

Concept:

There are various approaches to recruitment, they all work to some extent but are often frustrating and damaging to both candidates and clients.

Swift momentum is different because of “YOU”, the special type of people that you are. You care, It’s personal, you take the time to find and properly understand specialist candidates. You build long term relationships by understanding your client’s business strategies and immediate needs in order to hit the mark by putting forward the right candidates who can perform and make an impact.

Treatment:

We need to do an incredibly high impact opening shot that hooks the viewer and sets the tone as the first 5 seconds on youtube dictates whether or not someone will skip or keep on watching! Imagine a dart hitting Barbie in the forehead as she stands next to the dart board, or someone trying to fit a banana into a keyhole.... I think that you get the idea. A great reference for this impact is the Moirs ad <http://www.youtube.com/watch?v=zw0z0-enJjo>

Within our proposed treatment we will cover a humorous and ridiculous illustration of the three main approaches: “spray and pray”, “force fit” and “overwhelm with options”. Voice over “there are many approaches to recruiting”.

Then we transition to a more corporate, organised and personal feel still using the same materials. We zoom in on swift momentum office and see the team of talent acquisition specialists (represented by ken and Barbie dolls with your awesome comic style caricatures stuck to their faces). We get a glimpse of the unusually thorough recruitment process used to understand candidates (a major interrogation - parody). This will act as a humorous way to illustrate that swift momentum’s recruitment specialists know every details about their candidates.

Although the concept can be executed in the “south park” 2d type style as in the search kings reference video, we feel that we will have more scope for humour and to illustrate the key ideas using a more 3d “robot chicken” type style as described above. This style is quite out there, it is a well-known and recognizable within techy circles, it has a wide appeal and gets the hits.

The script still needs careful consideration once we have decided on the general execution / treatment. Either way we will ensure that the final product will be highly entertaining and impactful whilst communicating your core business messaging. It will be a fabulous lead generation tool.