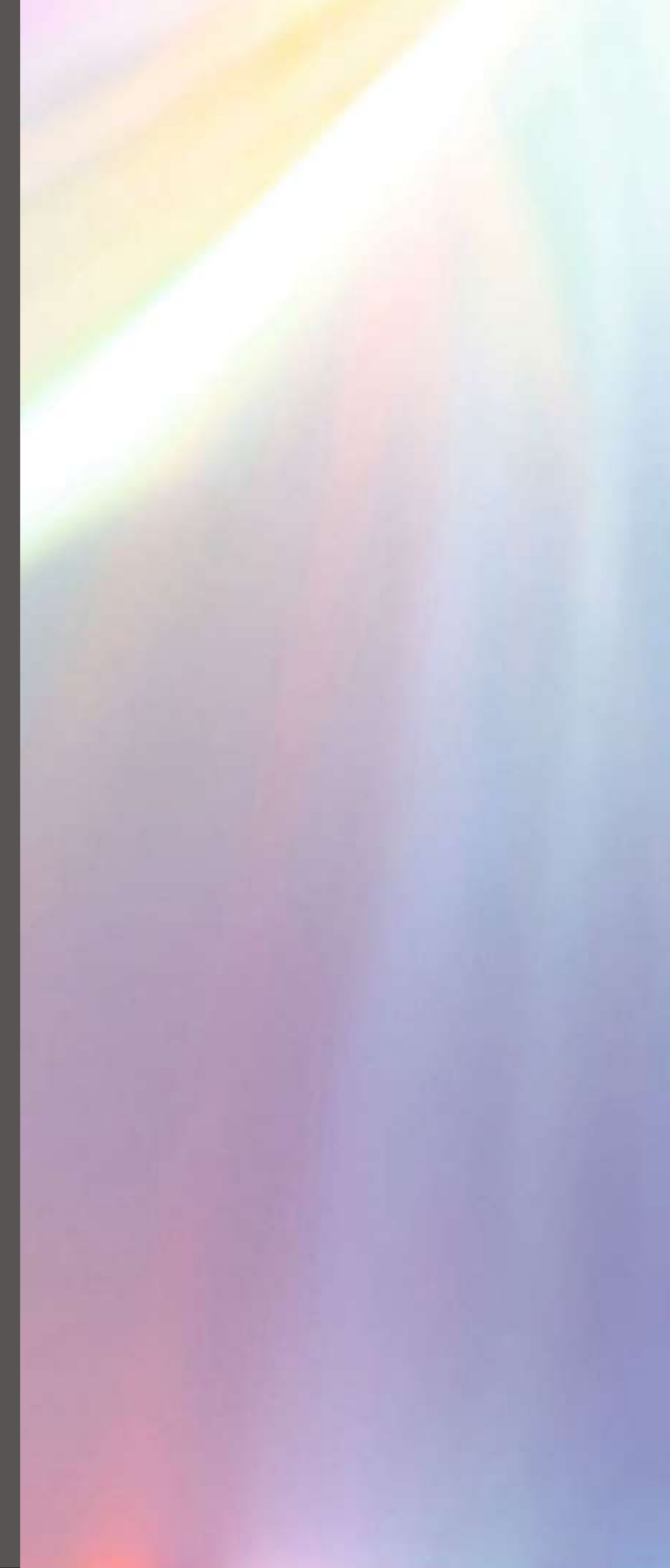

**CONCEPT 2:
DISCOVER THE
UNDISCOVERED**

