



RAD AWARDS 2020
CELEBRATING 30 YEARS OF BEING RAD

30 January 2020 The Grosvenor House Hotel | Park Lane, London

[@TheRADawards](#)

radawards.com

MEDIA PACK 2020

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ABOUT THE AWARDS

For 30 years the RADs has championed the very best in creative recruitment marketing and communications.

The RAD Awards 2020 will be the 30th year where agencies, their clients and direct recruiters enter to win recognition for outstanding campaigns that have demonstrated a mixture of innovation, creativity and effectiveness in recruitment communications.

The event is widely recognised as the Oscars of the industry, attracting around 1,000 guests and providing a fantastic networking platform for media, agencies and direct organisations to celebrate at the prestigious Grosvenor House in London's Park Lane.

Celebrity presenters entertain the guests and host the Awards with past names including Rob Beckett, Russell Kane, Katherine Ryan, Jack Whitehall, Michael McIntyre, Rob Brydon, Jack Dee and Dara O'Briain.

The event truly belongs to the industry with independent experts drawn from agency and client side making up a comprehensive judging and advisory panel.



THE CATEGORIES

From Candidate Experience to Graduate Campaign the RADs recognise the full spectrum of recruitment communications and channels.

- Candidate Experience
- Creative Idea
- Digital Experience for Early Talent
- Diversity and Inclusion Initiative
- Early Careers Attraction
- Employee Engagement
- Employer Brand – International
- Employer Brand – National
- Employer Website
- Events, Experiential and Outdoor
- Graduate Campaign
- Innovation
- Integrated Campaign
- Offline Communications
- Out of Home Advertising
- Single Use of Video
- Use of Audio
- Use of Social
- Use of Technology
- Video Campaign
- Work of the Year

SOME OF OUR WINNERS...



In 2019, 19 winners were awarded.

[See their outstanding winning entries](#)

WHY SPONSOR THE RAD AWARDS?

RADS IS TURNING 30

The RAD Awards 2020 will be the 30th year the awards are held which will be a truly special occasion.

EXPOSURE AND PROFILE

Benefit from high-profile brand positioning to an audience of engaged industry decision makers.

BRAND REACH

Through an extensive communications programme, national PR, social media and digital marketing targeting the national recruitment industry.

BRAND REINFORCEMENT

Create new business opportunities through extensive brand exposure to both current and potential clients.

REPUTATION BUILDING

Align your brand with the RADs and be seen as industry suppliers or employers of choice.

THOUGHT LEADERSHIP

Gain insight and intelligence through taking your place on our judging panel alongside a range of industry experts*

*headline sponsors



NETWORKING OPPORTUNITIES

Sponsors enjoy access to a number of face-to-face networking opportunities:

- The judging process brings together representatives from major blue chip companies plus account, creative and digital experts from some of the UK's leading recruitment marketing agencies. A judge's lunch promotes informal networking with industry peers.
- Meet key personnel on the night at an exclusive VIP champagne reception.
- Attend a focus group comprising of winners, judges and the incoming chair, providing another opportunity to learn and share ideas with the best in the industry.

DEMOGRAPHICS

With the biggest names in recruitment communications in attendance and a range of profile-raising awards, the RADS is THE event to be associated with.

- 85% senior management, director and decision makers.
- 48% clients, 24% media, 30% agency, 3% supplier



RADS 2019 SURVEY RESULTS

94% would recommend the RAD Awards to someone else within the industry.

97% said that the RAD Awards 2019 exceeded or met their expectations.

OUR GUESTS

- 28% Hoped for an award
- 20% To see what others are doing/gain inspiration
- 35% Networking
- 17% A great night of teambuilding



BRANDING OPPORTUNITIES

The RAD Awards offer unique branding and sponsorship opportunities, including extensive exposure through advertising and editorial coverage:



The RAD Awards shortlist has arrived!

The judges have deliberated and we are excited to reveal the 2019 RAD Awards shortlist! Join the conversation using #RADS2019

We would like to extend our huge thanks to all entrants and for the time taken to submit your entries. Richard Andrews, group director of The RAD Awards, said:

"The 2019 Awards attracted more entries again this year so to get shortlisted really is a great achievement for employers and their agencies. The rigorous judging process is well under way and we're looking forward to finding the winners ahead of the big night at the Grosvenor House Hotel on January 31st!"

ONLY THE BRAVE.

