

# Two for one for Salvere

Brand launch and recruitment campaign scores double success

**A NEW social enterprise which needed to establish a creditable brand and company profile quickly commissioned cp media services to make it happen.**

Salvere CIC, one of the Government's designated pathfinder social enterprises had gained agreement with Stockport MBC to manage and deliver social care support services to citizens.

In order to implement its duties under its first contact, Salvere CIC (Community Interest Company) needed to build a brand, develop a website, create a suite of marketing tools and launch a recruitment campaign to establish a bank of support workers.

cp media services was commissioned to develop an identity and brand for the new social enterprise, and devise a communications strategy and a campaign plan for the recruitment of support workers.

## What we did

We put forward a number of options for the company name and 'Salvere' which is Latin and means 'to be well and in good health' was chosen.

We then introduced the Salvere Board to a number of creative agencies from which they chose one agency to develop a brand for Salvere and a website. cp media services advised Salvere's commercial director throughout the brand and website creation process, providing brand management expertise and guidance.

We also had the challenge of creating a campaign for Salvere which would simultaneously launch the company in the Stockport area and recruit support workers sufficient to fulfil the company's targets.

cp media services devised a recruitment campaign around the concept 'Salvere WLTM you'

We developed and implemented a bus advertising campaign, a local radio advertising campaign and a local newspaper advertising campaign. Additionally we tied in the newspaper advertising with an on-line advertising campaign and backed these activities up with planned and managed PR.

cp media services negotiated free stand space with three major supermarkets in the area in order to carry out leafleting exercises aimed at potential, new support workers. We also established contact with the Stockport Job CentrePlus and worked with them to set up a series of 'taster' events from within the Job Centre Plus offices to target recruits.

cp media services also originated all content for an information pack and liaised with the design team to ensure the pack was ready in time for the launch and recruitment drive.

Key to the success of the business was the partnership it had established with the social care directorate at Stockport MBC. cp media services devised and managed a series of briefings and podcasts from the Salvere chief executive which were broadcast via the directorate's internal communications channels.

**Salvere needed to recruit and train 60, new support workers within 12-weeks of its launch. Five weeks after the launch, 255 people had registered on-line with Salvere. Around 120 of these attended interviews and 76 were registered for Salvere's support assistant training.**

cp media services can provide similar support and guidance for you. Talk to us to find out what we can do for you.