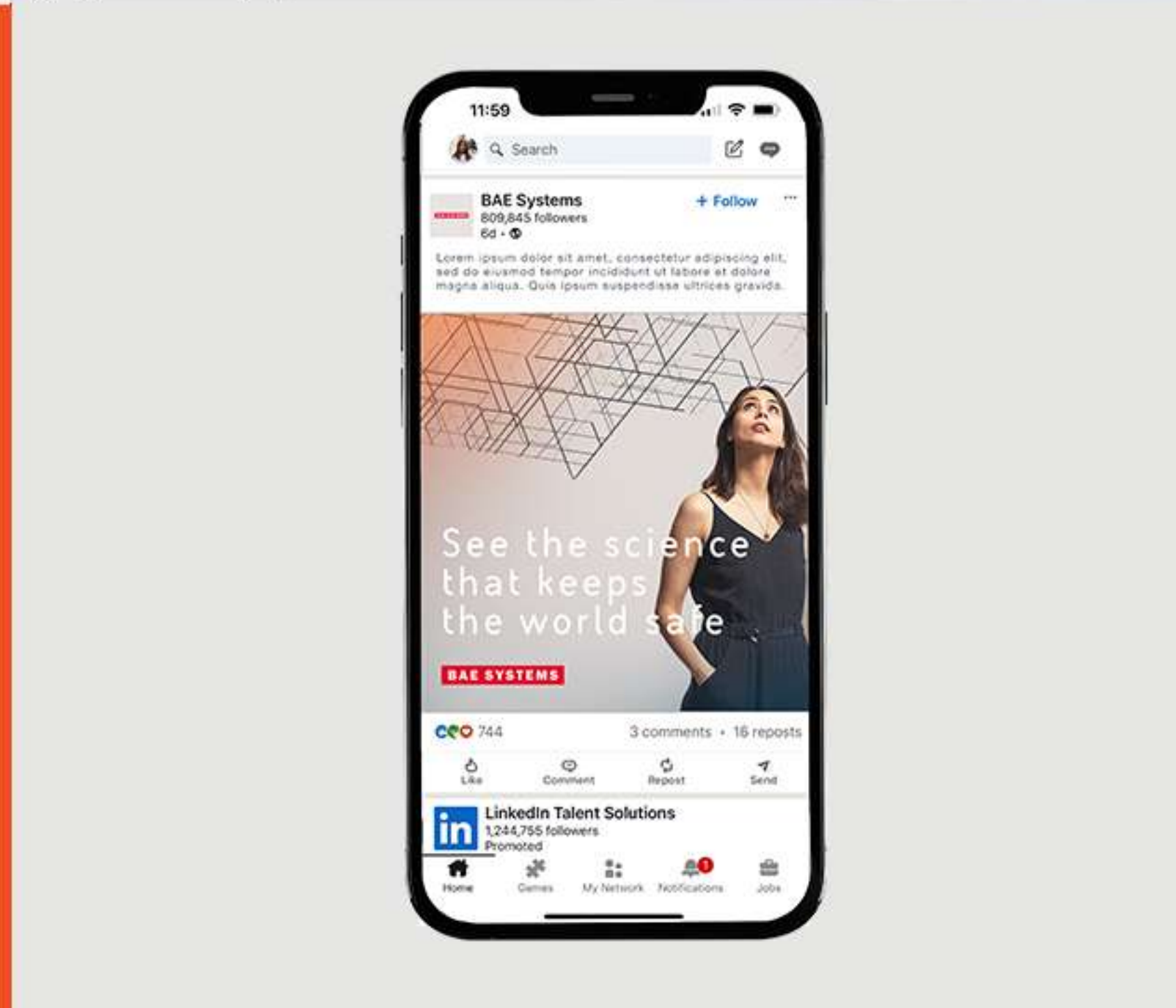
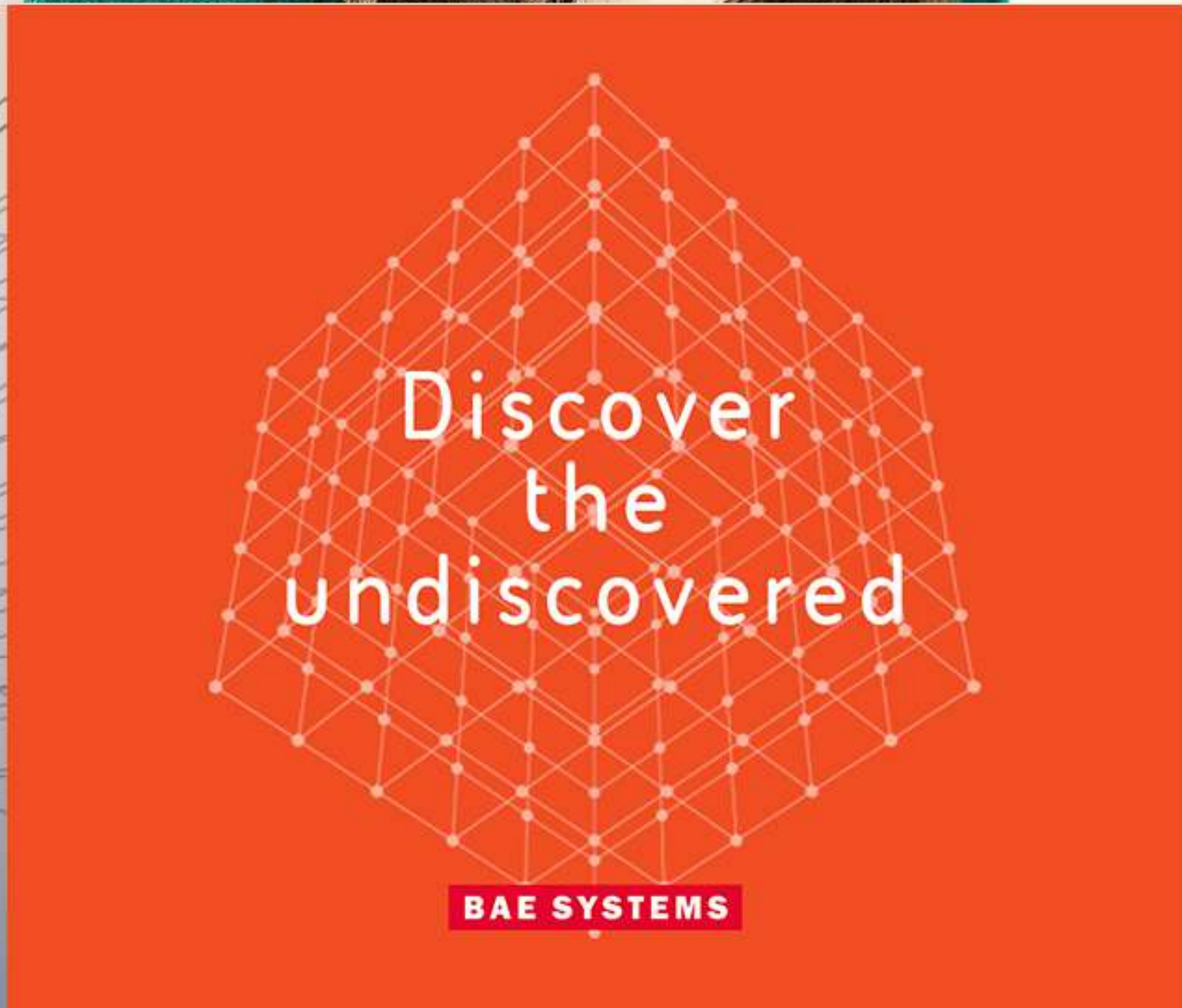
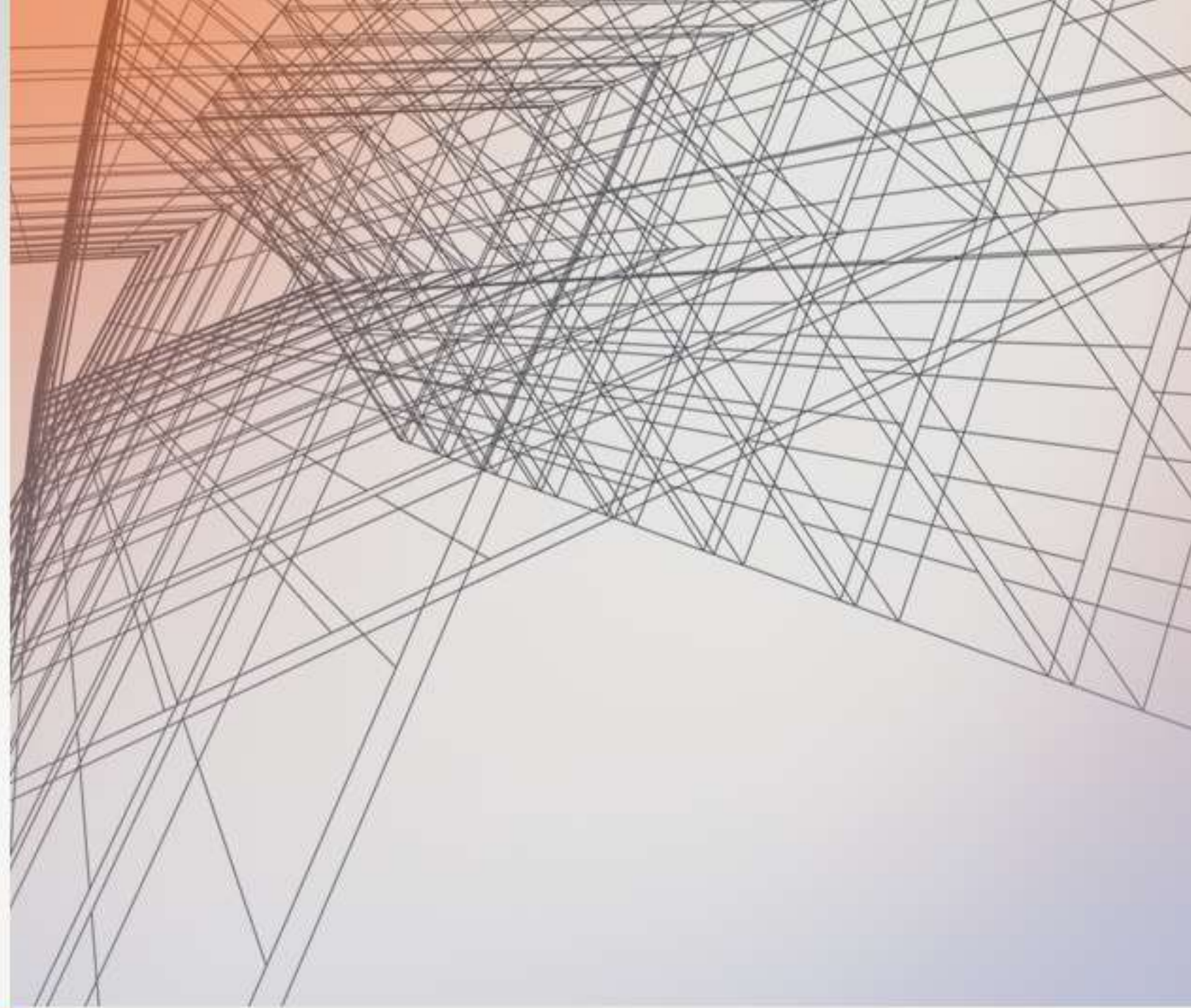


