



AAGE Graduate Recruitment Industry Awards

icare's submission – Most Popular Integrated Marketing
Campaign

icare's Marketing Campaign

- February of this year saw icare launch it's third marketing campaign for a 2019 Graduate Cohort.
- Together with Broken Yellow icare set out to develop a campaign where the narrative and key messages mirrored that of icare's newly created employee value proposition (EVP).
- The campaign's focus was on capturing the attention of the Graduate audience whilst telling the icare story through a series of duality messages and a 'who cares' tagline. The intention - to create an emotional connection with Graduates in addition to conveying icare's core values and unique ways of working.
- icare is a new kind of organisation, with people at the heart of everything they do. In keeping with icare's purpose - to protect, insure and care for the people of NSW, this year's campaign was led with images of icare's own people and duality messages to capture the curiosity and attention of graduating students. Duality messages included the following:

Nailed the theory Create the experience	Today's student Tomorrow's mentor
Set plans Take Action	Dare to dream Create the reality
Commercial mind Social heart	

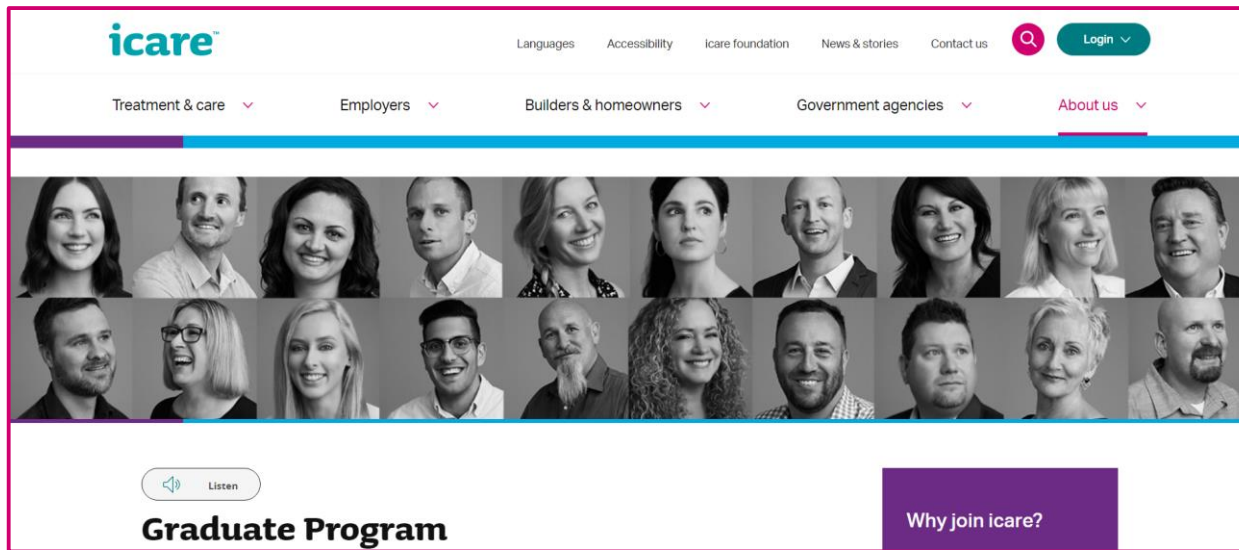
- In addition to the new look and feel of the marketing campaign, the Graduate Program team worked with the icare foundation to identify 3 community organisations (partners of the foundation) eligible to receive a grant of \$10k.
- These organisations were displayed at the Big Meet Careers fair and students visiting icare's booth had the opportunity to 'vote' for one of these organisations, the organisation with the most votes receiving the largest share in a \$10k grant, this was consistent with icare's employment brand and slogan, 'who cares?'
- In addition, a number of candidates, along with icare leaders, were invited to an in-house networking night. The night was planned to align with the campaign's theme and included a guest speaker, Paralympian Grant Mizens OAM and an interactive Giveback Gameshow trivia experience where teams battled it out to earn money for selected charity organisations, another 3 organisations with an existing icare foundation partnership.
- The series of imagery, banners and animations used throughout icare's marketing campaign are displayed on the following slides.

icare's Marketing Campaign

Digital aspect and fair presence

- icare's 2018 marketing campaign consisted of both a digital and personal presence at careers fairs.
- Digitally, icare promoted the program through internal communication channels for staff referrals/recommendations, social media, direct advertising with Universities, media releases, careers fairs and an established microsite with Grad Connection, Grad Australia and icare's own Graduate web page.
- This year icare increased their presence at careers fairs and exhibited at six (6) fairs across NSW between February and April.

icare webpage



Digital campaign elements

Digital banners, social media and advertisement

Set plans

Take action



Today's student

Tomorrow's mentor



Commercial mind

Social heart



Nailed the theory?

Create the experience




“icare offers graduates a ‘jump-in-the-deep’ kind of program, with the opportunity to work on and own business critical projects, which are real, meaningful and challenging”

Gabrielle Beaman
icare 2017 graduate program

Liked by queenalina87, new2newy and 17 others
icareNSW Applications for the 2018 Grad Program are now open!



Our graduate program

It's time to rethink your ideas about insurance. At icare we provide world-class insurance and care services to the people of NSW. As a social insurer, we're here for people, not profit. If you want to make a difference to people's lives through your work, icare is for you!

We're looking for energetic and enthusiastic graduates who are passionate about contributing to the NSW community, are ready to put their education to work and are hungry to learn. We want to give you an opportunity to break the mould and make your mark. 'As a social insurer, we're here for people, not profit' Being part of a small graduate program means you get individual attention. You'll participate in a rotational program where you get to do real, meaningful work and you'll take part in our tailored graduate leadership program. We make sure we give you the skills to succeed. After you've completed our graduate program you'll be positioned as a future icare leader. You bring energy, commitment and enthusiasm. We'll provide the training, development and opportunities for your success.

What you'll need

- Australian citizenship or residency
- A Bachelor-level degree
- Graduated in the last 12 months (December 2017 - December 2018)
- A record of achievement outside uni, through work, sport, community involvement or business
- Self-awareness, empathy and a genuine desire to learn on the job
- An interest in applying your education broadly and be open to multiple career paths
- A desire to participate in a graduate program, exposing you to areas outside your specialist degree area and comfort zone

Apply for the icare 2019 Graduate Program at:
icare.nsw.gov.au/gradprogram

For enquiries please call:
1300 911 662
or email:
icaregraduates@hudson.com

Applications close:
29 April 2018

Dare to dream

Create the reality



Career's Fair elements

Fair booth, icare foundation activation, program brochure and promotional items

