



THE LOWDOWN

- Vast recruitment campaign but of 134,000 interested candidates only 11,460 pass muster
- Notoriously difficult to reach 16-25 age group
- Every penny spent subject to intense scrutiny by public and parliament
- SMS short codes added to TV campaign to encourage response in return for DVD

"It's a long journey. You might get a hundred expressing an interest, of which twenty then come in, of which ten end up applying and of those only one or two make it. We have to be clever about how we do it. Texting is proving extremely effective and it's spot on for the target age group – we really want to know not just where people first saw us but also precisely which point they were spurred to make contact."

- Major Stuart Glenn, Army recruiting

THE RESULTS

- 7,784 replies in the first two months
- 4,897 completed request for brochure and DVD – meaning they've given full address details
- Addresses validated in real time
- System maps precisely which parts of the country are responding best, and when.
- 40% of SMS replies made outside call centre hours.