Why?

- It makes you, the colleague, the hero.
- It makes you the first to something.
- It challenges the perspectives of people currently outside the industry, and gives them a fresh desire to become a part of it.

BAE SYSTEMS

Discover
the
undiscovered



Headlines

TECH

Develop the tech
no-one knows yet

Discover the undiscovered

PROJECT MANAGERS

Our projects take your
skills to new frontiers

Discover the undiscovered

MANUAL WORKERS

Rebuild the air, sea
and landscape

Discover the undiscovered

VETERANS

It takes a veteran to see
what's coming next

Discover the undiscovered

STEM/ENGINEERING:

Explore the science
of a safer world

Discover the undiscovered

Visual moodboard

The Future's Design

This route will use a digital blueprint-inspired graphic to convey visions of technologies and solutions yet to be discovered.

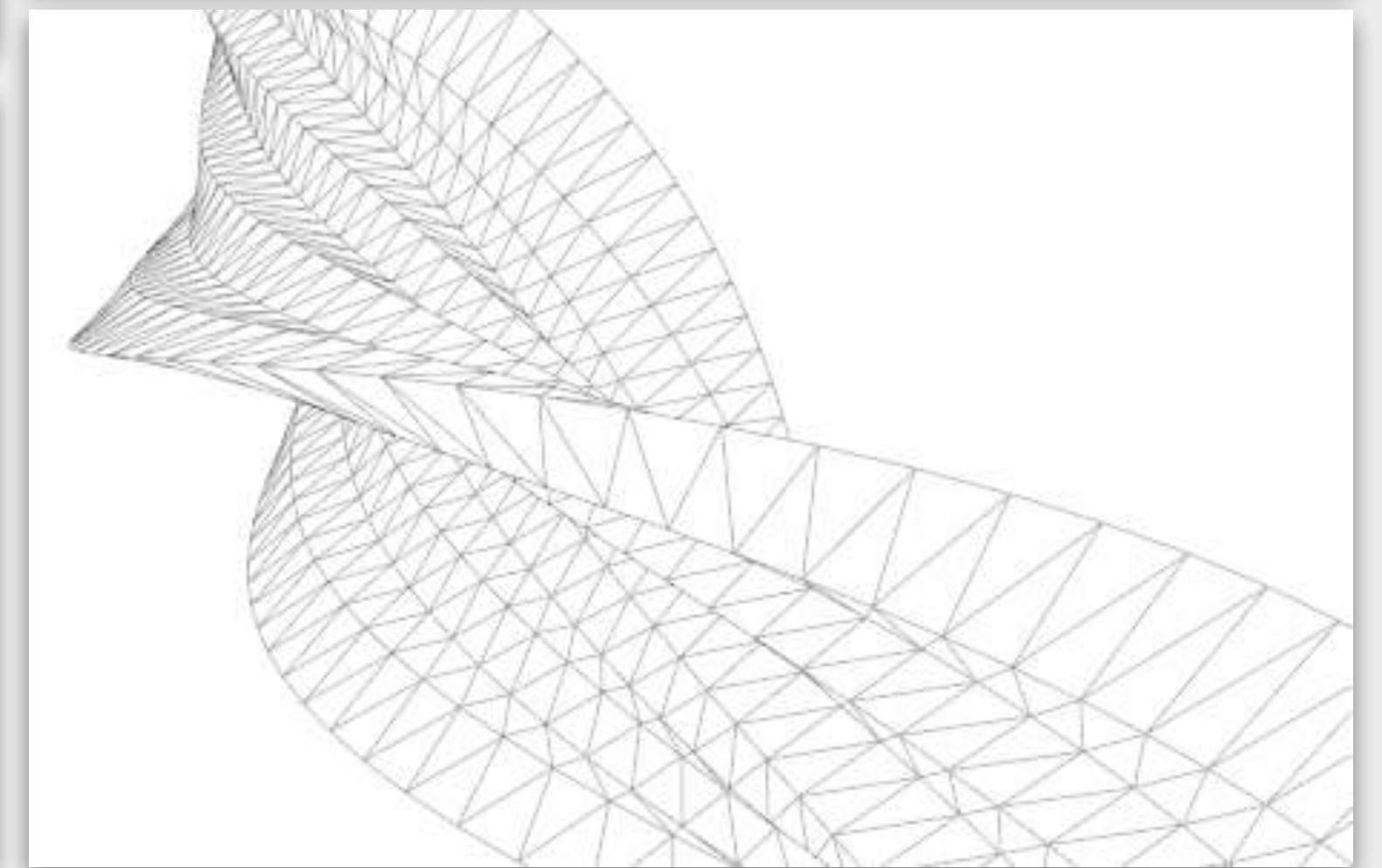
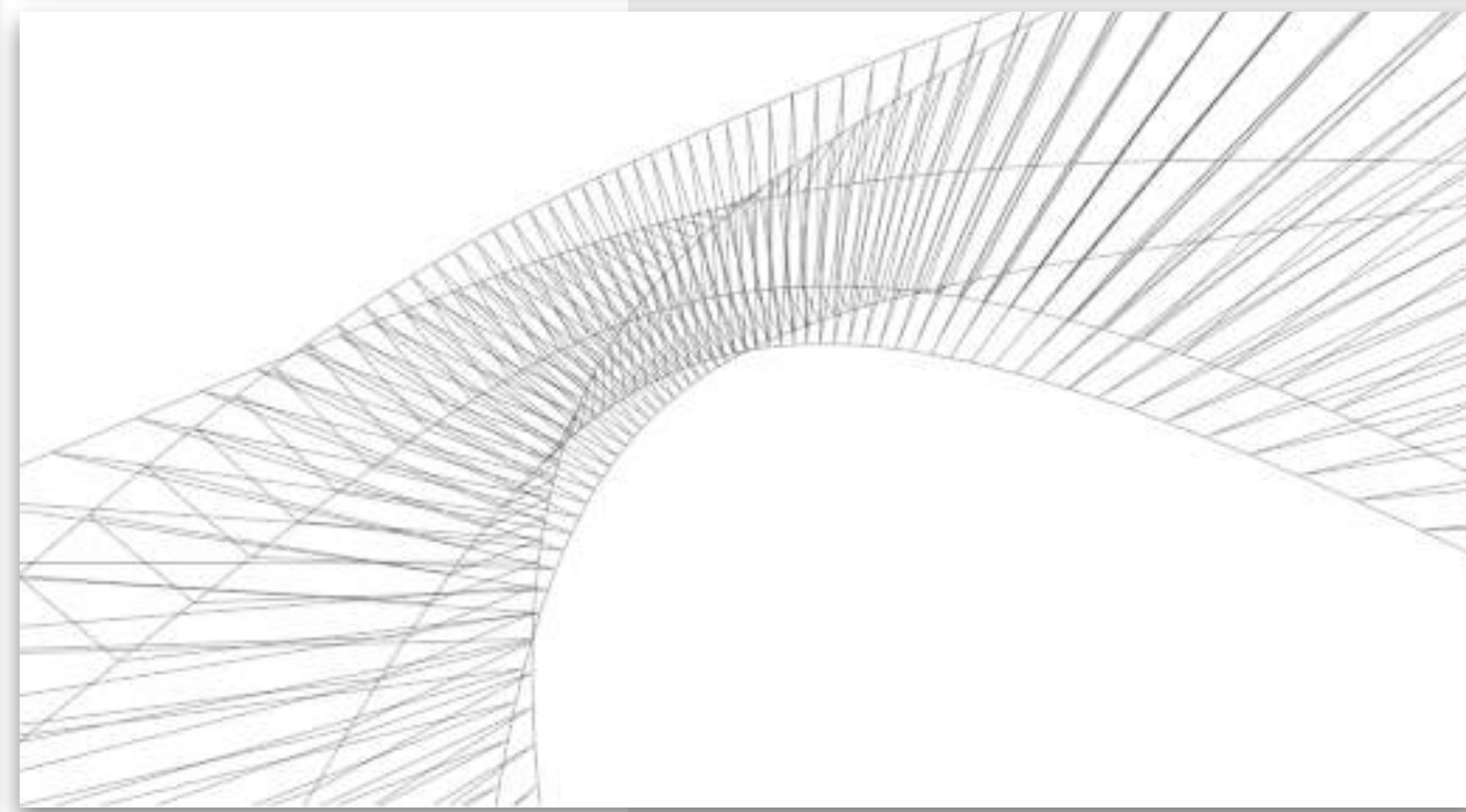
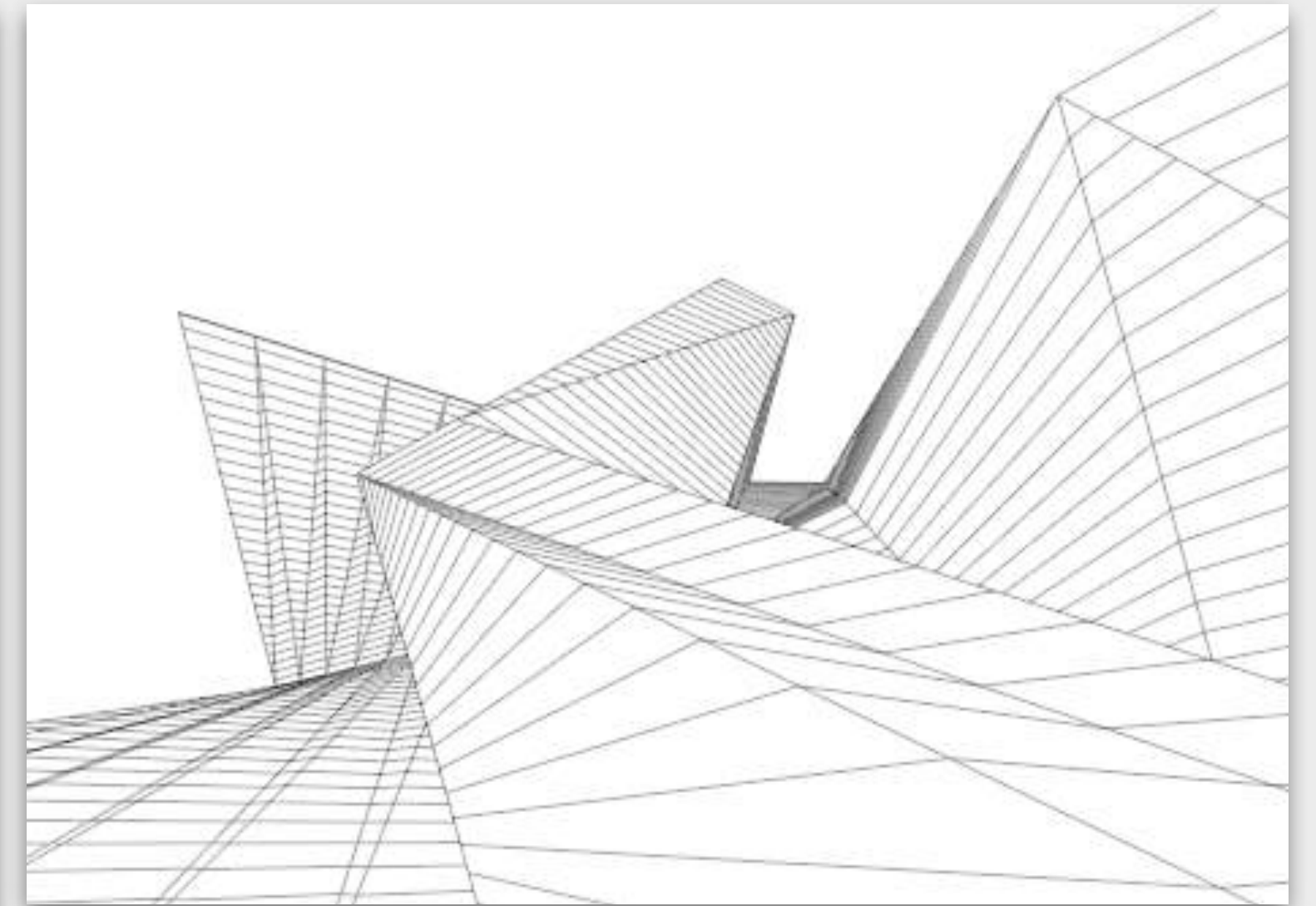
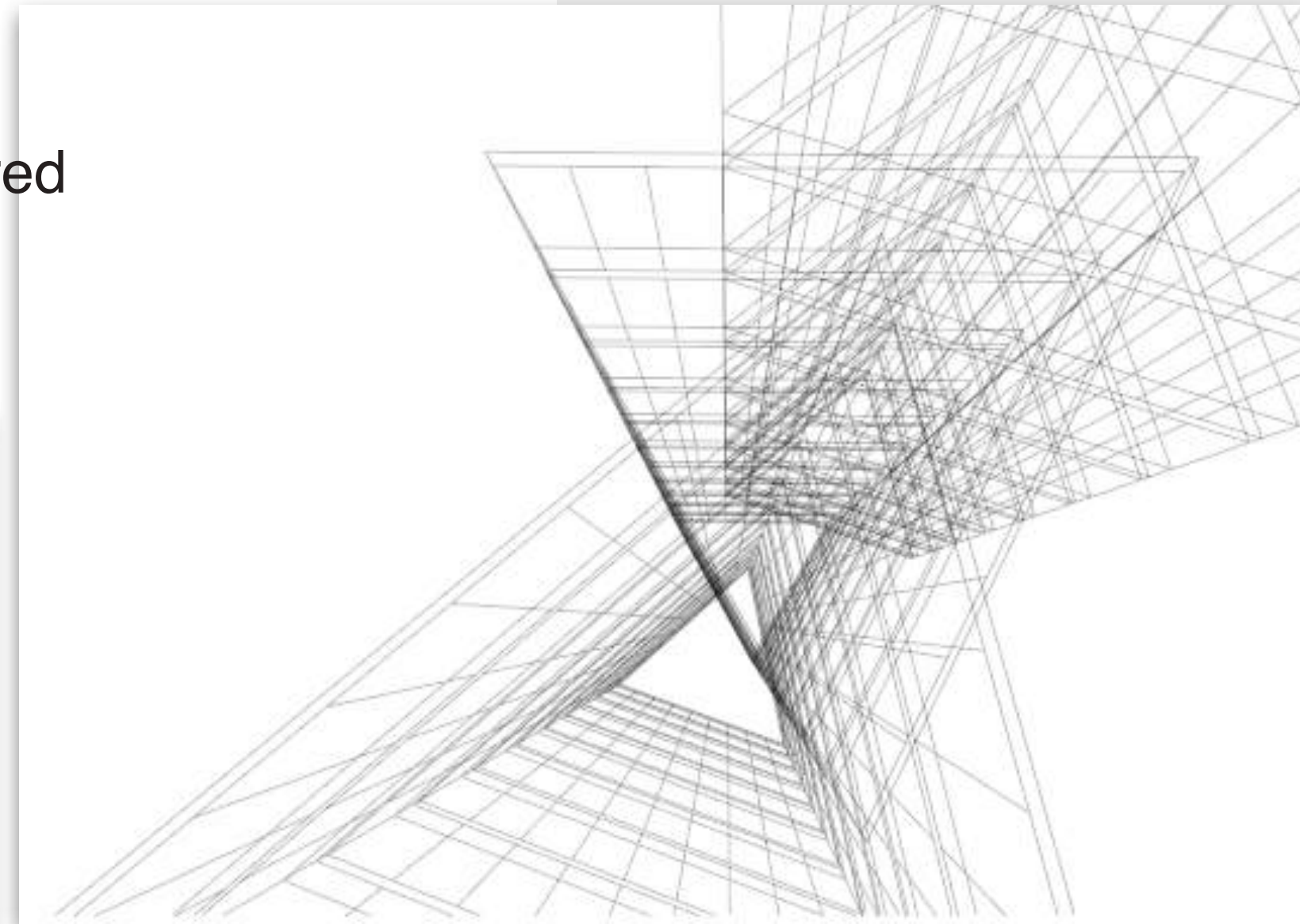
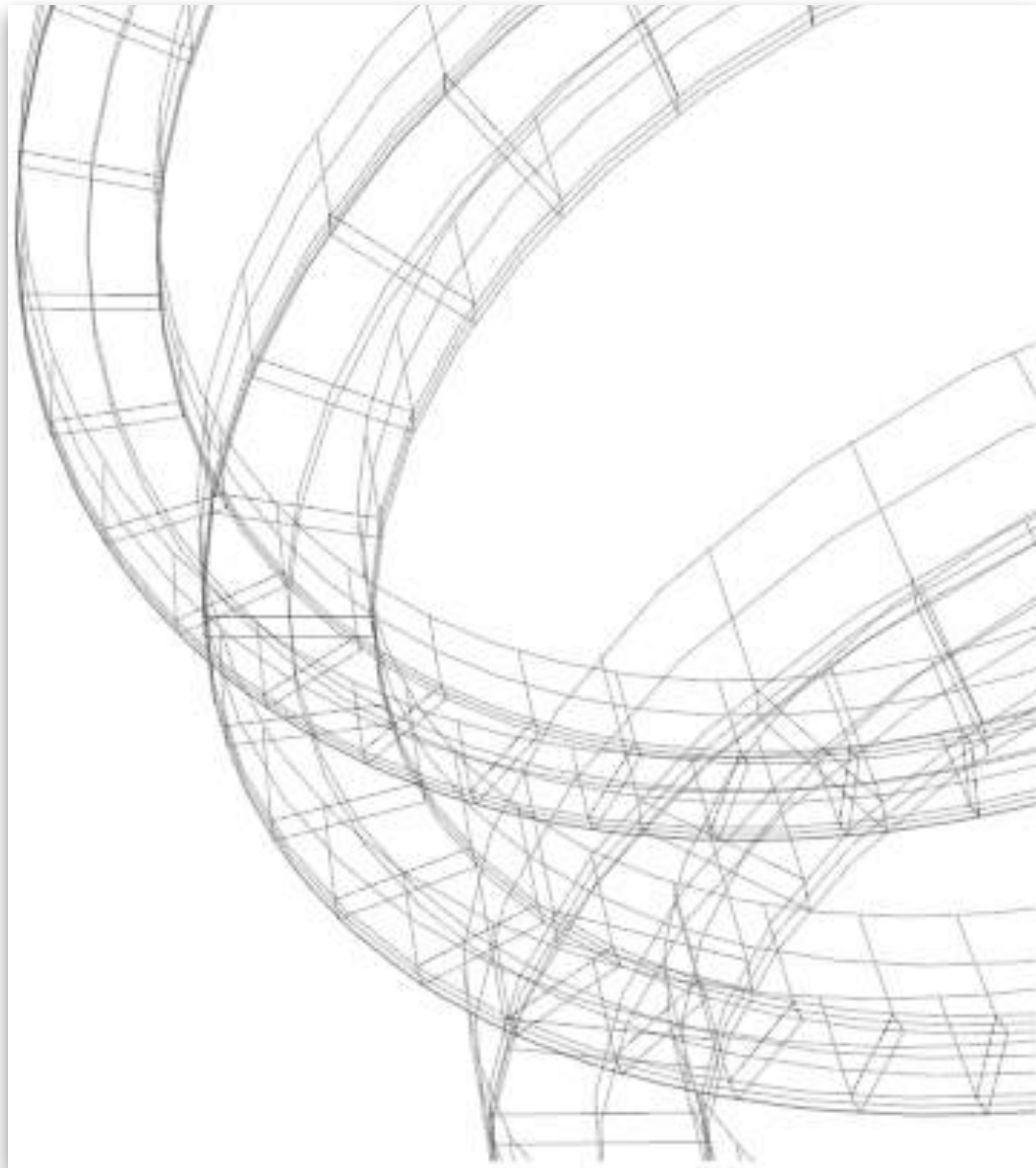


