provide adequate information on each of these 3 areas for the judges to mark. Please submit one pdf file for your entry, containing a copy of your work (with maximum file size of 6MB). The word limit for each criteria is 350-500 words. Please include a combination of imagery/artwork and written elements to cover the criteria above that you will be marked on.

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## CATEGORIES

## 19. SKILLS SHORTAGE RESOURCING

Needle in a haystack, long odds, slim chance... you've got it! Effectively recruiting into an area that is notoriously difficult can often be the most rewarding but it usually requires the most effort and some unconventional thinking. We would love to see that moment of brilliance, that eureka moment, that campaign or initiative which defied those odds.

This category will be marked evenly on the below:

- **Concept:** provide a brief overview and outline the skills shortage. Is there a clear strategy? Is it a well thought through concept that looks to tackle this problematic area?
- **Execution:** does the execution do the concept justice? Did it push boundaries? Was it perfectly aligned to its target audience?
- **Effectiveness:** did it deliver against the objectives? Did it exceed expectations? Are there tangible facts and figures to back this up? Did it resolve the skill shortage both short and long term?

\*Please provide adequate information on each of these 3 areas for the judges to mark. Please submit one pdf file for your entry, containing a copy of your work (with maximum file size of 6MB). The word limit for each criteria is 350-500 words. Please include a combination of imagery/artwork and written elements to cover the criteria above that you will be marked on.

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## CATEGORIES

## 20. EMPLOYER BRAND

A well-positioned employer brand can make a profound difference to an employer's recruitment and retention strategies. The creation of an effective employer brand poses many challenges and therefore, in addition to creativity, the judges will be looking for work that impacts the whole employee lifecycle from profile raising and attraction through to on-boarding and engagement. Evidence of this thinking, strategy and execution behind the brand, and how it's worked both inside and out of the organisation will be required.

Please provide relevant artwork and a written submission covering the below:

- **The background (300 words):** What was the driving force behind the new approach? Any insight, survey's or focus groups conducted? What were the main business objectives?
- **The brand strategy (300 words):** What was the overarching strategy? How was it implemented? Does the employer brand resonate throughout the organisation, its employees, suppliers and the public?
- **The work (300 words):** What collateral was created to support the above? How did you ensure the right tone of voice, look and feel? How was it communicated to your audience? Any new or compelling ways to provoke thought or drive engagement?
- **The results (300 words):** Please present demonstrable results. Any comparative data? Did it meet expectations? Can you demonstrate the brand has internal and external support and engagement? Did change or enhance perceptions?

Please upload your written submission with supporting material, e.g. promotional work, research extracts as a PDF file (maximum of ten pages and 6 MB file size).

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## CATEGORIES

## 21. RECRUITMENT EFFECTIVENESS

This one is all about the results and how you've solved the impossible. This award recognises well-planned, well-designed and well-executed initiatives that have helped companies to achieve their talent acquisition goals i.e. it's effectiveness. Measurable evidence of how the strategy and execution met the brief and its objectives will be required.

Please provide relevant artwork and a written submission covering below:

➤ **The strategy (300 words):**

What were the objectives? How was the strategy aligned to those objectives? Outline any specific challenges that were faced along the way.

➤ **The delivery (300 words):**

This one is all about the results and how you've solved the impossible, so how did you ensure results through creative solutions? How was the candidate experience measured? How did you drive the quality of responses and not just pointless high volumes?

➤ **Results (300 words):**

Please present demonstrable results. Any comparative data? What tracking did you put in place? Did it exceed expectations? Can you demonstrate clear results outlining the cost and number of hires? How does that compare to previous campaigns?

Please upload your written submission with supporting material, e.g. promotional work, research extracts as a PDF file (maximum of ten pages and 6 MB file size).

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## CATEGORIES

## 22. DIVERSITY AND INCLUSION INITIATIVE

This award recognises advertisements, campaigns or initiatives that have successfully attracted or retained talent from diverse or under-represented backgrounds. Entries should show clear evidence of the promotion's performance against objectives. Such evidence could consist of raised awareness of diversity policies, internal opinion surveys, candidate response rates and ongoing initiatives that drive awareness of diversity and meet your objectives.

Please provide relevant artwork and a written submission covering below:

- **The background (300 words):** What was the driving force behind the initiative? Any research, insight or data to support this?
- **The objectives (300 words):** What were the main business objectives? What did you seek to achieve and why?
- **The results (300 words):** How have you made a difference? What evidence can you produce to support your claims, in either short or long-term results? What impact has it made to the business and its employees?
- **The future (300 words):** In an ever-changing employment landscape, how do you intend to continue the success of your initiatives going forward?

