MET – BEST SHORT TERM OR ONE OFF EMPLOYER BRAND CAMPAIGN
EBMAS 2020
Summary

The Met is responsible for policing one of the most exciting and diverse cities in the world, aiming to be the police service that can best respond to the needs of Londoners and its visitors. It is currently the most diverse police service in the UK. Half of Britain’s ethnic minority officers work here and just under 30% of its officers and 57% of its staff are female. However, despite being the most diverse police service in the UK, the Met had set ambitious long-term recruitment targets of achieving 50% female and 40% BAME serving officers.

2019 marked the 100-year anniversary of the first female police officers to serve in the Met and this was seen as an opportunity to drive consideration and applications from greater numbers of women. Working with the Met, we developed an inspirational, empowering and brave campaign with headline messages that were united in their use of the word ‘STRONG’. Research had indicated that a key barrier for women is the perception that they need to be physically strong. This campaign debunked that myth by exploring other strengths that are important qualities for being a police officer.

The campaign ran internally and externally, online, in print and out of home. It helped to achieve a 206.31% year-on-year increase in female applications.
Entry Statement

2019 marked the 100th anniversary since the first female police officers in the Met began patrolling the streets of London. The Met wanted to use this remarkable anniversary to help recruit more female officers than it ever had before.
BEST SHORT TERM OR ONE-OFF EMPLOYER BRAND CAMPAIGN

We developed a celebratory campaign that focused on strength of character – a critical quality in police officers – with headline messages that were united in conveying the many personal meanings of the word ‘STRONG’.

The campaign showcased inspirational women officers past and present, and what ‘STRONG’ means to each of them, using channels specifically selected for dwell time and their ability to tell a story to our audience. The work challenged stereotypes of women in policing and celebrated the role of women in the modern police force.

We launched in November 2018 with internal posters that looked back through history at some of the earliest women officers, pioneers who broke through in all kinds of ways and contributed so much to the advancement of women in policing.

Our approach

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IS THE BELIEF YOU CAN REPRESENT OTHERS

Being a police officer is about being able to talk to people, and talk up for people who don't have a voice. Understanding what matters most to them, their communities. You can build trust and break down barriers.

BECOME A POLICE OFFICER
SEARCH MET POLICE CAREERS

Start with a salary package c. £30,000 and free London travel.
The launch was carried through onto social media, with Facebook carousels telling a chronological story of the first female police officer through to the present day. As a focal point for the campaign we created a ‘100 Years’ section on met.police.uk, where the stories of these incredible women were told in greater detail.

The campaign caught media attention in a big way when a service marking the anniversary was held at Westminster Abbey. It echoed a service held at the Abbey 100 years ago to honour fallen police officers of the First World War. That service was the first occasion on which female Met officers wore their uniforms in public.

The main campaign ran between February and March, to align with International Women’s Day, on channels selected for their ability to story-tell in an engaging way.
Being true to herself. Standing up for what she's always believed in. For her family. Dealing with the most horrific incidents at work, then walking through the front door at home and being mum to her children. That's what strong means to PC Faye McSweeney. #100YearsStrong

LONDON. BORN READY. BUILDS YOUR BELIEF. BUILDS YOU TO BE THE BEST IN THE GAME. OUR LONDON. THE GREATEST REASON IN THE WORLD.

From investigating murders to working on HR projects looking at how the Met can further support women in policing, DS Charmain Brenyah has had a varied career. Read more about her story here. Celebrating 100 years of pioneers, role models and strong voices for women in the Met. #100YearsStrong

It included a celebratory 30” cinema creative which ran alongside the Captain Marvel film, mirroring its message of celebrating strong women, with supporting posts on Facebook & Instagram. Cinema was identified as a key channel for its ability to tell a story in a fully immersive environment. Research shows that cinema can deliver x8 more ad recall than TV alone, so it was the perfect environment to land our new messaging. The format and length also allowed us to make a greater link between the celebrations and recruitment. We did this by taking viewers on that journey beginning with historic women in the Met through to women serving today, before concluding with a strong call to action to join as the Met’s next generation of female police officers.
A Stylist partnership with a flagship DPS advertorial interviewed a mother and daughter police duo on their careers in the Met Police Service. Additional articles celebrating the strength and diversity of female police officers ran in the online version, alongside articles designed to overcome barriers that the research had identified by highlighting the many different aspects and opportunities of policing that people may be unaware of. Supporting posts on Facebook and Instagram were used to reinforce the recruitment message.
IS THE WILL TO STAND UP AND BE THE FIRST
Being a police officer takes strength of character to stand up for what you believe in. A strength that Sophia Stanley showed in 1919 when she became the leader of the first women’s patrols. You can be an inspiration and a role model.

