

Contents

- 01 Understanding the Requirements
- 02 Proposed Deliverables and Costs
- 03 Elements Explained
- 04 Suggested Next Steps



20

18

KPMG
Candidate Attraction
& Brand Awareness Proposal



Apprenticeships in Scotland

Career Studio (Scotland)Ltd. Granary Business Centre, Coal Road, Cupar, Fife, KY15 5YQ

T: 01334 844 860 | E: team@apprenticeshipsinscotland.com | W: www.apprenticeshipsinscotland.com

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 2017/18 intake. The campaign is proposed to run from October 2018 – February 2019 with the listings running continuously. A key feature of the campaign is to increase the interest from females and STEM. We propose the following bespoke package to support this campaign.

Apprenticeships in Scotland - Early Careers Candidate Attraction Solution

AiS is a niche youth labour market candidate attraction service and job board launched in 2009. It is Scotland's only dedicated youth vacancy handling service, specialising in youth recruitment for 16-24 year olds. The service is a successful proven formula for recruiters. We work with employers and training providers across Scotland, by helping them take advantage of our trusted digital distribution channels which reach every school, college and careers centre across all 32 local authority areas. We host an ever-growing community of young people, teachers, careers advisers, job centre staff and sector professionals on our network and subscriber database.

The site has a top page rank across multiple search engines for the keywords relating to "Apprenticeships in Scotland" and currently achieves over 728,000 page views every year. We currently have 115k young people from all around Scotland who access our site regularly and apply for the listed opportunities. We have a community of over 16,000 young people who are subscribers to our weekly update featuring the latest news and opportunities in the Scottish youth labour market.

Expertise and Added Value

Career Studio's ApprenticeshipsInScotland.com was launched in January 2009 by two experienced careers advisers and has built a reputation as Scotland's national vacancy handling service for Apprenticeship and Training opportunities for young people aged 16-24. Over the last 7 years we have built up an impressive client list, all of which return to use the service again. Career Studio has traded since 2007 and has developed specialist expertise in Scotland in career, education and training related content development and are able to self-direct when necessary to achieve ideal key outcomes in the youth labour market as per brief. We are fully insured and operate to a code of ethical principles as laid down by the Career Development Institute, the UK's governing body for the careers community. We take personal information seriously and are registered data controllers with the Information Commission.

FEATURES		PREMIUM	ENHANCED	BASIC
1	OPPORTUNITY LISTINGS (UNLIMITED)	✓	✓	✓
2	FEATURED LISTINGS (x3)	✓	✓	
3	HOME PAGE COVERAGE (STANDARD)		✓	
4	HOME PAGE COVERAGE (PREMIUM)	✓		
5	SECTOR SPONSORSHIP	✓		
6	SOCIAL MEDIA	✓	✓	✓
7	SUBSCRIBER UPDATES	✓	✓	
8	DIRECT HTML MAILSHOTS	✓		
9	ACCOUNT MANAGEMENT	✓	✓	✓
Total (per month)		£1,000	£833.33	£666.66

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.

Package Features Breakdown

1 OPPORTUNITY LISTINGS

Unlimited Opportunity Listings for apprenticeship/trainee vacancies and events published to the homepage and relevant sector. Campaign banners can also be added to a featured listing to enhance the visual attraction of your opportunity.

2 FEATURED LISTINGS

A maximum of 3 Featured Listings for apprenticeship/trainee vacancies and events published and remain static in a prime location at the top of the website homepage. A continuous featured listing ensures that you have a prime place on the home page for the entire campaign period.

3 HOME PAGE COVERAGE (STANDARD)

This include Sidebar ad which displays on every page on the website attracting an average of 150,000 site wide views per month. And featured articles containing small letterbox preview, sitting within a roller bar news feature and linked to a full news article, sitting top centre of the homepage attracting annual average of 14,000 views per month.

4 HOME PAGE COVERAGE (PREMIUM)

This include the features of the standard package as well as the alternating featured banner sitting top centre on the website, homepage attracting annual average of 14,000 views per month. Alternating website background takeover with click-able custom tracked link, viewable on desktop by an average of 65,000 views per month. This will ensure your campaign receives maximum coverage.

5 SECTOR SPONSORSHIP

Each sector of Apprenticeships in Scotland is available for full sponsorship. Sponsorship elements include sector featured banner advertisement, featured sector articles containing small letterbox preview, sitting within a roller bar news feature and linked to a full news article and sector featured listings ensures that you have a prime place on your sector for the entire campaign period.

6 SOCIAL MEDIA

We promote opportunities via our Facebook and Twitter channels to our audience of young people, schools, careers advisors and parents. We can also relay content directly from clients social pages.

7 SUBSCRIBER UPDATES

Our subscriber update reaches over 16,000 young people and is sent fortnightly. Including your content as a featured item or sponsoring the update takes your campaign to the audience and creates a buzz.

8 DIRECT HTML MAILSHOTS

We can submit a dedicated custom HTML mailshot to our subscriber update network consisting of over 16,000 young people consisting of your own custom branded content.

9 ACCOUNT MANAGEMENT

Dedicated support from one of our account managers including monthly return on investment reports and scheduled phone calls to discuss campaigns.

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.

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