

ROGER WILCO AND OUT

Radio kits in the mail test student skills and boost recruitment.

The Royal Australian Air Force wanted to find the most skilled radio technicians. George Patterson Y&R Australia heard the call. They created a clever and effective integrated campaign anchored by a dedicated Air Force radio station. But, this station maintained radio silence unless you could build a receiver.

After collecting names and addresses at university events and engineering expos, they mailed packs with everything students needed to construct a functioning FM radio – except the instructions. Candidates proved their problem-solving and technical skills by wiring, soldering and assembling the radio. Then they tuned in to Air Force FM – the station created just for this campaign by putting an idle radio frequency to work.

The station broadcast the hiring ad on loop, giving students a code and URL. It invited the students to register their details online, so they could be contacted by Defence Force Recruiting. By creating and combining a live event, a radio station, radio content and a website, this finely tuned, integrated media experience found the best recruits.

Air Force FM hit its target – discovering students on the right wavelength for a rewarding military career – and put the Air Force brand into homes across the country.



COMPANY: Defence Force Recruiting | PRODUCT: RAAF | COUNTRY: Australia | AGENCY: George Patterson Y&R Melbourne | TEAM: Chief Creative Officers: Ben Coulson, Marcus Rebeschini | Copywriter: Psempi Kinstan | Art Director: Adam Miranda | Production Managers: Bruce Patterson, Else Trenorden, Kirby Ho, Benny Quak | Sound Designer: Paul Baxter | Technical Director: Brett Harris | Head of Account Management: Julian Bell | Account Director: Alice Mason Account Manager: Sally Borda