



NYPD Recruitment Campaign | The Rationale

A Radically Different Approach

In the past the NYPD has remained very traditional in their approach to recruitment advertising, concentrating on the action/adventure aspect of the job with imagery of officers in uniform. With the current national attitude toward law enforcement combined with the changing trends of the kind of advertising that will reach a millennial audience, a change in recruitment strategy was not only warranted, but needed.

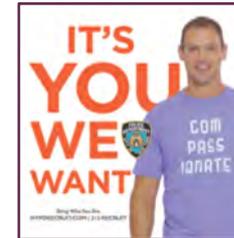
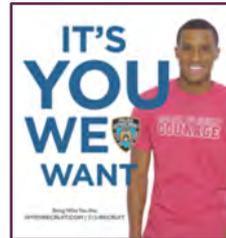
In 2016, the NYPD Commissioner launched a new initiative that would emphasize community policing as the main core of the NYPD, and wanted to send a clear message that the people who would be recruited into the force would have specific qualities such as compassion, service-oriented, honest, and other key attributes.

Hodes developed a campaign that aligns itself with consumer advertising in order to break from traditional law enforcement messaging, embracing the idea of the kind of qualities needed to be an effective officer . The campaign is simple and direct, and targeted toward a millennial audience.

NYPD Recruitment Campaign | “Bring Who You Are”



- Millennials are seen wearing the qualities they reflect. Millennials love to “see themselves” in ads
- The connection between the attribute and the recruitment message, “It’s You We Want,” is direct and easy to understand
- Campaign also sends a message to the community at large as to the kind of changes the NYPD is making
- The campaign is fresh and young-looking, breaking with the traditional NYPD Blue in favor of a colorful and diverse looking execution





Large Format Advertising | Barclays Center Takeover





Large Format Advertising | Outdoor and Transit





Large Format Advertising | Candidate Center Takeover





View video on Youtube >>



Digital and Video | Interactive Video



Overall Views: **22,963 (less than one month live)**

(most watched video on NYPD Connect averages 7,260 views per month; "Day in the Life of an NYPD Officer" averages 2,513 views per month)

Average Engagement Time Spent Viewing Videos:
5 mins 22 secs

(Industry average: 60% of audience lost by 1.5 minutes)