STRONG
BECOME A POLICE OFFICER
SEARCH MET POLICE CAREERS
Celebrating 100 years of pioneers, role models and strong voices for women in the Met
#100YearsStrong

IS THE LITTLE THINGS YOU WORK FOR AND THE BIG THINGS YOU BELIEVE IN
Being a police officer is about making London safer for everyone by paying it forward. You can keep people safe and protected.

IS A KINDNESS THAT CONNECTS ALL OF SOCIETY
Being a police officer is about taking time to listen, be there for people when they need us. You can connect communities and change lives.

IS A STAND UP, STAND TALL, ‘THIS GIRL WILL’ KIND OF WOMAN
Being a police officer is about believing in yourself, having the drive and determination to make your own path. Achieve your ambitions, there’s no career like it.

STRONG
BECOME A POLICE OFFICER
SEARCH MET POLICE CAREERS
Celebrating 100 years of pioneers, role models and strong voices for women in the Met
#100YearsStrong

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We also ran a series of tube car panels throughout London, chosen for their dwell time and ability to land multiple messaging. These moved the messaging on beyond the celebration phase and explored the different qualities of ‘STRONG’ that are needed in a police officer – whatever the role, rank, or specialism.
As a focal point for the celebratory assets, we created a '100 Years' section on met.police.uk, where the stories of many of these incredible women – both historical and currently serving – were told in greater detail.

https://www.met.police.uk/women
Results

Research conducted between 13-22 May 2019 indicates that the Met being a diverse employer was one of the key messages taken from the campaigns.

That research indicated that the campaign conveyed a message of female empowerment, which was seen as a way of encouraging more women to join the Met and promoting the idea of women being as capable as men at being police officers.

Almost half of the people surveyed said that their perception of working for the Met had become more positive after seeing the ads. The increased positivity was largely related to perceptions that the ads portrayed the Met as an inclusive employer, as well as positioning the role as having a positive impact and a diverse nature.

The campaign ran alongside, and supported, a volume recruitment campaign. The impact on workforce representation will not be evidenced until all selection activity has taken place. What we do know, is that our integrated campaign has helped to drive a significant year-on-year uplift in registrations and applications, with the aim to reach the Met’s target of 50% female officers in frontline policing.
### REGISTRATIONS
**SEPT 2018 - AUG 2019**

<table>
<thead>
<tr>
<th>Total registrations</th>
<th>84,571</th>
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<tbody>
<tr>
<td>Completed registrations</td>
<td>65,090</td>
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<tr>
<td>Female completed</td>
<td>21,471</td>
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<tr>
<td>BAME female completed</td>
<td>6,549</td>
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</tbody>
</table>

### REGISTRATIONS
**SEPT 2017 - AUG 2018**

<table>
<thead>
<tr>
<th>Total registrations</th>
<th>30,053</th>
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</thead>
<tbody>
<tr>
<td>Completed registrations</td>
<td>23,127</td>
</tr>
<tr>
<td>Female completed</td>
<td>6,509</td>
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<tr>
<td>BAME female completed</td>
<td>2,134</td>
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</table>

### YEAR-ON-YEAR PERCENTAGE INCREASE IN FEMALE AND BAME REGISTRATIONS WE HAVE ACHIEVED

<table>
<thead>
<tr>
<th>Female completed registrations</th>
<th>229.87%</th>
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</thead>
<tbody>
<tr>
<td>BAME female completed registrations</td>
<td>206.89%</td>
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<tr>
<td>APPLICATIONS</td>
<td>APPLICATIONS</td>
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<td>--------------</td>
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</tr>
<tr>
<td>SEPT 2018 - AUG 2019</td>
<td>SEPT 2017 - AUG 2018</td>
</tr>
<tr>
<td>Completed applications</td>
<td>Completed applications</td>
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<tr>
<td>30,779</td>
<td>10,192</td>
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<tr>
<td>Female applications</td>
<td>Female applications</td>
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<tr>
<td>9,609</td>
<td>3,137</td>
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<tr>
<td>BAME female</td>
<td>BAME female</td>
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<td>2,659</td>
<td>1,045</td>
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YEAR-ON-YEAR PERCENTAGE INCREASE IN FEMALE AND BAME APPLICATIONS WE HAVE ACHIEVED

Female applications 206.31%
BAME female applications 154.45%