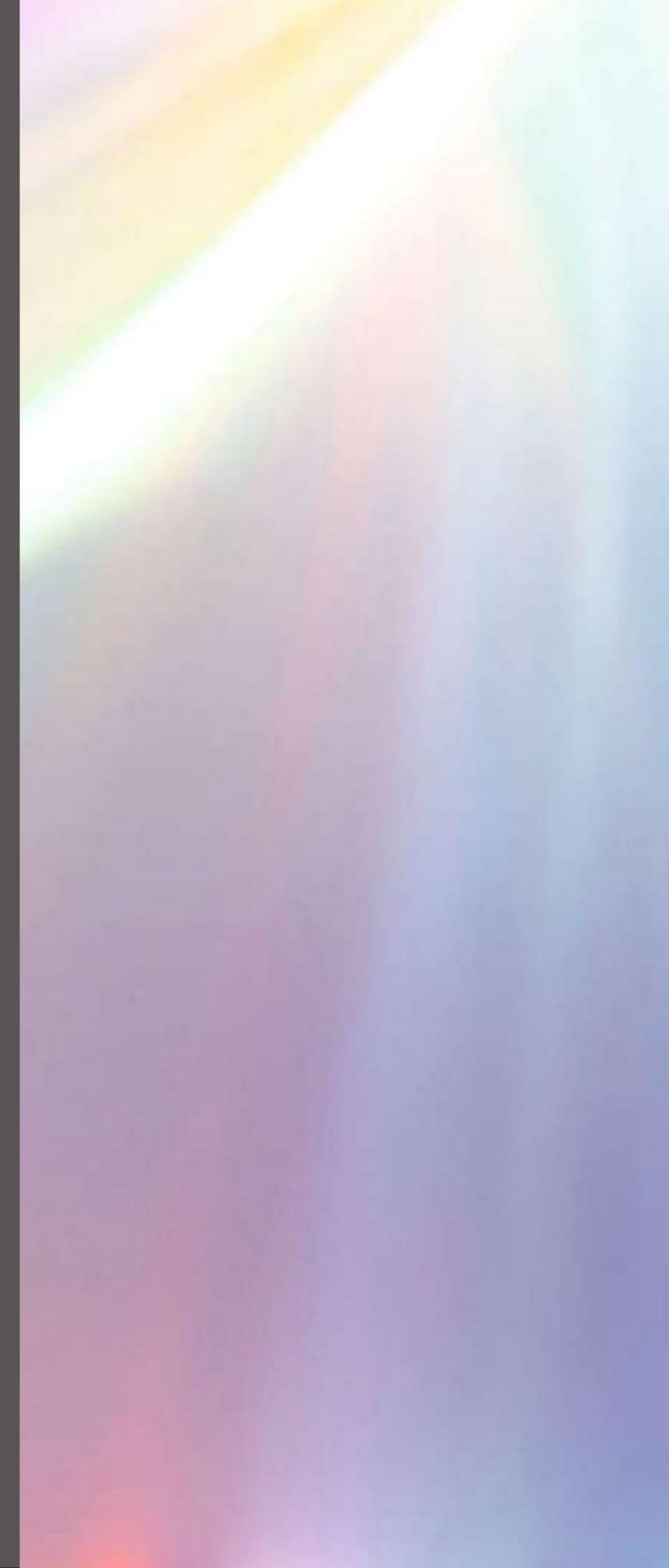


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**CONCEPT 3:  
SECURE  
YOUR WORLD**

