

Entry for Marketing Society Awards

Cause Related Marketing (I):

GoThinkBig – 02



The problem

The mobile industry is changing, and our business is transforming into a digital telco. We need to be on the cutting edge of technology to survive. Young talent, with latent digital flair, is key to keeping our business fresh and innovative.

Yet high levels of youth unemployment and barriers to accessing the job market threatened to hold back the UK economy and digital transformation. Young people were not easily able to transfer their knowledge into applicable skills.



Belfast Telegraph – 16/08/2012



London Evening Standard – 19/09/2012



The Mirror - <http://bit.ly/1u5YgHE>

In addition, research by O2 and Bauer Media found that over half of young people said they failed to secure work experience in a career they wanted to pursue. The research also showed that 82% of businesses valued skills gained during internships as the single most important consideration when recruiting graduates. Young people were caught in a catch 22 – businesses want young people to be experienced before they recruit, yet over half of young people say they're unable to secure any relevant experience at all. Work experience remained a largely unregulated aspect of the job market, presenting significant barriers to those with the least opportunity.

O2 had experience and commitment in supporting young people to gain work and entrepreneurial skills by seed funding small community projects and fledgling social enterprises, but were aware that the challenges created by economic crisis needed a new response. Young people needed help, access and experience to build confidence and start their careers.



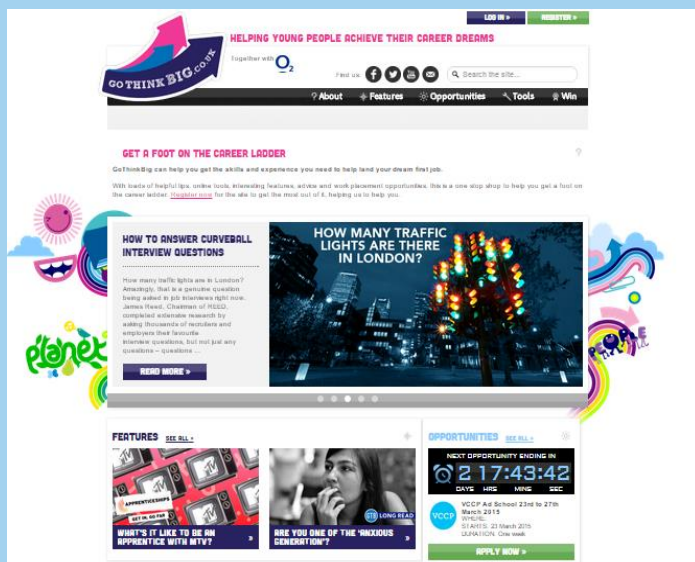
The solution

We sought out a partner with equal ambition and scale of reach as our ourselves. We partnered with Bauer Media with the shared vision of creating a digital platform which could offer advice, inspiration and insight into careers and the world of work, but also access to opportunities and experiences.

In recognition that the scale of the problem was bigger than either or both organisations, our solution was an open platform with a neutral brand that other employers could plug into, maximising the range of opportunities and advice available. It was designed to be convening force for all businesses to democratise access to work for all young people.

Youth unemployment continues to be a significant and intransigent problem. We believe collaboration between businesses can meaningfully and systemically change the game for young people, giving them opportunities to break the cycle of worklessness through practical, hands-on experiences

Using our digital know-how and Bauer's content expertise, and the strength of our brand, we created a free platform that facilitates collaboration between businesses to support young people, build an amazing talent pipeline for O2 and businesses across the UK, and support economic recovery.



GoThinkBig.co.uk

Cause Related Marketing (I): GoThinkBig



Creating content

To ensure the content matched the needs of the target audience, we recruited a new team of **11** young people - **9** of whom were first-jobbers- to create a service for young job seekers created by young job seekers. The team wrote, edited and created over **1,700** pieces of content – articles, videos, interviews - with a mission to ensure every person visiting the website gains useful skills, as well as access to thousands of opportunities.



We encourage our people to feed stories and content to the GoThinkBig editorial team, helping to promote understanding of life at O2 and reach talent we might otherwise not engage.



Cause Related Marketing (I): GoThinkBig



Careers advice

GoThinkBig's advice is bespoke original content which helps build job confidence and an understanding of careers choices. There is a wealth of unique content from ourselves and other employers to give a rich library of first hand advice for young job seekers. We also took our expertise to the road and ran GoThinkBig sessions in 7 cities reaching 1,000 young people, with keynote speakers focused on key industries.

