

The Royal Parks

Recruitment literature

Brief

'GROW' is The Royal Parks apprenticeship scheme to recruit its future gardeners.

We were commissioned to design a campaign to attract suitable applicants – from generally a fairly young 'seed pool'.

Solution

The project - which has to be one of our favourites – was printed in a combination of offset lithography and silkscreen on Kraft paper to achieve a seed packet aesthetic.

The poster was designed to have flexibility of use on notice boards where space could be an issue – as illustrated here. Custom made envelopes were designed for maximum impact in the clutter of direct mail. A web site for online application completed the campaign.

Result

The campaign has now run twice, with a simple colourway change, and has successfully filled the scheme with high quality recruits on both occasions.

