

This is the story of how we helped BP to develop a single, global graduate campaign that would run throughout the year, targeting students at all levels and underpinned by a unifying EVP. We successfully managed to increase the number and quality of applicants and ultimately increase BP's status in the UNIVERSUM IDEAL UNDERGRADUATE EMPLOYERS survey.

BP is a company that relies on having a steady stream of new talent. Their graduates provide a pipeline that will shape and guide their business. In the past 14 years they have found more oil reserves than they've extracted. Maintaining that level of innovation and scientific supremacy can only be achieved by working with the very top-level scientists, business minds and engineers.

When we joined as their partner in 2007 they had a very disparate graduate recruitment strategy. We were charged with bringing the campaign together and it became global. Our aim was to recruit 750 graduates in total; two-thirds of which needed to come from the US. There, we targeted 50 campuses, from Alaska to Houston. In the UK we worked specifically with nine universities.

The development of the Employer Value Proposition (EVP) brought the whole campaign together - for graduates, for students, and across the whole organisation. BP are on a constant journey of discovery - going to even greater depths to find oil, and pushing scientific boundaries to create new energies. The positioning Look beyond the limits communicates the very essence of BP's work, and creates a powerful recruitment message.

BP



work
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CASE STUDY BP

We moved away from having just a transactional relationship with graduates – targeting students in the third year of studying, shortly before they made their final career decisions. Research told us that a lot of engineers and scientists would go to university and over the years become corrupted by other employers, eventually becoming accountants, bankers etc., rather than pursuing their first love. Reaching them by their third year was just too late. To help BP to find and keep the very best people, we needed to develop a three-year strategy.

The brochure had to create synergy in a global campaign, but at the same time, it needed to appeal to two distinct markets. For this reason we created an online version for the American market giving out USB pens on campus with the brochure pre-loaded (research showed us the American students preferred this method). The UK market, however, was more reactive to the traditional printed version.

We also created a website, on-campus marketing that included posters and lecture hits using an

on-campus team. We developed a WAP site that was a resounding success – in some universities it doubled attendance at presentations. Finally, we targeted environmentally sound giveaways that included reusable cotton bags and recycled notebooks.

Creating a campaign that spoke to students from their very first year at university required a year-round approach. Our first development in this area was the Spring Marketing Campaign.

Spring Marketing Campaign

Ever wanted to go to one of the hottest places on earth?

We needed to give students something that they wouldn't ordinarily be able to get – an experience like no other. We developed a competition that would see a UK winner travelling to Houston to see a refinery and visit BP's 3-D imaging centre (HIVE) while getting the chance to meet some key people and visit a rodeo. Students from the US got to visit the Head Office in London, spending time on the trading floor, experiencing the HIVE in London and going to an oil rig on Wytch Farm, Dorset.

Results

The campaign has resulted in 9,000 registrations and 3,000 applications at the last count – a big improvement on previous years. They've also doubled the number of people at presentations. Most importantly though, in 2008 BP moved up 18 places in the 2008 UNIVERSUM IDEAL UNDERGRADUATE EMPLOYERS survey in the US – moving higher than Shell! Here in the UK the work was also nominated for a Target GTI 2008 award and the marketing collateral scored extremely highly in the High Fliers research. Our campaign also supported graduate recruitment around the world, from Australia to Azerbaijan.

1 + About BP

Our business is the exploration, production, refining, marketing, trading and distribution of energy, and we do it on a phenomenal scale. We own and operate 11 refineries around the world, utilise 25,000 miles of pipeline and run a fleet of more than 80 shipping vessels. We produce about 3.8 million barrels of oil equivalent per day, to service some 15 million customers a day. We're home to world-leading brands, such as BP, Amoco, ARCO and Castrol. And in recent years, we've made profits of over \$20 billion.

That gives you a flavour of our global operations. Here in the UK, we have a fantastic track record of achievement – and the future looks just as good. Back in the 1930s we established the Forties platform, and this became the first oilfield in Western Europe to produce two billion barrels of oil and natural gas liquids. Today there are an estimated 25 billion barrels of resource remaining in the North Sea, and we are using the latest technology to identify and secure the energy on which the UK and Europe depend.

Our exploration and production activities span the globe. We've had significant finds in Angola and Azerbaijan, we're the largest energy company in Trinidad and Tobago, and we are one of the largest foreign investors in Indonesia. But it's not just about producing energy; in a market of volatile prices, increasing consumption and unpredictable weather, our Integrated Supply & Trading function makes sure that we maximise value from the wellhead to the end consumer. Our refining and marketing comprises many specialist areas. We are the second-largest kiosk retailer in Europe, with our BP Connect and Mobil Super Cafe brands. In Germany, where we are known as Aral, we own the largest stake of the fuel sales market (28%) and we're also the third-largest fast food retailer, behind McDonalds and Burger King.

We also produce two chemical products that are fundamental to modern life. Acryls and aromatics are in everything from soft-drinked drink bottles to tennis rackets and pharmaceuticals.