Please upload your written submission with supporting material, e.g. promotional work, research extracts as a PDF file (maximum of ten pages and 6 MB file size).

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## CATEGORIES

## 23. APPRENTICESHIP INITIATIVE

This award is for innovation in attracting apprentices. This is all about the effective promotion of apprenticeship schemes and the methods used to interact, evaluate and bring on board this talent. Regardless of the media platforms used we are looking for an end-to-end creative initiative.

Please provide relevant artwork and a written submission covering below:

- **The background (300 words):** What was the driving force behind the initiative? Any research, insight or data to support this?
- **The objectives (300 words):** Describe your apprentice strategy and how it is aligned with your workforce planning strategy? Why was the initiative put in place? How is the apprentice strategy aligned with core business objectives?
- **The results (300 words):** How has your initiative made a difference? What evidence can you produce to support your claims, in either short or long-term results? What impact has it made to the business?  
Provide examples of the creative concepts, the original campaigns and the final campaign execution i.e. open days, recruitment fairs and assessment days.
- **The future (300 words):** In an ever-changing employment landscape, how do you intend to continue the success of your initiatives going forward?

Please upload your written submission with supporting material, e.g. promotional work, research extracts as a PDF file (maximum of ten pages and 6 MB file size).

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## CATEGORIES

## 24. IN-HOUSE RECRUITMENT MARKETING TEAM

This award is open to all recruitment marketing initiatives created, managed and delivered by an in-house marketing team. Judges will be looking for an employer that has created well-planned, creative and effective recruitment and talent management campaigns across print, digital and/or events.

Please provide relevant artwork and a written submission covering the below:

- **Examples of creative:** Please include visual examples of the work your team have created.
- **Objectives of the team / company (300 words):**  
What is the overarching strategy for the team? How have you gone about implementing that?
- **Evidence of the effectiveness (300 words):**  
How has the team made a difference? How does the team operate day-to-day? What evidence can you produce to support your claims, in either short or long-term results? What impact has it made to the business?
- **What makes you different? (300 words):**  
Why do you deserve to win the best in-house recruitment marketing team award?
- **Please include a brief overview of the team (key players)**  
Please upload your written submission with supporting material, e.g. promotional work, research extracts as a PDF file (maximum of ten pages and 6MB file size).

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## CATEGORIES

## 25. TECHNOLOGY INNOVATION

The science behind your successes, the code behind attracting candidates or the API automations that simplify application process. We are looking for true innovations that utilise the latest technologies or digital solutions to drive results. Whether you've embedded a new applicant tracking system, devised an algorithm for advanced candidate mining or created specialist code for behavioural and geo-location targeting.

Please provide relevant artwork and a written submission covering the below:

- **The strategy (300 words):**  
What were the objectives? How does the technology led solution aligned with the objectives of the business? What successful outcome did you want to reach? Outline any specific challenges that were faced along the way.
  - **The delivery (300 words):**  
This one is all about technology driving results, so how did you ensure those results through a tech solution? How did you ensure the process delivered efficiently whilst maintaining quality engagement? How did you drive the quality of responses?
  - **Measurement (300 words):**  
How was the candidate experience and response measured? How did technology improve this experience? What data did you capture?
  - **The results (300 words):**  
How has your innovation made a difference? What evidence can you produce to support your claims? What impact has it made to the business?
- Please upload your written submission with supporting material, e.g. promotional work, research extracts as a PDF file (maximum of ten pages and 6 MB file size).

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## CATEGORIES

# 26. AGENCY OF THE YEAR

**This award will be presented to the recruitment marketing agency that can best illustrate: an understanding of its clients' needs; evidence of successful client relationships; creativity and innovation; measurable successes; its ability to operate in line with best practice and equal opportunities.**

**We are looking for a recruitment agency that makes clients' lives easy by sourcing the very best talent on their behalf.**

Please provide relevant artwork and a written submission covering the following:

- **Examples of creative work conducted for three different clients**
- **Evidence effectiveness of the above initiatives/campaigns. How did it achieve the clients' objectives? (1,000 words)**
- **Client list (including length of relationships and extent of work carried out), highlighting any accounts retained or won since April 2021**
- **Please provide client testimonials and the contact details of two clients/referees who we could contact**
- **What makes you different? Why do you deserve to be crowned Recruitment Agency of the Year 2022? (500 words)**
- **Agency turnover comparison for financial year 2019-20 versus 2020-21**
- **Please include evidence of how you operate in line with best practice**

Please upload your written submission with supporting material, e.g. promotional work, research extracts as a PDF file (maximum of ten pages and 6 MB file size).

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