

## Case Study: Remploy, Coventry

### About Remploy

Remploy are the market-leading expert in the provision of specialist employment services for disabled people and those who experience complex barriers to employment.

Their range of services enable disabled people, people with a health condition and others to make the most of their skills and abilities, to gain or retain sustainable employment.

Remploy helped 6,600 disabled people to gain employment with mainstream employers last year.

rocca creative



## Working together

RoccaCreative worked with the employment department of Remploy, RemployInterwork to deliver a national media campaign entitled 'Real Jobs for Real People' to raise awareness and improve the delivery of NDDP contracts.

## Creating the 'Real Jobs for Real People' campaign

The campaign consisted of national press, billboard, radio and TV advertising, as well as exhibition, display and supporting collateral.

To underpin the 'Real Jobs for Real People' tagline, we case studied dozens of employees that Remploy had helped into work and continued to support. This was illustrated using imagery from a national photo-shoot, directed by RoccaCreative. The final material featured a cork-board background, which made the work look like a noticeboard, and incorporated everyday items associated with the case studied person's job. This approach enabled us to make every peice of communication look unique. When this was then divided into Remploy's target audience categories you had the makings of very direct marketing.

The campaign ran for one year and was a great success. In the previous year Remploy had helped employ over 4,500 people. At the end of the 'Real Jobs for Real People' campaign that figure was over 10,000.

[www.rempoy.co.uk](http://www.rempoy.co.uk)