Our survey of users found:

- 79% felt GoThinkBig gave valuable job-search advice*
- 62% agreed it helped plan their career.*



Examples of careers advice openly available at www.GoThinkBig.co.uk

GoThinkBig is a welcomed and unique platform that offers great opportunities to young people around the country. GoThinkBig has given Channel 4 the opportunity to reach a number of young people who are passionate about careers in the creative industries and could potentially be **the next generation of raw talent** into our industry.

Priscilla Baffour, Industry Talent Specialist



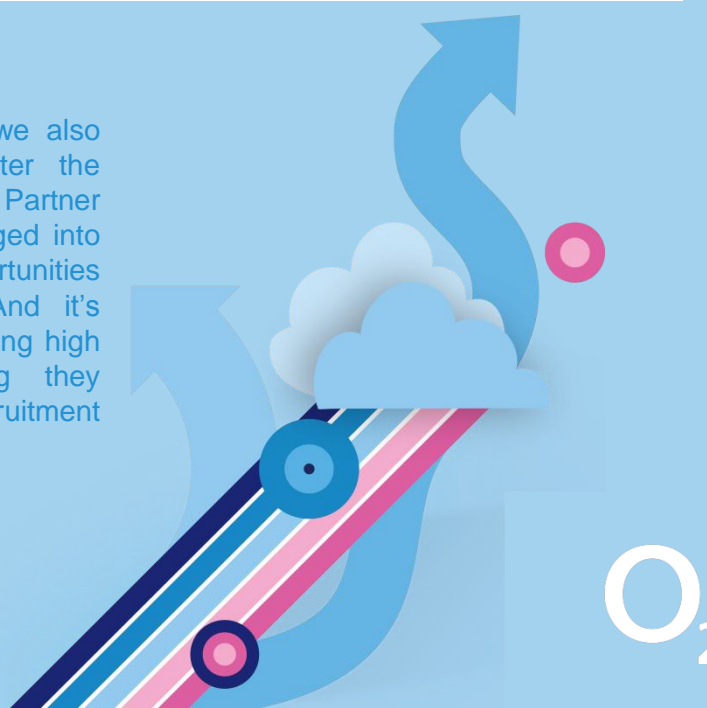
Our partnership with GoThinkBig has been a great benefit to us as a business. We are very keen to continue **to expand the diversity of our staff and to recruit the very best** future partners for our law firm. GoThinkBig has given us a fantastic opportunity to do so. The young people we have met through GoThinkBig have been bursting with enthusiasm to learn and with interest in our business. These are exactly the attributes we are looking for in our lawyers and employees and we hope that we will see many of the young people we have met through GoThinkBig applying for jobs with us.

Carolyn Pepper, Partner

Work placements

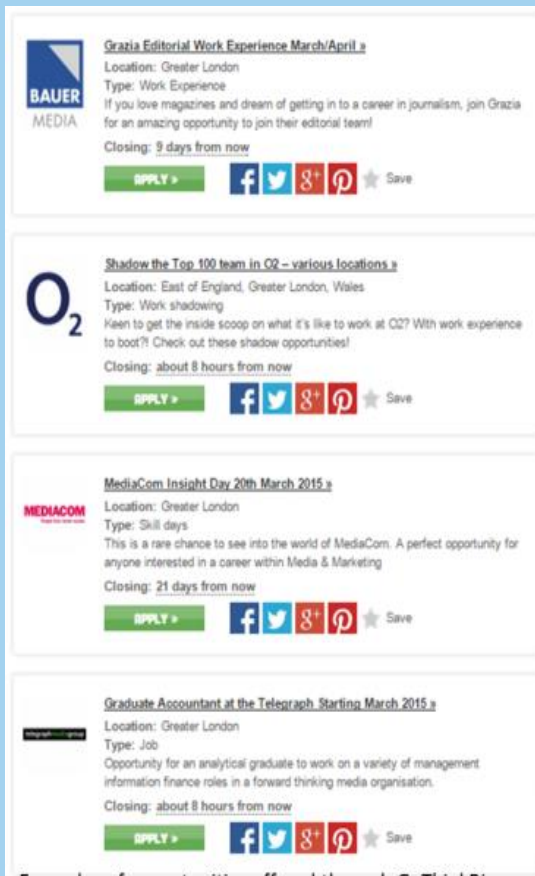
Having provided inspiration and advice, we also needed to provide opportunities to enter the workplace. GoThinkBig's dedicated Partner Manager supports the **45** employers plugged into the site, helping them develop opportunities aligning with their business needs. And it's working. Partners tell us that they're sourcing high quality candidates through GoThinkBig they wouldn't have found through traditional recruitment channels.

