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“
The team’s strategic input
and recommendations,
coupled with precise
executions and diligent
day-to-day management, have
assisted Unilever in producing
great marketing materials.
I was truly impressed by
the knowledgeable and
professional attitude of
the team.”

*Marcjanna Laudanska,
UK Supply Chain Skills & Apprenticeship
Coordinator, Unilever UK Ltd*



Words&Pictures Case Study

UNILEVER EMPLOYER AWARENESS CAMPAIGN

Unilever employs over 172,000 people across the globe and is one of the world’s leading suppliers of fast-moving consumer goods – specialising in three divisions: foods, home care and personal care.

Unilever was searching for an effective way to communicate with young people around opportunities within their business. We first started working with the Manufacturing and Engineering team at Unilever – creating a video and information booklet as part of a multi-channel campaign to spread awareness of Unilever’s extensive apprenticeship opportunities, with a specific focus on their factory-based roles.

We achieved this through the production of a short promotional film and an accompanying booklet to be

shared at school presentations, career fairs and events. The style was developed in sympathy with the existing Unilever brand, to ensure ease of roll-out across additional material for the other apprenticeship areas of the business.

The four-minute video features two Unilever Apprentices explaining their journey with the company so far: from prospective application to their future hopes with the business. Facts and statistics about Unilever are interwoven throughout, both in the voice-overs and on tracking graphics, emphasising Unilever’s global reach.

Unilever wanted to tackle existing perceptions between gender and job roles in their industry. For this

reason, the short film showcases the day-to-day life of existing Apprentices, both male and female. These individuals are shown at work and leisure, showing how a good job contributes to an aspirational lifestyle.

The stepped booklet helps readers find relevant information with ease after first digesting the information presented in the video. Clear ‘call to actions’ provide the information to apply for an apprenticeship with Unilever. The video also features top tips for applicants from successful candidates – providing a sense of encouragement.

Watch the video:

www.youtube.com/watch?v=vNpf9Y9aAWs