

Best Graduate Initiative



Client: Clifford Chance

Agency: Graduate Promotions

Clifford Chance's Intelligent Aid competition provides a unique way for the brightest students to start their career in law.

To promote the 2012 competition – which focused on carbon emission reduction and offered internships as prizes – Graduate Promotions ran a series of one-day pop-up events.

A rainforest appeared on campus, initially 'polluted' with cloud-shaped flyers hanging from the trees. Students could take a flyer to find out about Intelligent Aid – and thereby 'reduce the emissions'. There were also on-the-spot renewable-themed prizes up for grabs, including solar-powered phone chargers, eco coffee cups and water-powered alarm clocks.

The events were seen by thousands of students from a diverse range of universities, and a large team of representatives were on hand to answer any questions. In addition, photos of students were added to Facebook and the events generated a buzz on Twitter, too.

The top 40 entries were invited to a final where they worked in teams on a case study presentation pitch relating to renewable energy. They received presentation training from the Graduate Promotions' team and heard from senior Clifford Chance associates working in the field of renewables. In addition to vacation schemes, prizes for the 16 winners included iPads, a trip to Rio (on a carbon-neutral ticket, of course!) and a donation to the charity of the winner's choice.

The approach saw an unprecedented increase in competition submissions – 519% at universities where the rainforest had appeared and 357% across all universities – as well as a dramatic increase in engagement through Facebook. What's more, the exceptional quality of the entries led to an increase in the number of places offered on the vacation scheme.

Judges' comments

"A topical and relevant concept that students relate to. Kept simple in delivery and interesting enough to stimulate curiosity and chatter on Twitter. An original concept that created a true graduate experience – very impressive."

C L I F F O R D
C H A N C E



FINALISTS

Client: Linklaters
Agency: AIA Worldwide

Client: Microsoft
Agency: AIA Worldwide

Client: Thales
Agency: AIA Worldwide

Client: Deloitte
Agency: Havas People

Client: Ernst and Young
Agency: SAS

Client: RBS
Agency: ThirtyThree

Client: Mars
Agency: Tonic Agency