[SEE THE SHORTLIST](#)

Headline sponsor

TotalJobs

Category sponsors



Investis Digital won two awards for their work with Rolls-Royce last Thursday at the 29th RAD Awards. Listen to Daniel Perkins', Global Employer Brand Manager at Rolls-Royce, thoughts on why winning a RAD is so exciting. Congrats on ...see more



RAD Awards with Ro
vimeo.com

SPOT 18 Likes · 3 Comments



RAD Awards
D&V Media International
7th Floor Chancery House, St Nicholas Way,
Sutton SM1 1JB
www.radawards.com

#RADS2019 CONTENT

EY Careers UK @EY_CareersUK

We're proud to have won the awards for Best Apprentice, Graduate and Early Careers website, Best use of Technology and Best School Leaver and Apprentice campaign at the #RADS2019 last night, as well as being highly commended for Employer Website! Congratulations to all involved!

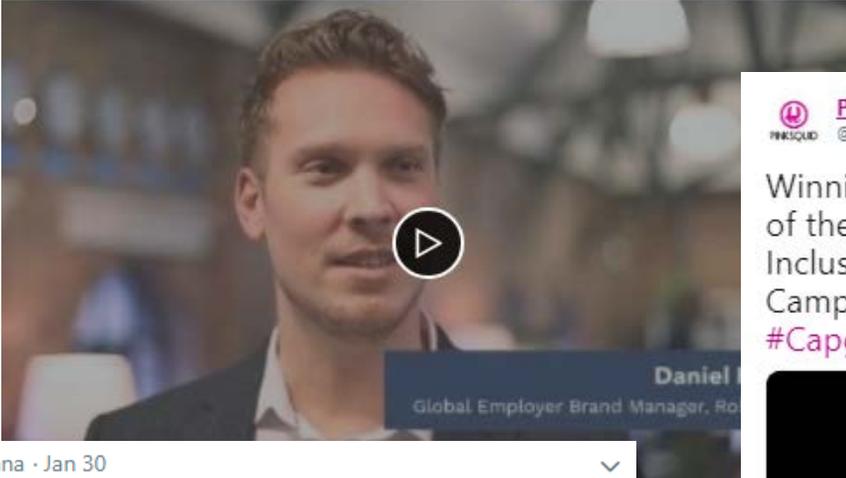


3:01 PM · Feb 1, 2019 · Sprout Social

7 Retweets 13 Likes

The RAD Awards 498 followers 3d

Investis Digital won two awards for their work with Rolls-Royce last Thursday at the 29th RAD Awards. Listen to Daniel Perkins', Global Employer Brand Manager at Rolls-Royce, thoughts on why winning a RAD is so exciting. Congrats on ...see more



Penna @wearepenna · Jan 30

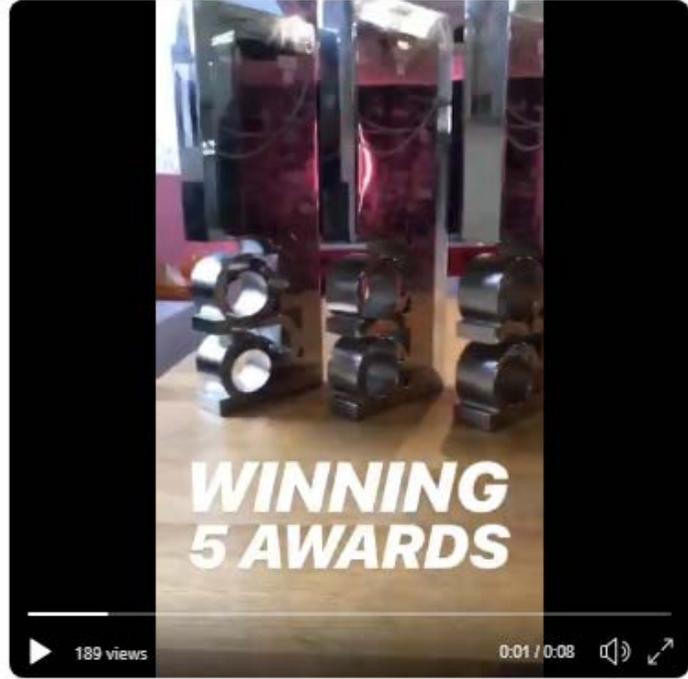
1 day to go until @TheRADawards and we're still beyond thrilled to have been nominated for 2 Awards.

