

Mobile solution encourages Royal Air Force recruits



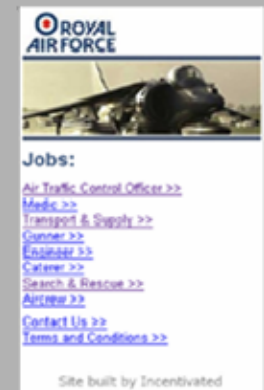
The Solution:

Call-to-action added to **TV campaign** running on over **60 channels** for **8 weeks**, as well as in **lifestyle magazines**.



Text **INFO** to **88723**. A text message is received requesting **specific position of interest, name and email address** and link to a **WAPsite** which includes short job descriptions.

An e-bulletin is then sent to the email address supplied.



Business Need:

To highlight **positions** available **within the RAF** other than **pilots** and **encourage applications** for these positions, delivering **job specifications instantly** to prospective recruits.