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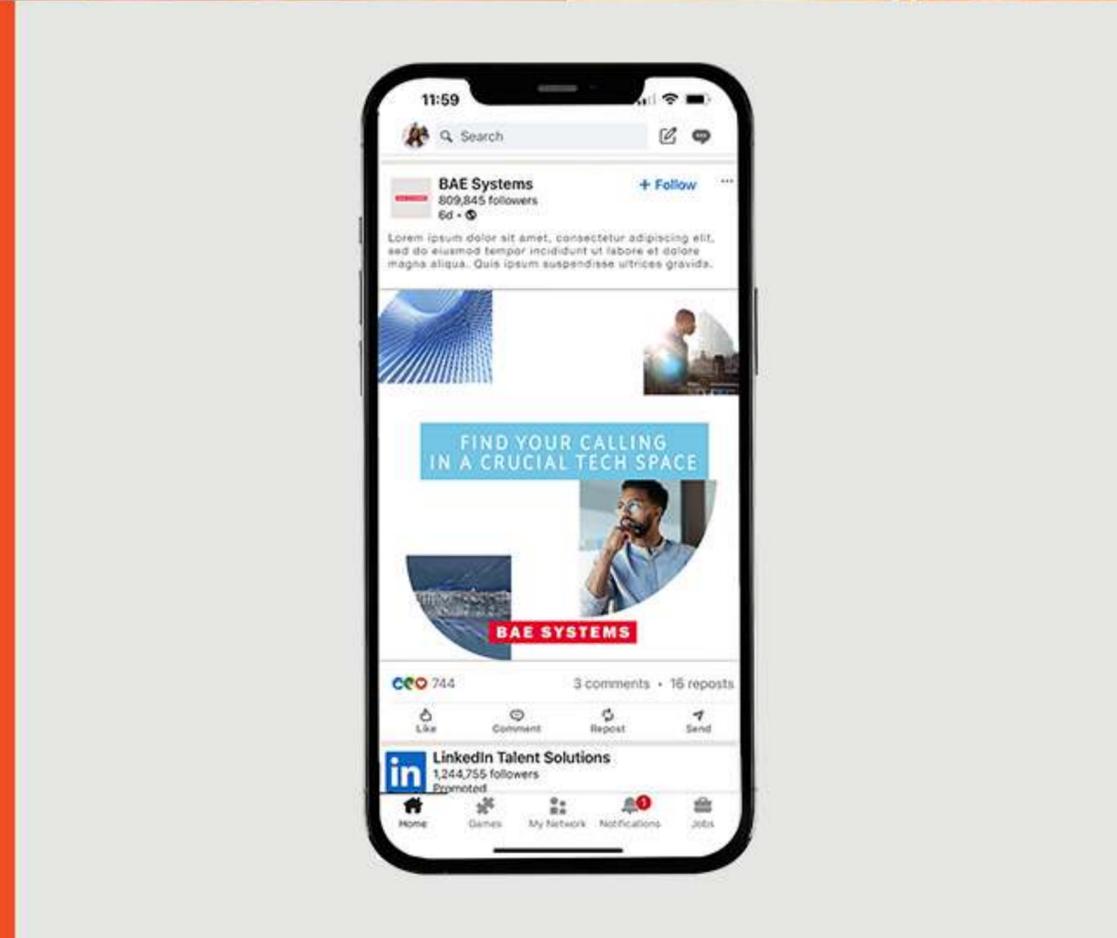