Image style

Discovery Portraits



Shots of your people looking off-camera, with aspirational expressions will interact with our 'Future Design' graphic, expressing their ability to discover fresh potential at BAE Systems.

Discover
the
undiscovered

BAE SYSTEMS



Design exploration



MPU example



Develop
the tech
no-one
knows yet

BAE SYSTEMS



Discover
the
undiscovered

BAE SYSTEMS

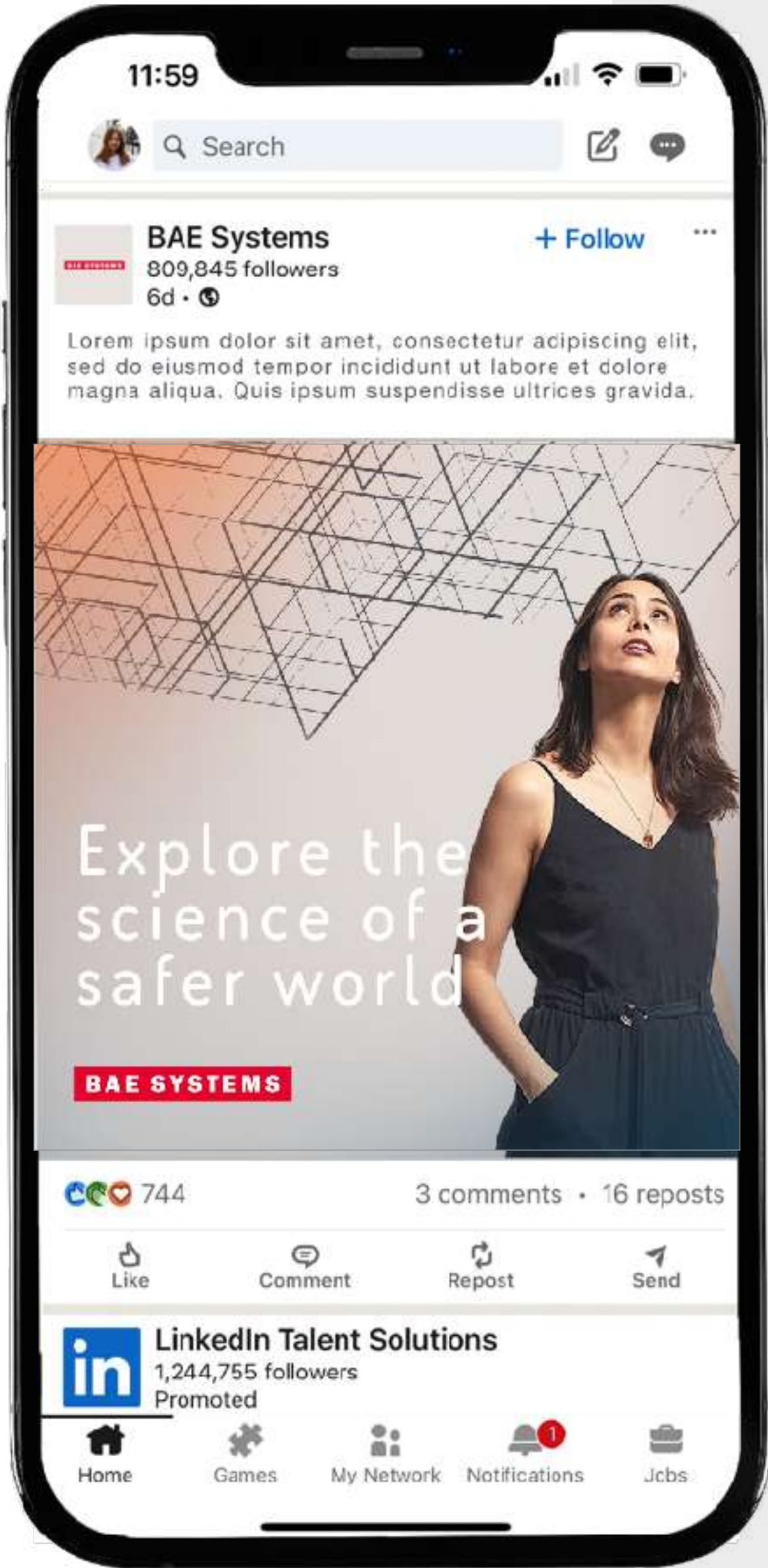


Tech roles
available

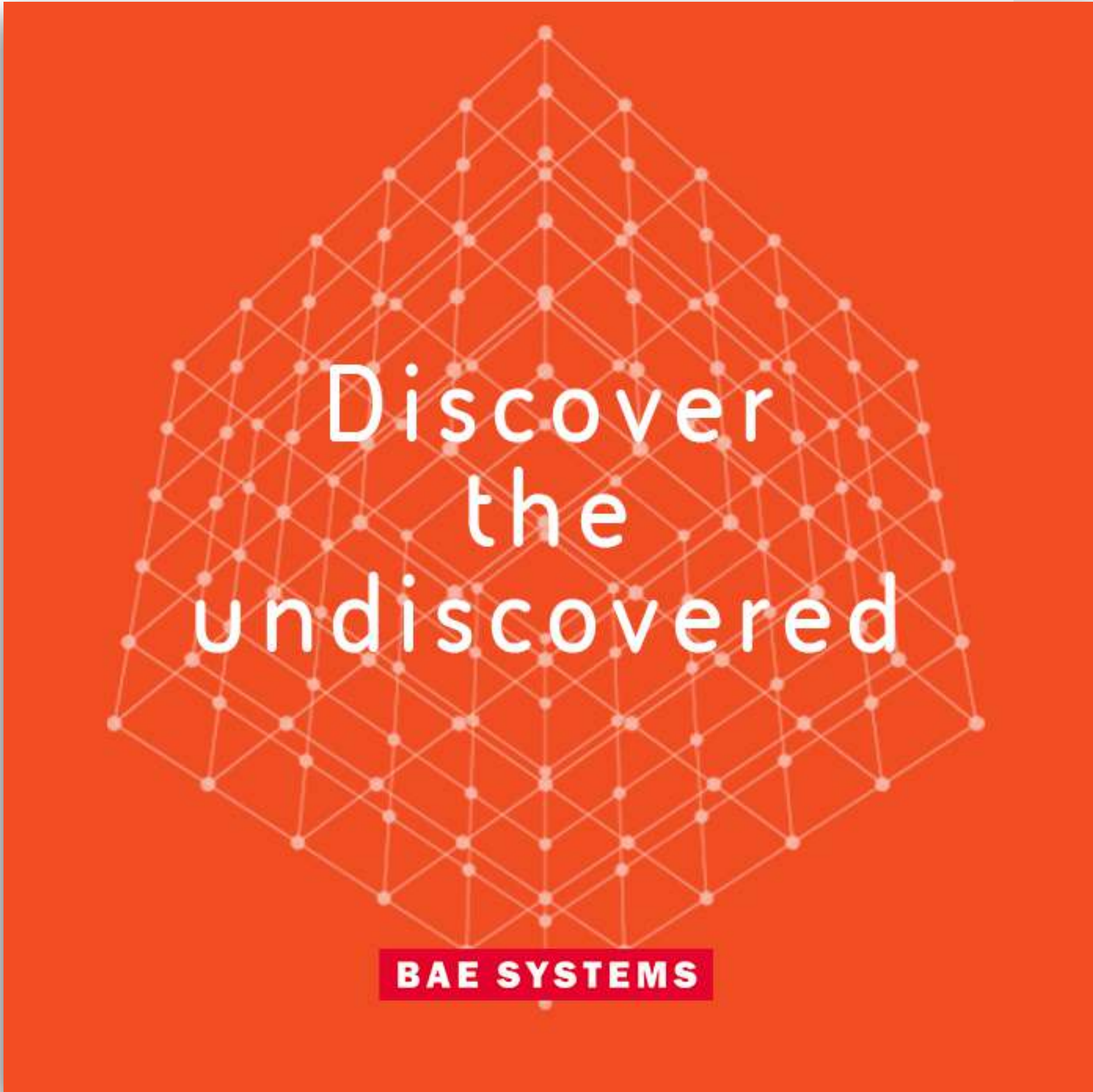
Find out more

BAE SYSTEMS

Social example



Typo Example



Captivating competitor talent

Being bold and shaping your brand profile in the battle for the best tech talent

