



it's an **interesting** world



Press Release

It's 'game on' as GCHQ launches pioneering recruitment initiative

20 November 2009: In an effort to reach an internet-savvy audience, Government Communications Headquarters (GCHQ) has partnered with TMP Worldwide to launch a pioneering recruitment campaign to run on Microsoft's Xbox LIVE service, targeting the online gaming community.

The six-week initiative features graphic video clips and static advertisements designed to help potential candidates 'get under the skin' of GCHQ's work, which can range from tackling hackers to fighting organised crime. The project is the first time Xbox LIVE has hosted a recruitment advertisement in this format, and is also the first time any of the intelligence agencies have used moving images within online games.

Created by TMP, the campaign aims to broaden the reach of GCHQ's recruitment message, and help fill around 250 predominantly IT and technical roles at graduate and professional level, many of which require specialist skills likely to resonate within the online community.

Caroline Waterfield, Press Officer at GCHQ says, "As well as tackling 'traditional threats', GCHQ's work is also about helping government departments, such as Ministry of Defence (MoD), to protect their information and communication systems. This means we can offer excellent training and careers for people with specialist technical skills. However, the fact remains that many potential candidates remain unaware of GCHQ and what we do. Using video on Xbox LIVE helps carry our message to the right people in a creative and innovative manner."

TMP has been a recruitment partner to GCHQ for 10 years. In 2007 GCHQ became the first UK recruiter to place banner adverts within games on the Xbox platform which had been created by TMP. As a result, there was a 500% increase in hits to the GCHQ recruitment website and the campaign raised global interest in GCHQ's work. This time,

the campaign will go one step further by introducing video and looking beyond specific games to focus on the popular Xbox LIVE online gaming service.

TMP's static and video animations lead through to a full screen movie within the Xbox LIVE channel. The ads then click through to a 'branded destination experience' where gamers can download gamer pictures, themes and video content as well as more information on the work of GCHQ and what they could experience as an employee of the organisation.

Clare Horbury at TMP says: "GCHQ is keen to recruit a diverse range of people – many of whom will not have considered this type of work, or even be aware they might be in demand by the intelligence services. Many gamers have the right skills and we know they're particularly receptive to advertising within their space. With this in mind we hope we can encourage even more people to investigate the many career opportunities at GCHQ."

Paddy Lynch, Microsoft Advertising added, "Xbox LIVE can be a far more powerful advertising channel for this demographic than any traditional media. We're delighted that GCHQ has chosen us to facilitate such an important campaign."

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About TMP Worldwide (www.tmpw.co.uk)

TMP Worldwide in the UK & Ireland provides recruitment advertising and manages the process of hiring from everyday roles through to senior positions. Its end-to-end solutions provide a pain free way to get the best candidates onboard, designing and delivering everything critical for the hiring process from job profiling to candidate management and executive search.

TMP Worldwide is one of the largest organisations of its kind, with seven offices across the UK & Ireland and it works as part of a global network which enables it to provide a tailored service on both a local, national and global level. Its creative approach to recruitment communications means it has won multiple-awards for its campaigns across the private and public sector.

About GCHQ (www.gchq-careers.co.uk)

GCHQ is one of the UK's three intelligence services, alongside MI5 and MI6. The only one based outside London - in Cheltenham – it helps counter threats which compromise national and global security.

Using some of the world's most sophisticated technology, they intercept communications and electronic signals which teams convert into 'intelligence'. GCHQ is also charged with advising and protecting Government communication and information systems from attack.

About Microsoft Advertising (www.advertising.microsoft.com)

Microsoft Advertising provides advertisers and publishers with media, tools and services designed to drive deep and profitable engagement with their audiences. This includes a global media network of Microsoft properties such as MSN, Windows Live, Xbox LIVE, and partner properties such as Facebook, WSJ.com and Verizon.

The Microsoft Advertiser and Publisher Suites simplify planning and management of campaigns and content, offering a range of services that help advertisers and publishers untangle the complexities of digital media and get more out of their marketing and content investments. Microsoft Advertising makes buying and selling media simple, smart and cost-effective across media and devices spanning 42 markets and 21 languages.