

LV Launches Innovative Recruitment Advertising Campaign



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LV=, the insurance, investment and pensions group, has announced the launch of a ground-breaking recruitment advertising campaign. The campaign uses unique technology that enables jobseekers to interact with existing LV= staff and find out about the jobs on offer before even applying.



The poster and taxi campaign includes five different poster designs each featuring a different [LV=](#) employee who has their own story to tell. The campaign invites jobseekers to take a photo of the poster with their mobile phone and send the image to LV= via MMS or email, using short code 67777 and adding the keyword 'LV'. Using image recognition software, LV= will then identify which employee was on the poster, and make a pre-recorded call to the jobseeker in which that actual employee says what they do at LV= and what it's like to work there.

The campaign features imagery around LV='s iconic green heart and uses a wide range of media including online, social media, outdoor and the innovative poster and taxi campaign. The innovation is continued on [LV Careers](#) where jobseekers can interact with existing staff as well

as hear from Mike Rogers, group chief executive and apply for jobs online.

There is also a charitable element to the campaign, as for every text received through the campaign LV= will donate 10p to its nominated charity, Great Ormond Street Hospital.

LV= is currently recruiting for staff in many of its 28 offices across the UK. Locations of particular focus include its head office in Bournemouth plus LV= offices in Bristol, Croydon and Huddersfield. The majority of jobs on offer are within LV='s general [insurance](#) division.

The posters will be appearing at over 150 sites in Croydon, Bristol and Exeter at bus stops, tram stops (Croydon only), outdoor sites, and on taxis. LV= is also using a range of other advertising tactics including traditional outdoor media, print and online advertising, plus social media campaigns on Twitter, Facebook, Youtube and Linked-in.

Stuart Affleck, LV= head of resourcing and development, said: "We are really excited about this campaign as it's the first time that this technology has been used in a recruitment campaign. Using existing employees to tell jobseekers what LV= is all about and what it's like to work here should be a powerful technique to encourage new, talented people to join the LV= team.

"Our general insurance operation is a particular hotspot for growth. We are not only looking for people with previous experience in this field, but also those looking to move into general insurance from other careers. Unlike many financial companies, LV= is a fast-growing business and we need new employees at all levels to join us, to help in our growth and also share in our future success."

This recruitment advertising builds on LV='s existing brand and product marketing campaigns. These include TV, outdoor and digital advertising activity, business-to-business marketing through vertical media, and a brand sponsorship portfolio.

LV= worked with creative agency ThirtyThree to develop and implement the new recruitment advertising campaign.

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About**LV=**

LV= is a registered trade mark of Liverpool Victoria Friendly Society Limited (LVFS) and a trading style of the Liverpool Victoria group of companies.

LV= offer a range of insurance products including [home insurance](#), car insurance, pet insurance, [travel insurance](#) and life insurance.

LV= employs over 4000 people, serves more than 3.8 million customers and members, and manages around £9.3 billion on their behalf.

Liverpool Victoria Insurance Company Limited, registered in England and Wales number 3232514, is authorised and regulated by the Financial Services Authority, register number 202965. Registered address is: County Gates, Bournemouth BH1 2NF. Tel: 01202 292333.

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