To...

Lure the best tech talent away from competitors

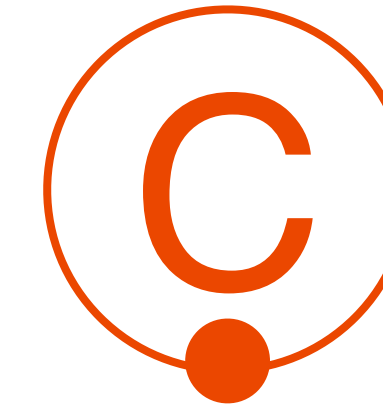
By...



Convincing them your world is the most exciting in tech



Making them feel special and promising to enhance their impact



Educating them on the wider scope and scale you innovate in



Demonstrating your opportunities, culture and support are as progressive as your technology

You decide the discovery

- A
- B
- C
- D

Educating them on wider scope and scale of your innovations

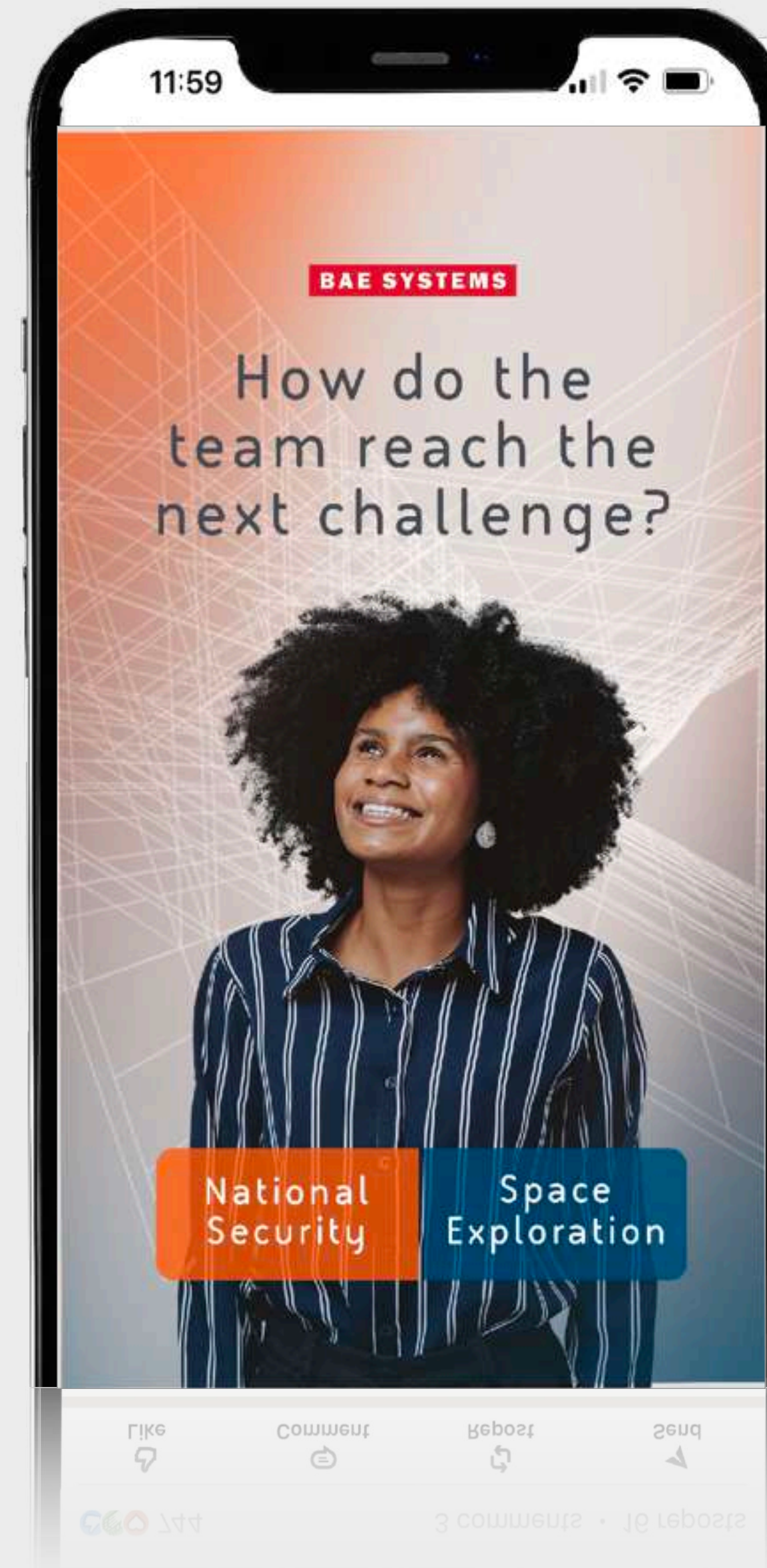
We'll target our active audience and expand our reach with a discovery-themed social campaign.

