

SHAPING YOUR WORLD™

This campaign aims to address public perception of the industry, attract new talent, specifically by engaging Generation Z (11-15 year olds), help in bids to demonstrate social/added value and showcase the fantastic work we do across the country.

+87%

increase in direct job applications

+200%

increase in social media/press conversations around Kier Group

£17k

saving on Sept 2017 recruitment costs



Quote of the day



We have an image crisis, based on out-of-date perceptions. We could create a powerful network of real-world advisers to inspire the next generation.

Hayden Marsell
The fact is we need to be sending out our message to inspire the next generation.



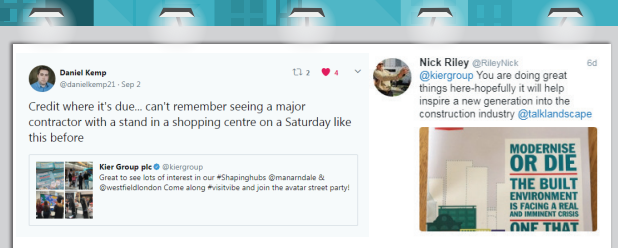
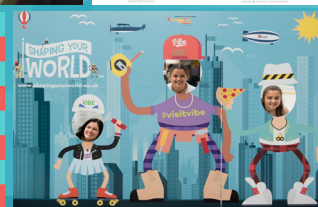
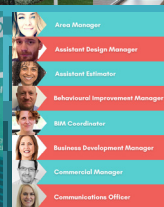
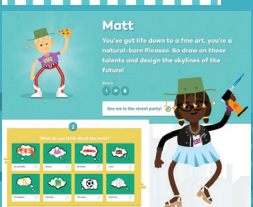
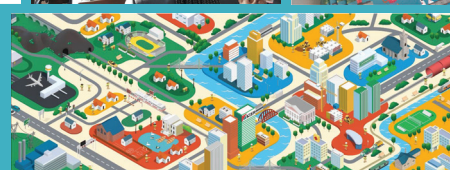
London launch event



Manchester launch event



Kier ambassador schools visit



11k
total avatars created

300+
Kier Ambassadors sign ups for school visits

33k
campaign website visits

12%
increase in positive sentiment

+30%
increase in touch points with our strategic clients

124
pieces of media coverage secured

Media coverage:



www.shapingyourworld.co.uk