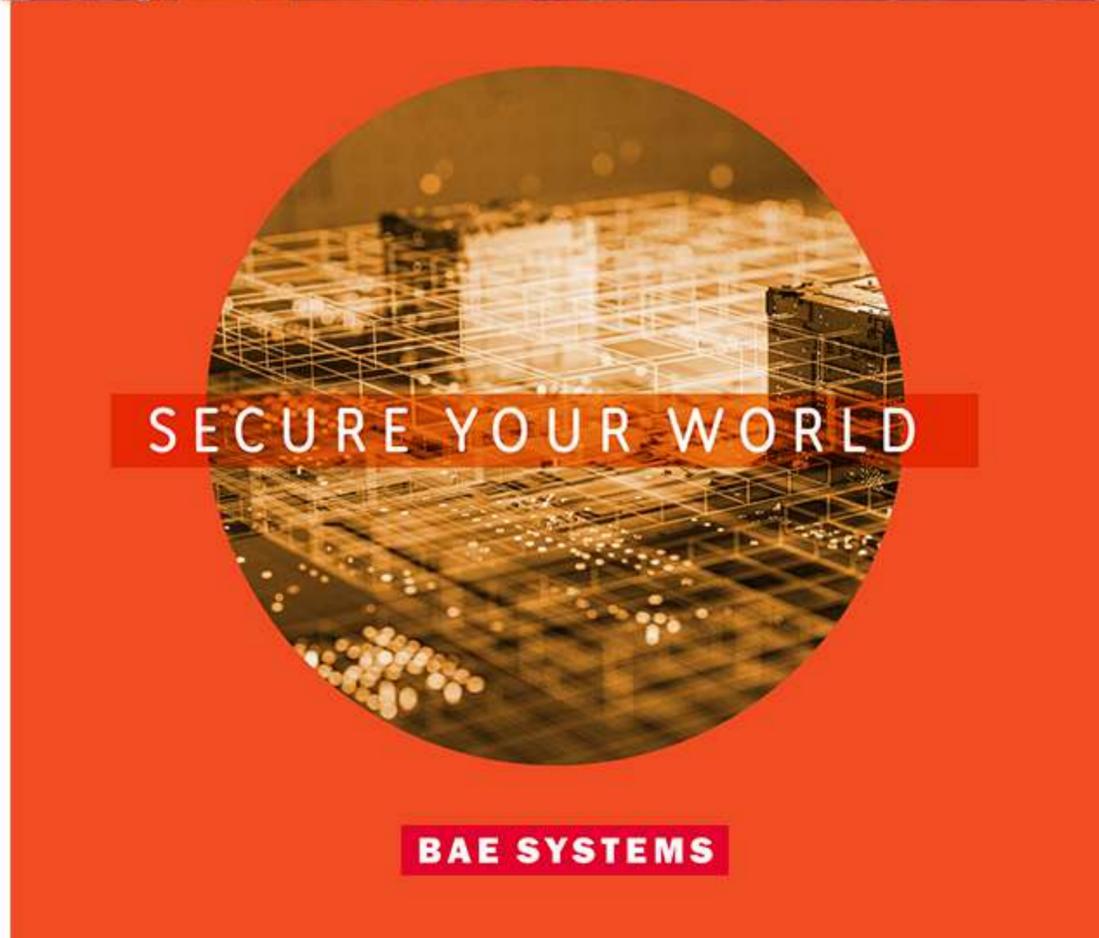
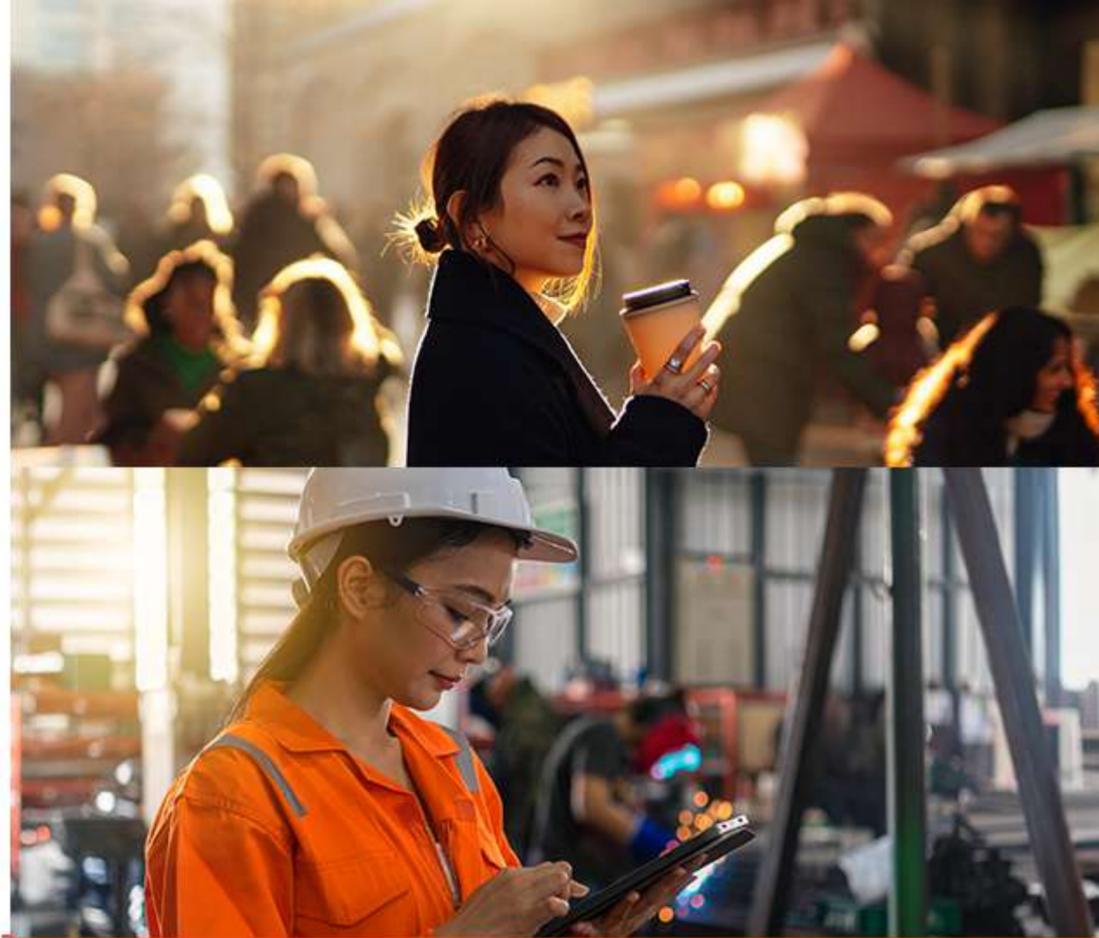
# Why?

