



GETTING (WEB 2.0) FRIENDLY WITH GIFT

Gift Street Fundraisers have always taken a very progressive attitude to their recruitment attraction strategy. Their core audience, being recent graduates, are web savvy, so it's a good job they do.

We've had a serious amount of fun designing and building a glistening new website providing a great destination for the intrepid jobseeker. Getting to work with many of their employees on a photo and film shoot as part of the project has been a real pleasure, and allowed the very essence of the company's spirit to shine through the end product.

In keeping with good Web 2.0 methodology, GIFT commissioned a video shoot as part of the new website, to give the audience a real flavour of their personality. By asking fundraisers to re-tell and re-create "the weirdest thing" and "the nicest thing" that has happened to them whilst working, we've been able to produce genuinely enjoyable video montages. Alongside their use on site, we will use the videos as a piece of viral marketing.

When we talk here about getting staff's buy-in on a creative project, we don't normally push it as far as pouring a watering can's contents over them, getting a male employee to don atrocious boxer shorts fishnet tights and stilettos, asking 30 people to dance a conga down an Archway high street or to sing full throttle in the car park. We did this time, and that's not even mentioning the huge and enlightening response to the staff survey we conducted to form the basis of the creative work. We certainly think the results reflect the great efforts from everyone at GIFT. Take a look yourself at www.giftjobs.com and don't forget to watch the videos!

www.giftjobs.com



Case Study: GIFT