



The Herald is proud to announce the launch of the seventh annual Scottish Recruitment Advertising Awards, which aim to promote best practice in recruitment advertising north of the border. We will showcase the most innovative advertisements and campaigns across fourteen categories.

The awards are open to all advertising agencies, clients, recruitment consultancies or any organisation involved in the design and / or buying of recruitment advertising.

We will celebrate and reward the winning entries at a gala awards ceremony on Thursday October 11, 2007.

All advertisements must have appeared between August 1, 2006 and July 31, 2007.

The closing date for entries is Friday August 24, 2007.

CATEGORIES

BEST PRIVATE SECTOR ADVERTISEMENT

An advertisement for any vacancy in any private sector organisation, in any industry sector (for example – call centres, retail, financial services).

BEST PUBLIC SECTOR ADVERTISEMENT

sponsored by Eglinton

EGLINTON 

An advertisement for any vacancy in local / central / national government agencies, education, health and uniformed services.

BEST CHARITY / NOT FOR PROFIT ADVERTISEMENT

An advertisement for any vacancy in charity, social care, housing or voluntary care organisation.

BEST COPY

sponsored by O2



Best copy in a recruitment advertisement from any sector.

BEST ART DIRECTION

Best art direction in a recruitment advertisement from any sector.

BEST ONLINE ADVERTISEMENT

Any form of online media used to directly advertise a vacancy or to direct potential employees to a recruitment website or event.

Eligibility extends to display advertising (eg - banners, buttons, sky scrapers, overlays, MPUs) email and viral marketing.

The judges will be looking for you to demonstrate:

- creative approach
- response generated (in terms of click through and data capture)

BEST OUTDOOR AND AMBIENT MEDIA

sponsored by Feather Brooksbank



FEATHER BROOKSBANK

Any form of outdoor or ambient media used to recruit staff for any sector / discipline.

BEST CAMPAIGN

A campaign of advertisements to recruit staff, which must include a minimum of two different media.

BEST STUDENT RECRUITMENT CAMPAIGN

sponsored by Fraser Green Advertising and Recruitment

frasergreen

A campaign, which must include a minimum of two different media, to recruit students to further / higher education establishments or vocational training.

OVERALL ADVERTISING EFFECTIVENESS AWARD

sponsored by The Royal Bank of Scotland Group



The judges will be looking for demonstration of the success of a particular recruitment communications campaign. Please complete the separate entry form enclosed for this category.

OUT OF SCOTLAND AWARD

The best of British is celebrated with this award, which is open to any agency, client or consultancy to submit their best recruitment advertisement of the year, in any print medium outside Scotland, for any vacancy outside Scotland.

RECRUITMENT CONSULTANCY OF THE YEAR

sponsored by Barkers Scotland



Please submit a paper (maximum of 1,000 words) outlining the performance of your company in 2006 / 2007*. This must include detail on the nature of your business, current market positioning and an up to date client list, with details of clients which have been added in 2006 / 2007.

The judges will be looking for you to demonstrate, with examples:

- The challenges you have overcome as a business in 2006 / 2007
- Ways in which your business has been innovative
- Any services you have added and the impact these have had on your business
- The results of client feedback
- The successes you have achieved as a business in 2006 / 2007

*All information received will be handled in the strictest confidence.

CLIENT OF THE YEAR

sponsored by TMP



Agencies and consultancies are invited to nominate the client they feel deserves recognition for their innovative approach to recruitment. This submission should be a paper of not more than 500 words with specific examples relating to the nominated individual.

OVERALL WINNER

No separate entry is required for this category. The winner will be selected from the winning entries in the other categories.

ENTER NOW

Please use one entry form for each submission. This form may be photocopied as necessary for multiple entries or to enter an advertisement into more than one category.

Contact name

Position

Organisation

Address

.....

.....

Telephone

Mobile

Fax

Email

Category entered

Title of advertisement

Media title in which advertisement appeared

Date (s) in which advertisement appeared

Additional material enclosed with entry form (please tick as appropriate)

CD rom VHS tape DVD Other

GUIDELINES FOR ENTRY

To be eligible all entries must be accompanied by a completed entry form and the corresponding entry fees.

The entry fee is £50 + VAT (£58.75) for each advertisement entered in each category. Cheques should be made payable to Newsquest (Herald and Times) Ltd.

I hereby accept the rules for entry

Fee enclosed £

Signature

Date

Print name

Please send all completed entries to reach administrator no later than Friday 24 August, 2007, to: The Scottish Recruitment Advertising Awards 2007, c/o Clare Walshe, Events Executive, The Herald Marketing Department, 200 Renfield Street, Glasgow, G2 3QB.

Should you have any queries or wish to reserve a table at the gala awards evening, please contact Clare Walshe on 0141 302 7407 or clare.walshe@glasgow.newsquest.co.uk