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- ‘Securing the future’ is a big idea in the employer space.
- Persuading people defence is intrinsically linked with their own security is extremely powerful.
- It communicates consistency, development, investment, work-life balance and innovation in the most meaningful ways.

**BAE SYSTEMS**

**SECURE  
YOUR  
WORLD**



# Headlines

---

## **TECH**

Find your calling  
in a crucial tech space  
*Secure your world*

## **PROJECT MANAGERS**

Project. Protect. Reflect.  
*Secure your world*

## **MANUAL WORKERS**

Progress is entirely  
in your hands  
*Secure your world*

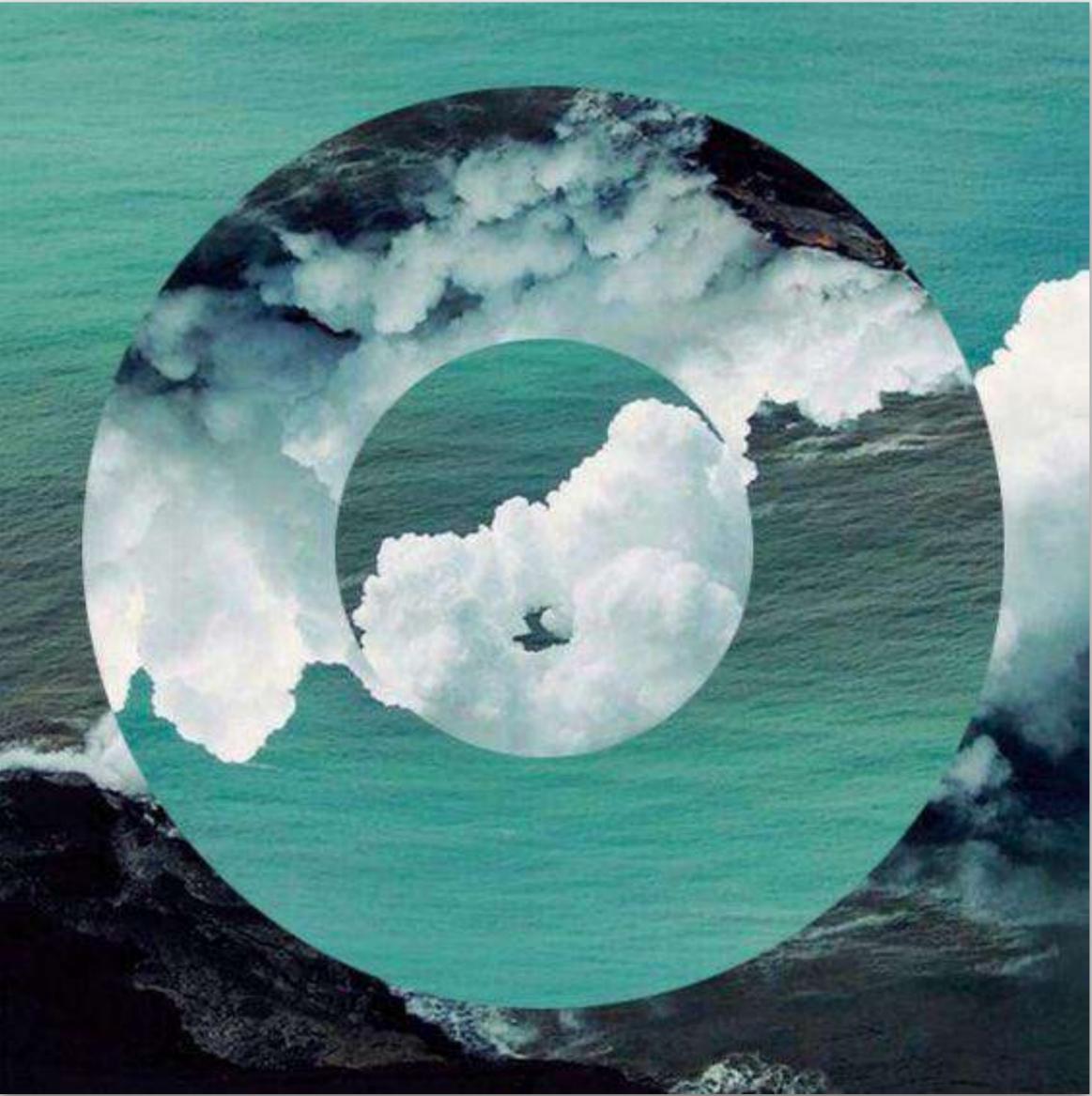
## **VETERANS**

Use that non-civilian eye  