Wherever we operate, we take the time needed to talk to local communities and environmental representatives to ensure that our work doesn't disturb marine wildlife – including whales, dolphins and seals – or marine work such as salmon farming.

In everything we do, we focus on sustainability. Whether we're creating the world's first commercial hydrogen project in Abu Dhabi, or we're establishing pioneering relationships with countries like Latvia, our aim is to meet the long-term energy needs of the world around us – without compromising the planet.

We've committed to the world we live in. We hope you are too.

Every person, every project, every barrel, every business, every dollar, every day.

From the very fabric of communities, we're committed to the future of the world.

10 miles down through ice, with rock and rivers of oil.

We're going there and beyond.

We're going there and beyond.

Into ice, snow, sleet, blizzards, and where day never becomes night.

We're going there and beyond.
Careers in Engineering, Science & Business
 From Alaska to Azerbaijan, from the Gulf of Mexico to China, we have a vast operation comprising nearly 90,000 people, exploration and production interests in 29 countries, 11 refineries, 80 ships and thousands of retail outlets. Producing more than 3.8 million barrels of oil equivalent every day, we bring energy from the very depths of the earth to virtually every corner of the globe. And as demand grows, we are going further and deeper to secure the energy that the world needs. We're going there and want you to come too. Look beyond the limits.
 BP is an equal opportunity employer.

bp
 beyond petro@um
 www.bp.com/graduates

Brochure inserts and posters

WORKING WITH A BIG BRAND

BP is a huge, successful organisation and one that is rightly protective of its brand. It is considered one of the top five superbrands in the UK; and is recognised around the world. Billions of dollars are invested into the brand every year. From the very start of our work with BP (over two years ago) we forged strong relationships with a brand and marketing team that is based in the UK and the US. There have been a number of important steps in making this happen.

Thorough induction in the brand

We met with, and talked to, a wide variety of brand and marketing stakeholders, and our lead creative and relationship teams have attended branding sessions for BP preferred agencies. We made sure everyone working with the brand had a thorough understanding of it.

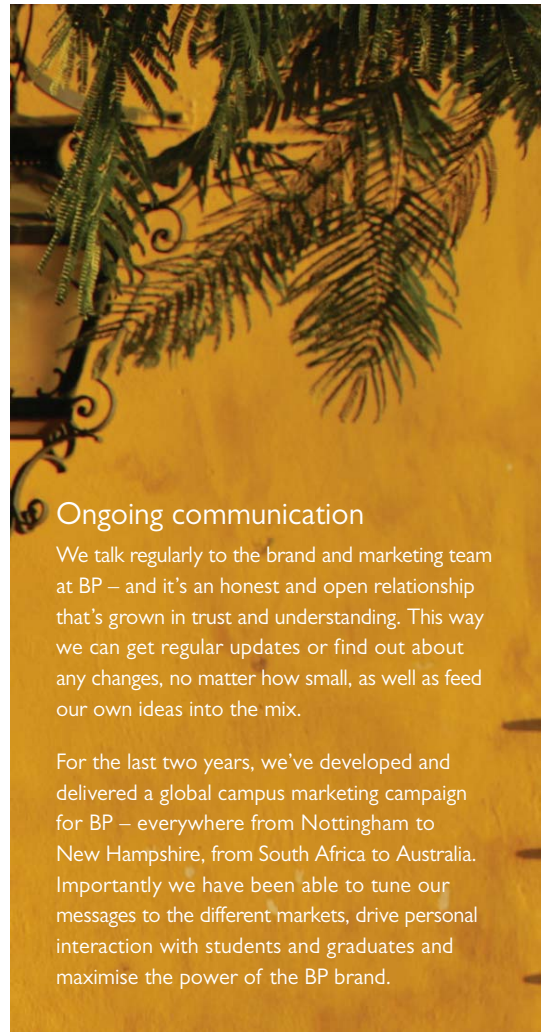
BP Brand Guardians at **work**

We have Brand Guardians at **work** within the creative and production teams to ensure that we are complying with important rules and using brands to their full effect. Of course, not every piece of work can be done by a set group of individuals, so we run internal workshops to share this information. Every piece of communication that goes out to the client or to the press is

checked by our own Brand Guardians. Of course, we also keep open communication with the BP brand team if we have questions or want to test an idea.

Fresh insight

As we said earlier, working with a brand isn't just about a small circle of people working on it. Fresh thinking and different perspectives can help to leverage and drive a brand on to its next stage. Often we will bring other creatives from the team to work on BP, under the guidance of our brand team.



Ongoing communication

We talk regularly to the brand and marketing team at BP – and it's an honest and open relationship that's grown in trust and understanding. This way we can get regular updates or find out about any changes, no matter how small, as well as feed our own ideas into the mix.

For the last two years, we've developed and delivered a global campus marketing campaign for BP – everywhere from Nottingham to New Hampshire, from South Africa to Australia. Importantly we have been able to tune our messages to the different markets, drive personal interaction with students and graduates and maximise the power of the BP brand.



Our success in various award schemes both here in the UK and in the US clearly shows that while we've worked with some very strict guidelines, we've also made fundamental steps in raising the profile and recognition of the business.