Bring on tomorrow! #recap #RADS2019



Pink Squid @Pink_squid Follow

Winning FIVE of the best RAD Awards. Work of the Year. Employer Brand. Diversity & Inclusion. Graduate Campaign. Best Video Campaign. #TheWhiteCompany #Vodafone #Capgemini



8:37 AM - 1 Feb 2019

[Twitter](#) [LinkedIn](#)

TWITTER

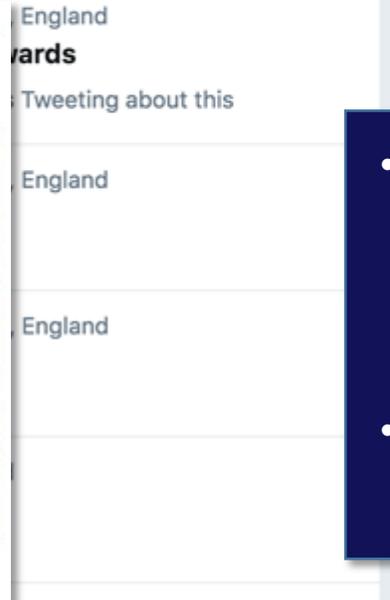
- +2.7% follower increase
- +10.2% mention increase
- +90.2% increase in tweets
- +13.8% impressions
- 16.2% engagements



- 'On the night' content was most popular on Twitter
- #RADS2019 trended in London.
- Decrease in TW engagement can be explained by increase in LI engagement.

LINKEDIN

- +42% follower increase
- +10% mention increase
- +267% increase in posts
- +177% impressions
- +579% engagements



- Shortlist announcement posts were the best performing on LinkedIn. Build on further for next year.
- Lots of interactive user generated content

'ON THE NIGHT' BRANDING



TESTIMONIALS

Miranda Davies, Director, Emerging Talent Thales:

"We're delighted to have won 'Best Graduate Campaign' and 'Graduate Website' in the first year of our new global employer brand rollout. The RADs have gained the respect of our industry over the last 25 years and are notoriously the toughest, and the most prestigious ones to win!"

Breda Power, Client Strategist, RE M&S – Best Careers Site:

"As one of the most prestigious events in the recruitment marketing calendar, it is a privilege to be recognised by our industry peers as best in class at the RADs. It's a wonderful reward for all the collaborative hard work and dedication that went in to create something special."

Simon Wright Business, Director, TMP Worldwide:

"The RADs sets the benchmark for the industry. Everyone dreams of winning 'Work of the Year', and we are so proud to win this accolade. This is testament to the thirst to innovate and bravery of Virgin Money, combined with the passion and desire to create something truly unique by the team at TMP."

Jo Denye, Marketing Manager, Teach First:

"We were absolutely thrilled to win a highly coveted RAD award for our film 'Change Their Lives'. This is the first time we have entered the RAD Awards and we are delighted that Teach First was recognised as the best in its category. The event itself was fantastic and incredibly well organised. This may have been our first time at the RADs but it won't be our last!"

CATEGORY SPONSORSHIP

Promotion of The RADS is split into 5 campaign phases

- **PHASE 1** – Awards launch
- **PHASE 2** – Entry campaign
- **PHASE 3** – Table sales promotions
- **PHASE 4** – Awards night
- **PHASE 5** – Post awards coverage



Our sponsors enjoy significant marketing across all five phases raising your company brand and profile.

CATEGORY SPONSORSHIP



PHASE 1 – AWARDS LAUNCH

- Launch of categories on Radsawards.com
- Promotion of RADS on personneltoday.com
- Promotion of RADS on Whatmedia.co.uk
- Ri5 press release
- Sponsors profile on Radsawards.com
- Emails to RADS database with all sponsors logos

PHASE 2 – CALL TO ENTRY

- Emails to RADS database calling for entries with all sponsors logos.
- Sponsor supplied with official RADS 2020 logo to include on their own website and marketing materials.
- Sponsor will be supplied with electronic version of entry form to encourage client entries.

PHASE 3 – TABLE PROMOTION

- Sponsors logo to appear on announcements on all marketing activity promoting table sales.
- Sponsor branding to appear on emails sent out to RADS database.
- Sponsor will be supplied with the names of the organisations shortlisted in their category.

CATEGORY SPONSORSHIP



PHASE 4 – AWARDS NIGHT

- Sponsor logo to appear on awards invitations.
- One premium table (10 places) and reduced rate for any extra tables purchased.
- Sponsors logo to appear on menu/programme.
- Sponsors logo to appear throughout the night on big screens/signage.
- Award to be presented by a representative from sponsor with name check by celebrity.
- Sponsors logo to appear on award.

PHASE 5 – POST AWARDS

- Full write up about the ceremony with photos of the nights on Radsawards.com.
- An email send to all RAD e-mail recipients announcing the winners from the night with sponsors logos included.
- Sponsors name will appear on the press releases going out after the awards announcing the winners.

OTHER OPPORTUNITIES

We have many other sponsorship opportunities all aimed at promoting your brand before, during and after the night.

Please contact the team for more information:

Richard Andrews

Group Director

020 395 74568 | 07795 394285

richard.andrews@personneltoday.com

Louise Rees

Group Sales Manager

020 3957 4566

Louise.Rees@personneltoday.com





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