*Fresh Minds Research October 2015



GoThinkBig has offered **£13.6million** earned income opportunities and **3million** hours of work experience in 2014/2015, and offered over **31,000** work experience and skills opportunities, **12,700** with O2, since launch in October 2012.

These opportunities, combined with the resources on the platform helped our users develop new skills. **87%** of site users say they learnt something new and **61%** say they used skills they never knew they had.



The screenshot displays four job listings on the GoThinkBig platform. Each listing includes the employer's logo, the job title, location, type, a brief description, and a closing date. Below each listing are social media sharing icons for Facebook, Twitter, Google+, and Pinterest, along with a 'Save' button and a green 'APPLY' button.

- Bauer Media:** Grazia Editorial Work Experience March/April
Location: Greater London
Type: Work Experience
If you love magazines and dream of getting in to a career in journalism, join Grazia for an amazing opportunity to join their editorial team!
Closing: 9 days from now
- O2:** Shadow the Top 100 team in O2 - various locations
Location: East of England, Greater London, Wales
Type: Work shadowing
Keen to get the inside scoop on what it's like to work at O2? With work experience to boot?! Check out these shadow opportunities!
Closing: about 8 hours from now
- MediaCom:** MediaCom Insight Day 20th March 2015
Location: Greater London
Type: Skill days
This is a rare chance to see into the world of MediaCom. A perfect opportunity for anyone interested in a career within Media & Marketing
Closing: 21 days from now
- Telefonica:** Graduate Accountant at the Telegraph Starting March 2015
Location: Greater London
Type: Job
Opportunity for an analytical graduate to work on a variety of management information finance roles in a forward thinking media organisation.
Closing: about 8 hours from now

Examples of opportunities offered through GoThinkBig



ONCE IN A LIFETIME OPPORTUNITIES:
Nile Rodgers, Rudimental and Rizzle Kicks have helped us give the best PAID work experience to nearly 200 young people.

The advertisement features two photographs: the top one shows a group of young people posing outdoors, and the bottom one shows a group of young people indoors, some wearing white t-shirts with a logo.

Cause Related Marketing (I): GoThinkBig



Making it famous

Having built a team and a platform to offer great inspiration and career advice. Having gathered over 40 businesses to share opportunities with young people. We now had to make sure young people knew that this service was available to them.

Utilising the assets and relationship of the O2 brand, we'd create once-in-a-lifetime 'super-opportunities' to inspire young people to take that first step on the career ladder and deliver fame for GoThinkBig.

Our "super opportunities" are a blend of great experiences (training, creation and work shadow roles) with mentorship from talented leaders in their field (knowledge and expertise). One rule, all our "talent" must be part of the creation of the opportunity and offer direct mentorship to the young people.

Pulling on our brand heritage with music we gave **100** young people the opportunity to help produce the Rizzle Kicks video for '[Lost Generation](#)' in 2013. In 2014, we worked with Nile Rodgers and Rudimental to remix CHIC's '[Le Freak](#)', enabling **70** young people to work in a recording studio, create the music video and host a gig at indigo at The O2 where CHIC featuring Nile Rodgers performed.

And 2015 was no different. Plugging in to people's passions, O2 looked to the world of Rugby and film to develop their next unique opportunities to offer out through GoThinkBig website.



<https://youtu.be/iL51Tsh6Sdg>



https://youtu.be/kj_2JJrdnQ0

Cause Related Marketing (I): GoThinkBig

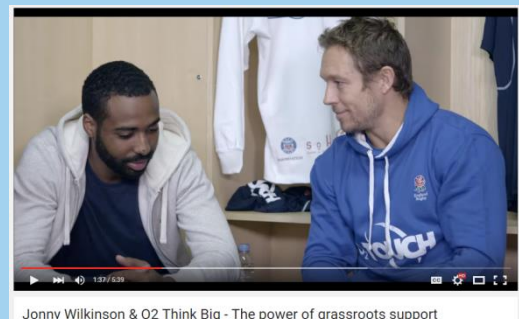


O2 Touch Tour

As the sponsor of the England Rugby team for more than 20 years, the year of the rugby World Cup represented a great opportunity to create a special experience for young people.

Forming part of the larger brand campaign, Wear The Rose, the **O2 Touch Tour** was a collaboration between our two youth programmes, GoThinkBig and O2 Think Big. Working with three major charities (School of Hard Knocks, Sacarens Sport Foundation and Bath Rugby Foundation), we ran a six week training programme for **250** disadvantaged young people in four locations covering Touch Rugby and Work Skills, which culminated in work shadowing professional roles at the O2 Touch events. Plus, gaining vital mentorship with current England Players and World Cup Winners, **Jonny Wilkinson** and Jason Robinson.

