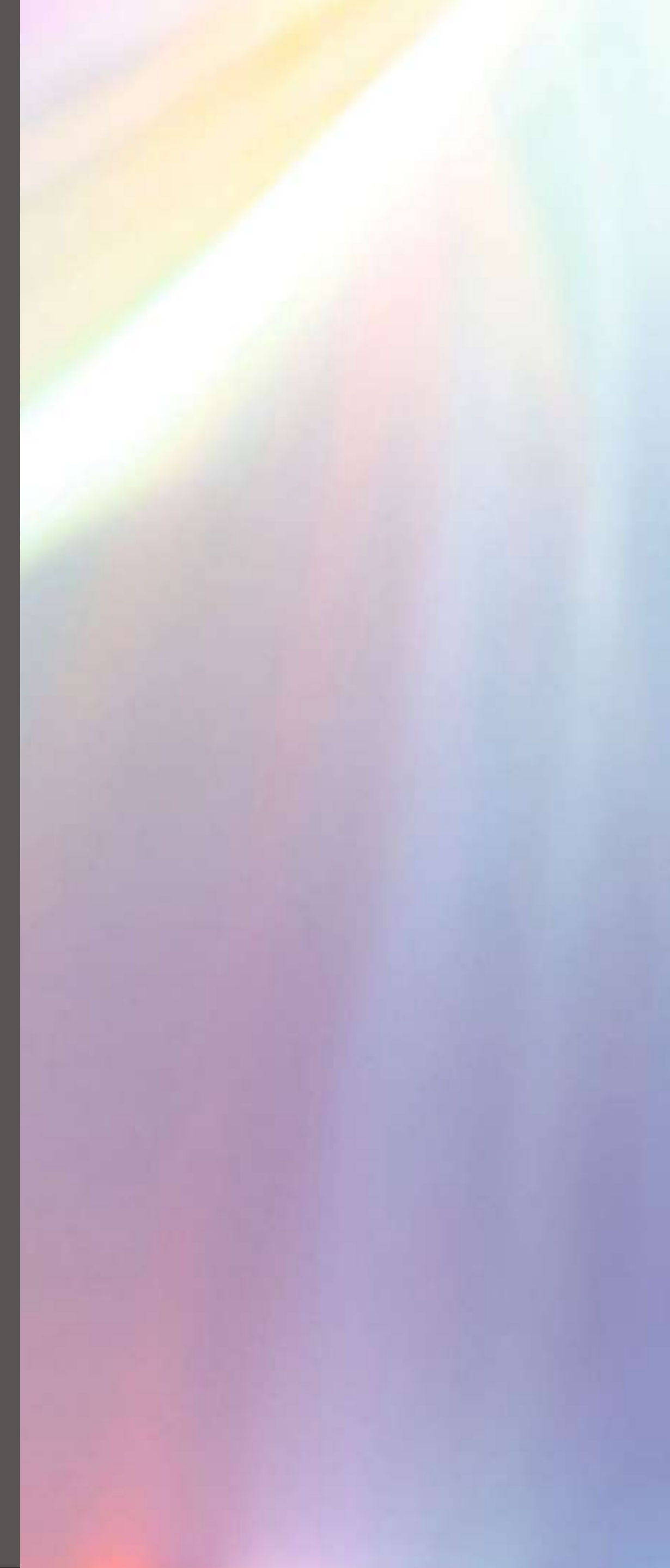

CONCEPT 1: INFINITE POSSIBILITIES



Why?

- It's a popular iteration of the employer brand in Australia, with an informed and consistent proposition
- It communicates the full breadth and depth of opportunities that resonate with your audiences
- However, we've explored how it can be expressed in more engaging ways, across different markets

