Category number:	**5**
Category name:	**Best use of Creative**
Programme name:	**Village Needs Idiots**
Agency:	**dnx**
Brand or client:	**dnx**
Program website(s):	**www.dnxmarketing.com/villageidiot**
Word Count:	**755**

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Summary

What do you do if you work out of an office in one of the most beautiful villages in Surrey and you're finding it hard to recruit new staff because the usual channels are proving unfruitful?

You tell the commuters at the nearest mainline railway station that they're idiots. Well, sort of.

To attract new staff to our growing agency, we ran a provocative 48-sheet at three of the major stations in our area – Guildford, Epsom and Woking. Under the headline 'Village needs idiots', our message was targeted at the designers, developers, writers and account managers who regularly commute up to London, often standing all the way. We wanted to tell them that there was an alternative and that they'd be mad not to consider it.

Fortunately, 27 of them did and we now have two new members of staff.

[140 words]

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Background to the campaign

dnx is a full-service B2B marketing agency specialising in the technology sector.

We've been in business since 2000 and we currently work from a collection of beautifully renovated barns set just behind the church in Shere, one of the most picturesque villages in Surrey.

In recent years, and in spite of the recession and the global banking crisis, our business has been growing fast, either through the acquisition of new clients or the organic growth of existing ones. As a consequence, our search for new staff – designers, developers, writers and account managers at every level – has been almost continuous.

We use recruitment consultants. We use social media networks. We incentivise our staff to find new members for our team. We run ads in Campaign. We have explored all of the traditional methods of direct recruitment.

In October 2011, we decided to try something different.

Strategy

For many of our target audience, the concept of working outside London is completely inconceivable. As far as they're concerned, London is where the exciting, dynamic agencies are and that means commuting is an unavoidable fact of life.

We, however, know different and we decided to tell them so, at the moment they would be most susceptible to our message – just as they were steeling themselves to standing all the way to Waterloo. Again.

Objectives of the campaign

The campaign had a primary and a secondary objective.

The primary objective was to recruit new staff from the body of commuters who regularly travel to London from Guildford station.

The secondary objective was to raise awareness of dnx.

The target audience

Designers (on and offline), artworkers, developers, copywriters and account managers/directors. In fact, any staff looking to start or continue their career in marketing in an award-winning agency in an idyllic setting.

Media, channels or techniques used

We created a 48-sheet poster and ran it on Platform 4 at Guildford Station. Platform 4 is across the tracks from Platform 5, the platform from which the fast trains to London depart. This is where the morning commuters stand. The site was towards the front of the train.

The creative included a QR code to enable our target audience quickly access our website with their smartphones (we assume they've all got them) and a URL -

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www.dnxmarketing.com/villageidiot. This page continued the story, invited them to have a look around our site and, ideally, get in touch.

The campaign proved such a success, we re-ran the poster by the London bound platform of Woking station three months later.



Creative

Our creative was deliberately provocative, the copy not only playing on our village location, but having the nerve to suggest that commuting to London (in the face of a viable alternative) was idiotic. We wanted to cause some disruption.

Timescales

Guildford Platform 4

The poster ran for two weeks in September 2011

Woking Platform 1

The poster ran for two weeks in January 2012

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Budgets

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Results

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Client testimonial

“Village Idiots has once again proved that provocative engaging and well-targeted creative – which is what we offer our clients – works.”

Drew Nicholson
Joint Managing Director
dnx

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