

UNSUNG – THE FIRST EVER ROCK-STAR POWERED RECRUITMENT CAMPAIGN

Recruiting nurses has become extraordinarily difficult. So Greater Manchester took a bold new approach. They decided the way forward was to recruit collectively, across 16 organisations. And with the support of some legendary Manchester musicians, we created an authentic and powerful film to launch a successful new nursing campaign.



SOLUTION HIGHLIGHTS

- UNITING DIVERSE ORGANISATIONS
- AUTHENTIC AND POWERFUL FILM
- HIGH-PROFILE ADVOCATES
- WIDE-REACHING CAMPAIGN
- INCREASED APPLICATIONS



in Greater Manchester MANCHESTER NURSE

SCOPE AND SCALE

A 40,000 shortfall in qualified nurses, a 19% reduction in applications to study nursing at university, and the removal of the nurse's training bursary. Recruiting nurses has become increasingly difficult.

SITUATION

Across Greater Manchester, hospitals and NHS organisations had essentially been recruiting from each other. It was creating a never-ending merry-go-round, costing a huge amount of money, and making the crisis worse. So, across 16 diverse organisations, including 12 NHS Trusts and 4 universities, they decided the way forward was to recruit collectively.

SOLUTION

AMPLIFYING THE MESSAGE

To launch this bold new era for Greater Manchester, we created an authentic and powerful film that would attract attention inside and outside the NHS, gain political support to amplify the message and kick off a long-term campaign to recruit nurses for Greater Manchester. We also wanted to capture the spirit of the city – especially the outpouring of defiance that resulted from the tragic terror attack of May 2017.

CREATING A CRUCIAL DIFFERENCE

The backbone of our story was bringing to life the emotions and dramas, triumphs and tragedies experienced by nurses every day. But with a crucial difference. We constructed our script entirely from the lyrics of legendary Greater Manchester bands – from Oasis, New Order and The Stone Roses to Elbow, The 1975 and Everything Everything.

POWERFUL IMAGERY

As well as filming real nurses delivering the lines we also did a photoshoot that followed scores of nurses, touching lives in every corner of healthcare, and cut this powerful imagery into the film.



in Greater Manchester MANCHESTER NURSE

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RESULTS

WIDE-REACHING CAMPAIGN

Working closely with these famous artists got the campaign a much wider reach, access to more channels (including a feature on BBC TV News) and, crucially, gained it advocates – from universities to politicians to the artists themselves – who proudly shared it far and wide, to both passive and active candidates.

IMPACT

- Over 340k views on YouTube
- Over 50k visits to the campaign website
- Over 1,500 candidates engaged with Greater Manchester NHS and universities

The Final Script UNSUNG

This is a call, a call to all Doves

If we take a stand, we shall not fall The Stone Roses They came one by one There was never any warning Everything Everything Broken heads in hospital beds The 1975 We're hanging by a thread But still we gotta try New Order One man's in is another's out The Stone Roses

Worrying that she might stop breathing On and on we sift through alphabets of life Badly Drawn Boy

Seen the devil a couple of times Stared death in the face Bugzy Malone

But where there's life there's gotta be hope And where there's a will, there's a way The Stone Roses When there's someone there till the light Liso Stonsfield

I'll stay awake to make sure that you never break Pale Waves

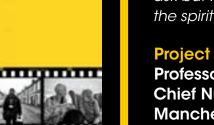
Not thin, broken or frail, we are your mast and sail You will prevail, you will prevail... Canter Semper

It feels like we've weathered the storm Without having the privilege of calm Bodly Drawn Boy

Wake up, wake up to see It's a sign that what will be, will be Doves Got the whole world in our hands Come on, take a chance to start anew Beady Eye And we're away to be where there's life Oasis

You and me could never hide Badly Drawn Boy So throw those curtains wide It's looking like a beautiful day Elbow

www.greatermanchesternurses.co.uk



Be A GREATER

MANCHESTER NURSE

"I just wanted to say a big thank you to all at TMP for your excellent support and guidance through this high profile and complex Nurse Recruitment Campaign. There was a lot of hard work on everyone's part and it's a great example of partnership working. We know deadlines were tight but you always delivered on time, to a very high standard and all the team enjoyed working with you. Capturing the nuances of what we do every day through imagery was always a tough ask but I believe your team caught the spirit of nursing..."

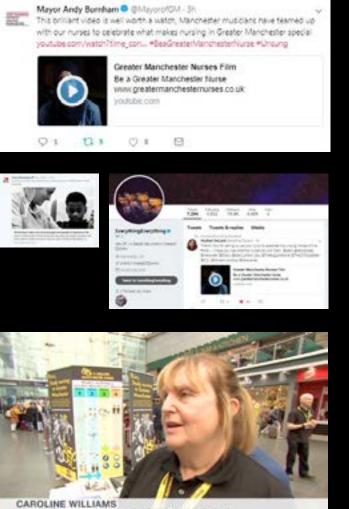
Project Sponsor

Professor Cheryl Lenney, Chief Nurse & Board Member – Manchester University NHS Foundation Trust.





in Greater Manchester



CAROLINE WILLIAMS Greater Manchester Nursing & Midwifery Project



