

Publicis Modem puts physical and mental agility to the test with new Army push

Digital agency Publicis Modem has created a new online campaign for the Army, which aims to test levels of fitness, both mental and physical. Mission 4 is the fourth phase in the 'Start Thinking Soldier' programme, which started in April this year and has so far seen the public take part in 1 million missions on the site. Publicis Modem developed the creative in partnership with Skive Creative.

The dedicated microsite - (www.armyjobs.mod.uk/StartThinkingSoldier) - asks people to complete the Mission 4 challenges. In one, users are tasked with navigating a parachute jump at night, honing their assessment skills as they attempt to harness wind strength in order to reach their target destination. Other challenges include neutralising enemy mortar threats, sprinting when carrying weapons, against the clock and mastering the use of the Javelin, anti-tank weapon, trying to save local buildings from insurgents.

The Start Thinking Soldier programme, which is targeted at 17-21 year olds, aims to get potential recruits to try out their potential Army skills. Through virtual interaction and engagement, the Army hopes to develop lasting relationships with recruits. Part of a five month campaign, which began in April, the programme sees the rollout of a range of missions, driving users to the website to engage and hone their skills. Each challenge mirrors the Army's key areas of expertise and is based around teamwork, decision making, leadership and fitness.

Brigadier Jolyon Jackson, Commander Army Recruiting Group comments:

"It is really satisfying to see that Start Thinking Soldier is being so widely used by the public. We are seeing visitors to the site spending an average of 10 minutes on each mission, and the experience is providing them with valuable personal insights. It also gives us an opportunity to better understand our potential recruits."

David Prideaux, Executive Creative Director at Publicis Modem, adds: "We've seen an incredible response to the campaign so far, and we hope to continue to build momentum with the launch of Mission 4. The focus has shifted to mental and physical fitness and the scenes used are inspired by actual events faced by soldiers and officers in their jobs. The interactive approach of all the missions ensures real engagement and gets users as close to the role as possible."

Ends

Notes to Editors

Since the first mission launched at the beginning of April, the Start Thinking Soldier site has achieved 1 million arrivals, average dwell time 10min, almost 66,000 registrations and has also developed a loyal fan base – approx 40% of visitors are return visits.

Publicis Modem work together on the project with its partner Skive.

Credits

Project name	Start Thinking Soldier - Mission 4
Client	British Army
Brief	To publicise the importance of mental and physical agility as part of the Start Thinking Soldier programme
Creative agency	Publicis Modem
Creative Director	David Prideaux
Copywriter	Jon Groom
Art director	Asan Aslam
Exposure	Online