

CAMPAIGN UPDATE


HOSPITALITY
RISING



The Campaign



(Vision) To make hospitality a top 5 career of choice.

(Mission) A coalition of progressive hospitality operators and suppliers pledging £10 per employee to create the world's biggest, best and longest running hospitality recruitment campaign.

(Strategy) Never boring and fast career progression; the twin pillars of our reappraisal strategy.


Focused initially on grabbing the attention of UK nationals under 30s, particularly those in entry level jobs, as they are the most likely to be receptive to our message to start a career in hospitality.


HOSPITALITY
RISING





HOSPITALITY
RISING



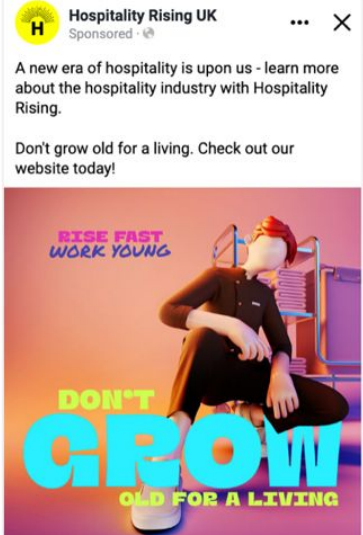
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CHOP CHOP

RISE FAST
WORK YOUNG

hospitalityrising.com
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An industry where boredom doesn't exist [Learn more](#)



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Welcome to Hospitality Rising where no day is ever the same, so why wait any longer, learn more now!


ROOM TO RISE

RISE FAST
WORK YOUNG

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An industry where boredom doesn't exist [Learn more](#)


HOSPITALITY
RISING

Finding your work bestie with Hospitality Rising



TikTok
@tracyssalazar18


✦ NEVER a dull moment ✦



✦ Click the link to start your hospitality rising journey ✦

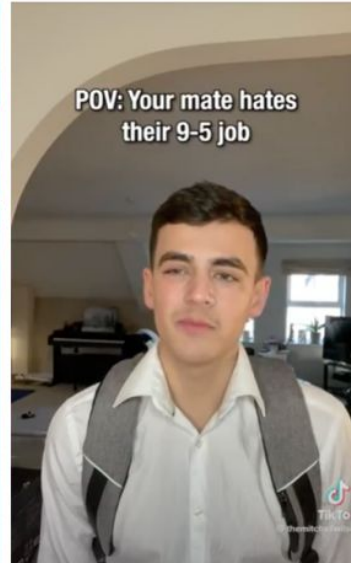
TikTok
@jameshcartt

✦ Flexible Hours ✦




TikTok
@11111111111111111111

POV: Your mate hates their 9-5 job



TikTok
@stevenmc101



TikTok
@stevenmc101

B2C Snapshot



60m+ Impressions

All paid digital, influencer marketing & PR

45,509 Jobs Posted

Exclusive to campaign supporters

307,174 Job Views

HospitalityRising.com

77,684k Job Applications

HospitalityRising.com

Life of campaign highlights 6th March 2023

TikTok Snapshot



13.5m+ Impressions

Times appeared in TikTok feeds

2.4m Reach

Number of TikTok accounts reached

43,300 Clicks

HospitalityRising.com

15% 18-34 YO

% of UK 18-34 year olds who have seen our TikTok ads

Life of campaign highlights 6th March 2023

Smithfield Paid Ads Snapshot



43m+ Impressions

All paid digital marketing

5.15m Reach

Number of users reached

160k+ Clicks

HospitalityRising.com(including PPC)

50%

% of UK 16-30 year olds who have seen our ads

Life of campaign highlights 6th March 2023

Finance Snapshot



£886,916

Raised

£200,427

Remaining

300

Paid supporters

Life of campaign highlights 6th March 2023

Status

B2C

- Two bursts of advertising completed, all anticipated results exceeded.
- Pausing PPC until April to understand the impact on .com visits.
- Micro targeted paid social will continue to drive awareness.
- Continued organic social media utilising campaign creative, job of the week and new videos.
- Research to understand the impact on consideration amongst the target audience.

Status



B2B

- Continued PR, social media and events plan.
- Gemma Rollason joined as Partnerships and Fundraising Manager.
- Funding has become a priority and we are driving income in March and April.
- Offer pro rata six month price to potential supporters - this will temporarily lower perceived price and engage new businesses.
- Six month fundraising would drive burst 3 advertising targeted at education leavers in May & June benefiting all supporters.
- Burst 3 geared 60:40 towards Tiktok Vs. other paid digital.
- Advanced analytics purchased from Monster to improve management information for investor recruiters.
- Series of future leader interviews and videos featuring young people recruited through the campaign.
- New video pitch in final edit.
- Year two retention activity starts in June (for September.)

SIX MONTH SPECIAL OFFER

**FOR JUST £5 PER TEAM MEMBER
YOUR BUSINESS CAN ENJOY
SIX MONTHS OF ACCESS & UNLIMITED
JOB POSTINGS TO OUR JOBS BOARD.**

To be a part of the movement:
Visit hospitalityrising.org
Email hello@hospitalityrising.org