This will show the diverse and positive impacts of your technologies with behind-the-scenes tours of research and development labs, as well as interviews with scientists.

The audience chooses their own adventure based on the topics they want to explore...

'National Security' or 'Space Exploration'

'Sustainable Travel' or 'Supporting Government'



Unlimited discovery

A B C D

Demonstrating your opportunities, culture and support are as progressive as your technology

What if we started a journey to turn you into a known destination for female tech talent?

We create a social series which celebrates your homegrown female tech talent, the support they've received in discovering their purpose and the incredible technological discoveries they've made.

These will be to announce the launch of a new women-in-tech bursary to increase the number of applicants to your career programmes.



BAE SYSTEMS

We inspired Jen to find the pioneer inside

Discover the undiscovered

This advertisement features a woman with long dark hair looking upwards against a light background with a faint geometric pattern. The BAE SYSTEMS logo is in the top left. The text is centered, and a red button with white text is at the bottom.



BAE SYSTEMS

We propelled Mira's curiosity through the atmosphere

Discover the undiscovered

This advertisement features a woman with short grey hair looking upwards against a solid orange background. The BAE SYSTEMS logo is in the top left. The text is centered, and a white button with red text is at the bottom.



BAE SYSTEMS

We helped Suze acquire rare and valuable tech skills

Discover the undiscovered

This advertisement features a woman with dark curly hair looking upwards against a dark blue background with a faint geometric pattern. The BAE SYSTEMS logo is in the top left. The text is centered, and a white button with red text is at the bottom.



BAE SYSTEMS

Discover a route into tech that respects your potential.

Join the Discover Her bursary programme.

This advertisement features a light grey background with a faint geometric pattern. The BAE SYSTEMS logo is in the top right. The text is centered, and a red button with white text is at the bottom.

Furthering your discovery

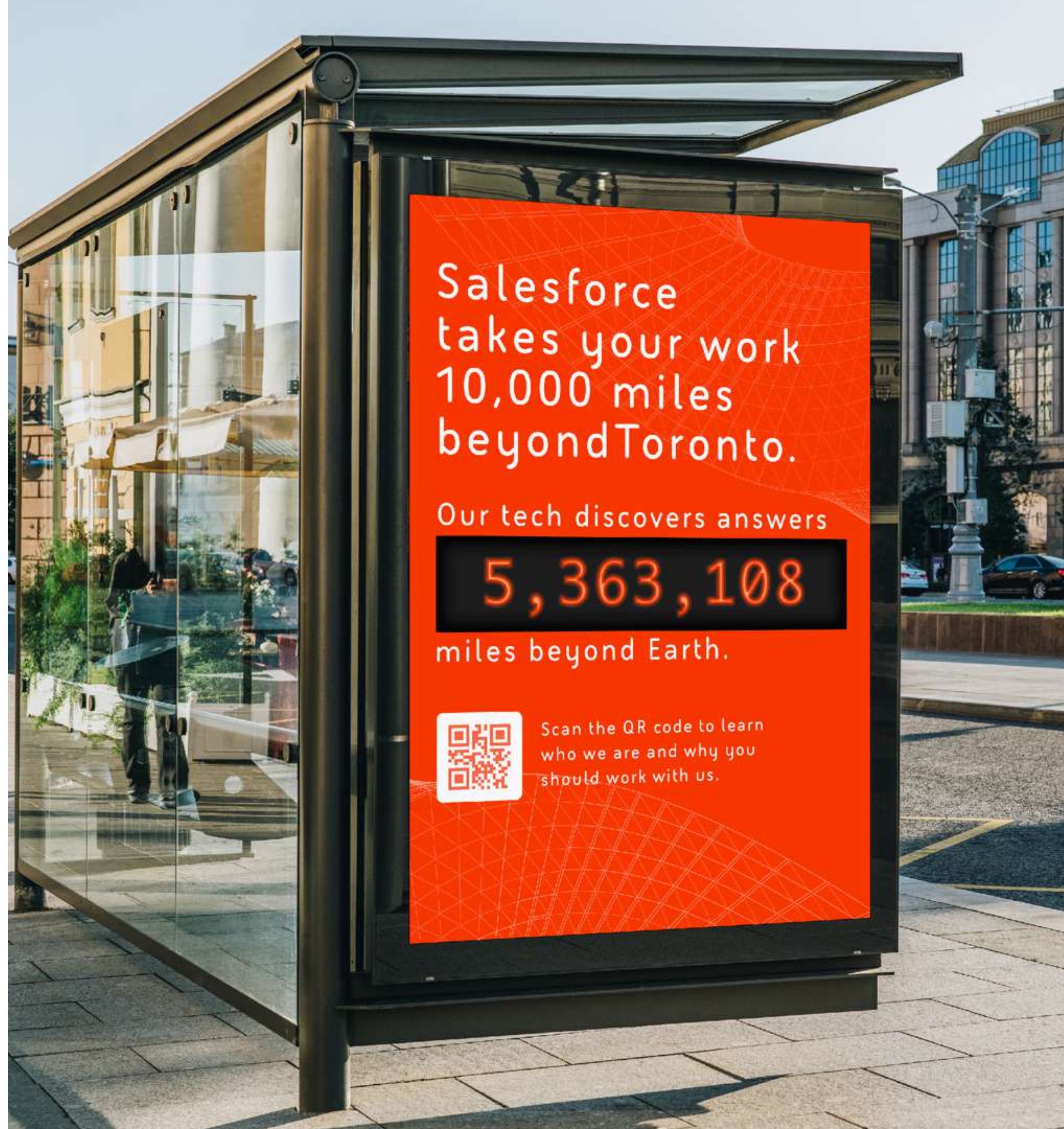


Convincing competitor talent your world is the most exciting in tech

BAE Systems technology is powering an ongoing ESA mission to Jupiter's moons.

We'll place an unmissable installation outside competitor offices, which gives a real-time count of the distance it has travelled across our solar system...

- Salesforce takes your work 10,000 miles beyond Toronto.
- Our tech discovers answers 5,363,108 miles beyond Earth.
- Scan the QR code to learn who we are and why you should work with us.



The 'Undiscovered' podcast

- A
- B
- C
- D**

Making them feel special and promising to enhance their impact

Those who engage with our mysterious outdoor ads will be redirected and discover a podcast exclusive to curious tech talent.

In a twist on the public nature of podcasting, this 'top-secret' podcast will dive into reasons why so much BAE Systems technology is confidential, impactful and first-to-market.

Each episode will present a different 'case file' on a technology which used to be secret, but is now openly improving our world.