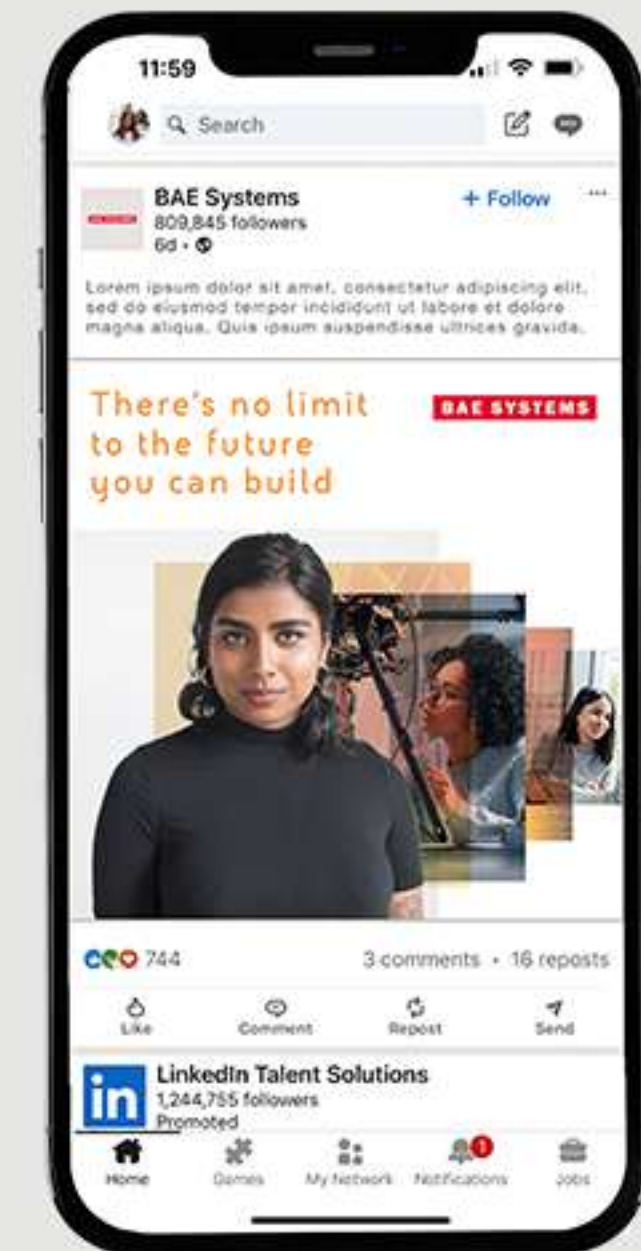
BAE SYSTEMS

Infinite
possibilities



Infinite
possibilities

BAE SYSTEMS



Headlines

TECH

Your innovative vision
has interstellar potential
Infinite possibilities

PROJECT MANAGERS

You wouldn't believe it
is impossible to calculate
Infinite possibilities

MANUAL WORKERS

Your hands could be among
the planet's most inventive
Infinite possibilities

VETERANS

There's more than one way
to defend your country
Infinite possibilities

STEM/ENGINEERING:

The future you'll engineer
has no limits
Infinite possibilities

Visual moodboard



Repeated, overlapping imagery style

- Allows us to show the 'infinite'
- Animates in a variety of ways
- Relates to your dynamic tab style



Image style

People portraits



Strong, confident people portraits

- Looking directly into camera, engaging the audience
- A plain background allows our model to be the key focus of the image

Image style

Moments of possibility



A secondary image style, which allows us to show your colleagues at work

- Candid, unposed, capturing a moment of connection, understanding or invention
- A wide scope of work environments relating to audiences/business areas

A woman with dark hair and gold hoop earrings is wearing a black turtleneck. A series of overlapping, semi-transparent images of her face and upper body recede into the background, creating a sense of depth and repetition. The background consists of light gray rectangular blocks.