Using a mix of digital media and grass roots engagement (job centres and Feltham Young Offenders) we were able to recruit people who needed the opportunity the most.



Jonny Wilkinson & O2 Think Big - The power of grassroots support

<https://youtu.be/wTLdzP9E3Bg>

Jonny Wilkinson @JonnyWilkinson · Jan 3
Happy 2016 to all!! I cannot do justice to just how much I enjoyed being a part of this and how great these guys are

O2 Sports @O2sports
The great @JonnyWilkinson spent the day with our @O2UKThinkBig recruits & talked grassroots support. #WearTheRose.
amp.twimg.com/v/101c19ac-e8a...

66 retweets, 286 likes

O2 Think Big @O2UKThinkBig · 26 Jul 2015
So proud to be supported by an amazing #ThinkBig ambassador. Thank you @Jason15Robinson #inspirational



Jason Robinson OBE @Jason15Robinson
I've loved every minute working with you guys! Great to see the impact that the @O2UKThinkBig programme is making in people's lives. 🙌😊👏

7 replies, 18 likes

8:02 PM - 26 Jul 2015



Cause Related Marketing (I): GoThinkBig



Lights, camera, action

With film content one of the most consumed media on smartphones now, we gave **26** young people the opportunity to join the BFI film academy and create three **3 minute short films** on current social themes effecting young people today, with the action call 'The Time Is Now'. The young people got to work with leading industry professionals to create the film and also attend a three day master class session with talks from producers and editors of Suffragette. Those not selected were able to live stream the master classes through the GoThinkBig website and review content posted to the site. To build their confidence further and inspire their next steps, we showcased their films at the London Film Festival.



Cause Related Marketing (I): GoThinkBig



Targeting those most in need

Through our media planning and outreach, we ensured that we targeted young people who would benefit most – a breakdown of users (shown below) highlights that the majority of users are unemployed.

Inspiring our people

Creating a programme to help young people get into the world of work obviously gave our own people a great cause and accessible task to rally around. Everyone at O2 has a Think Big objective as part of their core performance objectives and can participate via our internal employee engagement platform, MyThinkBig, in activities including advising young entrepreneurs, offering work shadowing, fundraising and mentoring.

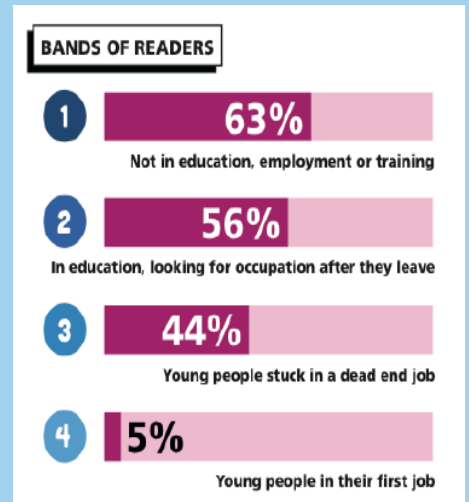
Last year O2 employees offered over **2000** opportunities through GoThinkBig including a 'packed brunch' session with CEO Ronan Dunne, a session for prospective applicants to meet current interns, and paid roles across the business.

We know that engaging our people has significant business benefits and in 2014, with Global Action Plan, we published an in-depth study into the business case of engaging employees in Think Big, our sustainability agenda, revealed –

- A ROI of **£3.81** for every £1 invested*
- Engaged employees are **twice** as likely to stay at O2*
- **25%** less time lost through absenteeism*

We have also improved the diversity of our workforce, crucial for a company with 25 million customers across the UK. We have increased the number of young people working at O2, shifting our youth demographic by 2%. 2/3 of the shift happened in functions that have few entry level roles.

Through 2014/15 over **7,000** employees from O2 and partner organisations have supported GoThinkBig.



