



career studio
DESIGN THE FUTURE



Apprenticeships in Scotland

Scotland's youth labour market specialists

16-24 Candidate Attraction and Employer Engagement for

KPMG / TMPW

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1. Understanding the requirements

Apprenticeships in Scotland (AiS) has supported KPMG's School Leaver Programmes over several years with candidate attraction and brand awareness targeting Scotland's young audience and their career influencers. TMP Worldwide have advised that KPMG would like to repeat the campaign previously used to support their 2016/17 intake. The campaign is proposed to run from 9th October 2017 – 9th February 2018 with the listings running continuously. A key feature of the campaign is to increase the interest from females. We propose the following bespoke package to support this campaign.

2. Proposed deliverables and costs

Elements	Rate Card Cost
Branded opportunity listings for 360 & Audit Programmes (unlimited) Costing based on 4 listings for 4 months at £380 per month – open day/events listings may also be included	£1,520
4 months of home page coverage – Home page campaign banner advert, Feature logo on home page roller bar and spotlight feature 4 months at £400 per month	£1,600
2 x Featured Vacancies (Rotating) on the home page for duration of campaign 4 months at £300 per month	£1,200
Financial Sector Sponsorship / IT Sector sponsorship 4 months included at £250 per month x 2	£2,000
Youth marketing activity. Including subscribers, social media and newsletter main feature for four months 4 months at £150 per month	£600
Account Management including monthly ROI reporting and phone call	<i>included</i>
Rate Card Subtotal	£6,920
Less partner multiples discount	£2,505.04
Total	<u>£4,414.96</u>

There are no hidden extras and costs quoted include all design, development and drafting. **VAT is applicable.** All services can be activated within one business day.

3. Elements Explained

Unlimited KPMG branded opportunity listings, within our [fair usage policy](#). Live vacancies can be amended at any time and assistance can be provided with listing layout/wording enquiries when necessary.

Home page coverage – Home page campaign banner advert (header, footer or sidebar), featured advertisement on the home page roller bar and spotlight advertisement feature. Ensure homepage coverage for KPMG for the duration of the campaign through a banner, news/vacancy advertisement and featured opportunities.

Featured Vacancies – Home page and Financial Services Sector page. Up to 2 featured vacancies which remain static on the homepage of the website as well as the designated sector. Featured vacancies can be changed between roles at any time.

Financial Services Sector and IT Sector Sponsorship – KPMG will be the dedicated sponsor of the Financial Services Sector and IT for duration of the campaign. Sector sponsorship includes a campaign banner, featured vacancy listings, spotlight advertisements and selected promotional video (if available).

Youth marketing activity – Continued promotion of KPMG opportunities through the weekly subscriber update, social media marketing and news on the AiS Website.

- **Weekly subscriber update** – This is sent to over 14,000 people made up of predominantly 16-24 year olds as well as careers advisors, schools and parents. AiS will include one featured KPMG article per month (4 in total).
- **Social Media marketing** – Marketing of KPMG opportunities via Facebook and Twitter channels. Work with KPMG to ensure the content being relayed is up to date, regularly refreshed and consistent with KPMG's campaigns. Scheduling TBC.
- **News** – KPMG News features can be added to the AiS website on a regular basis. These can be blog items, press releases or event information.

Account Management – KPMG will receive input and advice from Ronnie Davidson, Early Careers Specialist Careers Adviser for Scotland with over 15 years Early Careers expertise in Scotland region on hand Monday to Friday, 9am – 5pm to deal with any issues, queries or requests. The AiS team can prepare monthly return on investment information where requested which will cover feedback on campaign elements used.

Additional Services – Media Capture – Regional Film Footage

AiS can support with specifically targeting female school leavers through **a case study film** with Scottish voices to enable female Scottish school leavers to relate to the content. AiS would be happy to have a conversation around working with a Scottish Regional KPMG office and filming a top and tail, 2-minute on-site case study video featuring the minority audience KPMG are wishing to target to help support this campaign. AiS can offer a three-week turnaround on a completed video case study and this video can be heavily promoted through the AiS channel. AiS would be pleased to provide a **discounted quote for this value adding service of £1,500 (rate card £2,000)**. Investment 2020 utilised this to support their recent recruitment campaign in Scotland – [view the film here](#).

4. Suggested Next Steps

We welcome any questions or suggestions you may have regarding this proposal. We would be delighted to provide additional information on how we can help KPMG have the quality of response that they require.

We can be contacted on **01334 844860**, or email **team@apprenticeshipsinscotland.com**

Conditions of Acceptance

All advertisements are accepted conditionally upon being approved, and if not activated any monies paid will be refunded. While every effort will be made to insert advertisements at the time specified, no guarantee can or will be given for such insertion and no liability will be accepted for omissions or inaccuracies, or for any consequence arising there from, or for damage to or loss of any material supplied. The Publishers reserve the right to alter, modify, suspend or cancel any advertisements at any time without notice. Advertisements are accepted only on condition that the advertiser warrants that the advertisement does not in any way contravene the provisions of The Trade Descriptions Act, 1968, or the Business Advertisements (Disclosure) Order, 1977, or the Consumer Credit Act, 1974, and complies with the British Code of Advertising Practice. This means there must be an employer for each vacancy unless otherwise stated. The placing of an order shall be considered as acceptance of these conditions.