Infinite possibilities

BAE SYSTEMS

Typo example



Design exploration



MPU example

There's more than one way
to defend your country



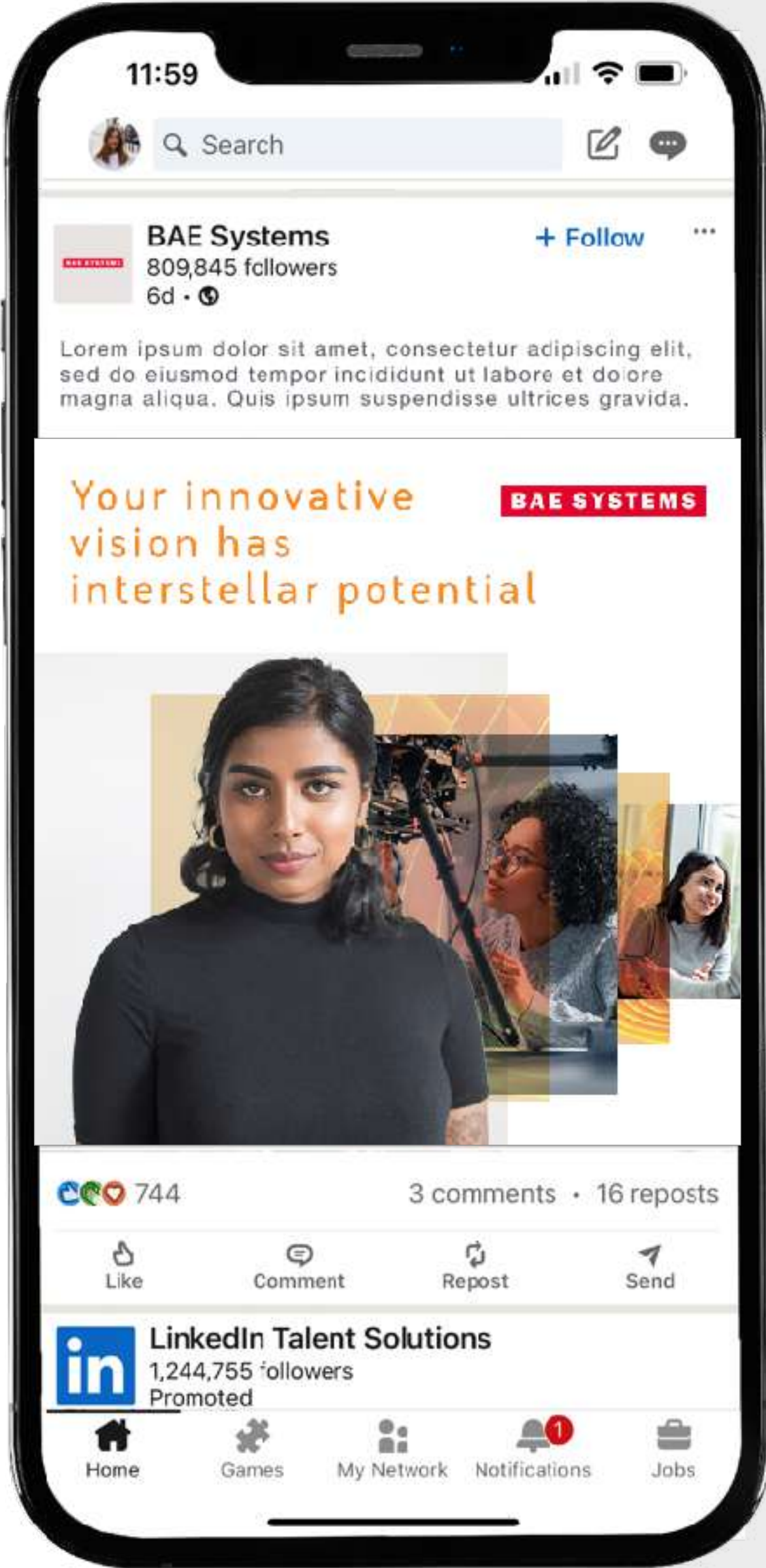
Infinite possibilities
for veterans



Discover a career
move into engineering



Social example



Targeting diverse candidates

It takes more than non-gendered language and representation in your everyday comms

What more could you do?

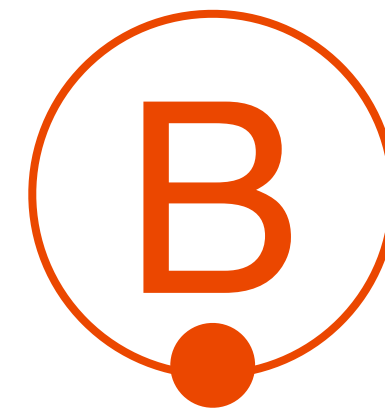
To...

Hire engineers and manual workers from underrepresented communities

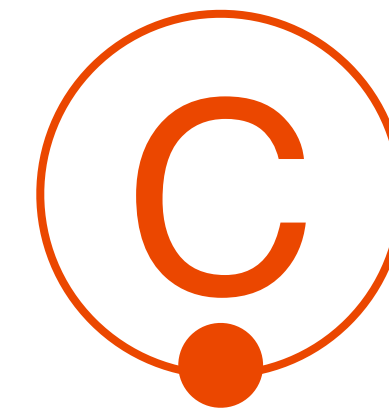
By...



Engaging with a trusted and inclusive voice



Activating and pooling diverse talent



Celebrating your role models



Recognising and rewarding diverse talent

Infinite Inc.



Engaging with a trusted and inclusive voice

Introducing Infinite Inc. - an all-star team of diverse employee advocates. We'll assemble them to convince the next generation that more innovative engineering careers are possible.

They go into schools and technical colleges, supporting influencers with workshops to help students with:

- Overcoming imposter syndrome
- Building personal brands
- CV writing and interview advice
- PR campaign surrounding this will improve brand perception.



Infinite vision



Activating and pooling
diverse talent

Infinite Inc. then launch a competition where STEM students share their visions of the cutting-edge tech they think is possible in the next 50 years.

They can submit their ideas (videos, drawings, essays) on social media, but they must reflect the innovative values/expertise of BAE Systems:

- Sustainable Security
- Ethical Space Exploration
- Engineering in the Age of AI

Submissions will be incentivised with the prize of a 6-month internship.



Impossible people

- A
- B
- C**
- D

Celebrating your role models

We take the message of your Infinite Inc. role models to a wider audience in a series of social films.

These will tell underrepresented talents to aim for a level of success and make an impact they never imagined possible.

This brings a stronger D&I angle to your existing Infinite Possibilities people stories.



To infinity and beyond



Recognising and rewarding diverse employees

Proving to diverse talent that nothing is impossible, we'll launch an out-of-this-world employee recognition scheme.

Nominating colleagues who have overcome adversity to achieve the above and beyond, they'll receive an amazing honour... A small, simple part of BAE Systems tech named after them, which will be sent into space. Or to the deepest part of the ocean.

We'll ask people on social media to vote on social, so they know the lengths you go for colleagues.