Cause Related Marketing (I): GoThinkBig



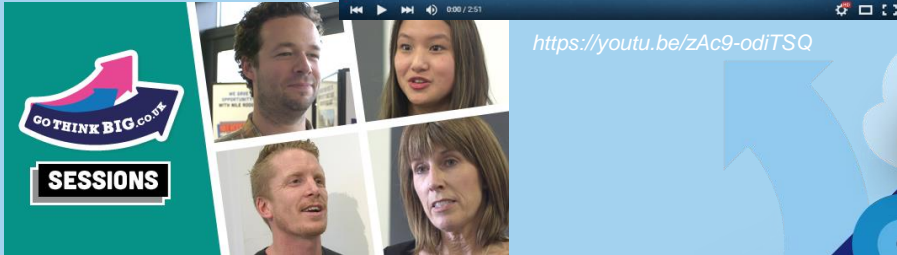
Inspiring society

Investment in high profile super-opportunities helped increase awareness of the mission of GoThinkBig and drove traffic to the site. The Nile Rodgers and Rudimental 'super-opportunity' was O2's biggest PR story of 2014, driving an increase in daily visitors to the site of over 450%.



2,410,584 people have visited the site since launch, 1,586,316 in 2014/ 2015 with a strong average dwell time of over 4mins.

Further, the videos on our [YouTube Channel](#) have accumulated 1.4million views providing further hints and tips to our audience.



<https://youtu.be/GQCWu4ev1xw>

Value to the O2 Brand

Beyond inspiring our people and partners, and delivering against our responsibility as one of Britain's biggest digital companies to help young people take their first steps on the career ladder. We also inspired our customers and prospective customers to think differently about the O2 brand. Research showed that :

- Awareness encourages young people to feel more warmly towards and be more engaged with the O2 brand
- Participation delivers commercial benefits, as participants demonstrate significant increase in brand warmth towards O2

But it's not just participants – GoThinkBig is viewed as beneficial by parents, a key customer segment. Improving brand metrics of O2 'being innovative' by over **40%**, O2 'caring about its customers' by over **27%**, and is a 'leader in digital' by **16%.***

Our econometrics studies shows that our community and youth programmes contribute significantly to perceptions of customer centricity for the O2 brand and are attributable for **6.1%** of brand consideration , helping deliver approximately £15.7mill in revenue.

Putting a dent in youth unemployment

The real measure of success was whether we had helped improve access to the job market and inspired young people to take their first steps on the career ladder. Since launch GoThinkBig has offered **31,557** opportunities (**21,000 in 2014/2015**) worth over **£26 million** of paid employment to young people.

983,518 young people have gained skills through engaging with GoThinkBig, by accessing the site's advice, securing a work experience opportunity or listening to one of our expert panels.

- **97%** of our users would recommend GoThinkBig to friends or family. With **78%** saying GoThinkBig is better than other career sites.
- Within the last year, we've also seen an increase in our key work ready themes:
 - Knowledge of different roles – increase by **1.3 points** (on a 5 point scale).
 - Ability to get a job – increase by **1.2 points.**
 - Knowledge of industry – increase by **1.2 points.**

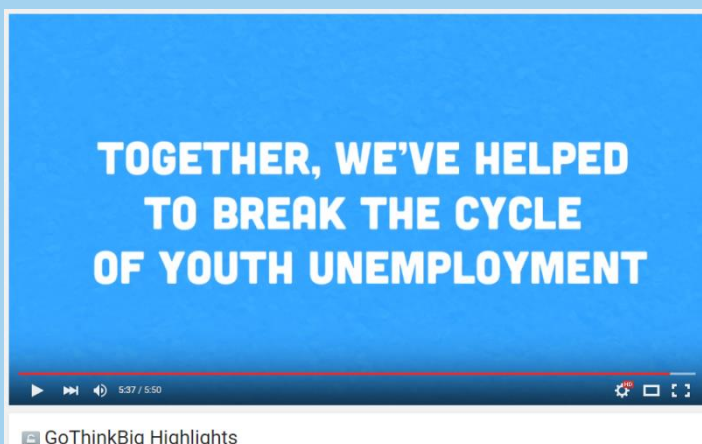
Keep up the awesome work, get the funding and do more opportunities as this is 100% more useful than any qualification.

This was an amazing opportunity. Definitely recommend it in the future. Thank you for being so accommodating - wish I could do it all over again

I think they chose great people for the work and I liked that there seemed to be those who haven't had these chances before.

So, through the power of our brand and our people, we were able to mobilise our peers and partners and create a unique programme that has helped hundreds of thousands of young people take their first steps in successful careers. We have shown the value to our business in the short term through engaged employees and customers. And value in the long term by helping, in a little way, to power the economic growth of the UK through the talents of young people.

And along the way, we've learnt as much from them, as we hope they have from us.



<https://youtu.be/EY3IGmR-HNE>

We look forward to seeing what's next for GoThinkBig.

Word Count – 1, 997 (2000 limit)