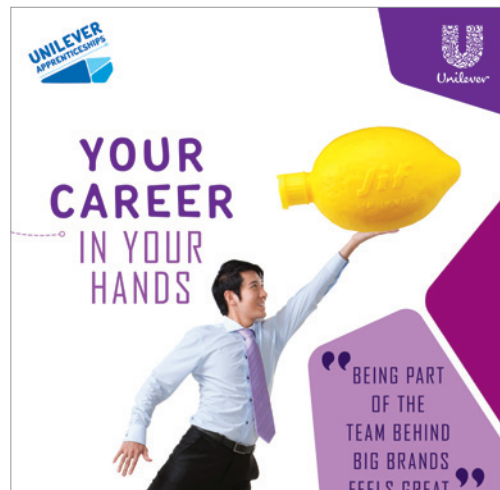




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Words&Pictures Case Study

UNILEVER: ESTABLISHING THEIR APPRENTICESHIP IDENTITY

From the work conducted with the Manufacturing & Engineering teams (see overleaf), we connected with other branches of the business and created a company-wide identity for the UK apprenticeship teams. The objective was to create a memorable identity that is an effective way of communicating with young people. The design is both fun and inspiring – using current Unilever Apprentices in the photography

and showcasing some of their hero products to raise awareness of Unilever as a company brand. It encourages potential applicants to imagine themselves as part of Unilever, working on some of the most prestigious household name brands, and gives the relevant signposts and information to ensure maximum engagement.

Looking ahead, we continue to work with Unilever,

extending the Apprenticeship identity and helping them to implement their social media strategy – tapping into a powerful channel of recruitment and awareness.

Words&Pictures is providing training to the existing intake of Apprentices to manage the company's Apprentice social media channels, providing templates for posts and hints & tips on tone and relevant content.