to your advantage  
*Secure your world*

## **STEM/ENGINEERING**

Become a pioneer  
in peace of mind  
*Secure your world*

# Visual moodboard



This route will use a 'worlds within worlds' graphic. This layered circle, enables us to encompass multiple benefits and environments in one image.

# Image style

---

## Worlds within worlds



Working environment



Business area (literal & abstract)

This route uses a multiple image style, where we can show up to 4 images.

- It allows us to showcase all aspects of the employee's world - in work and out of work.
- All images are reportage style to convey authenticity.



Personal life



World impact

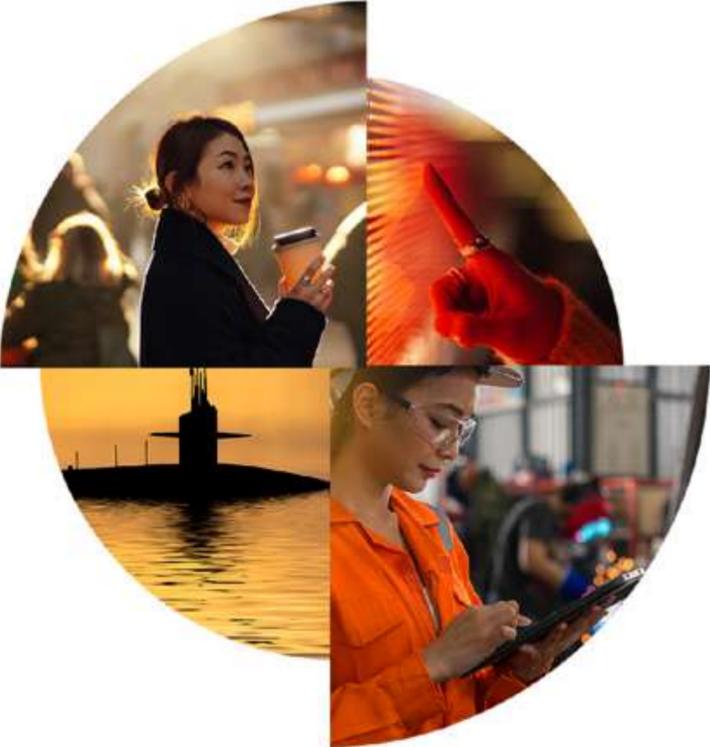


SECURE YOUR WORLD

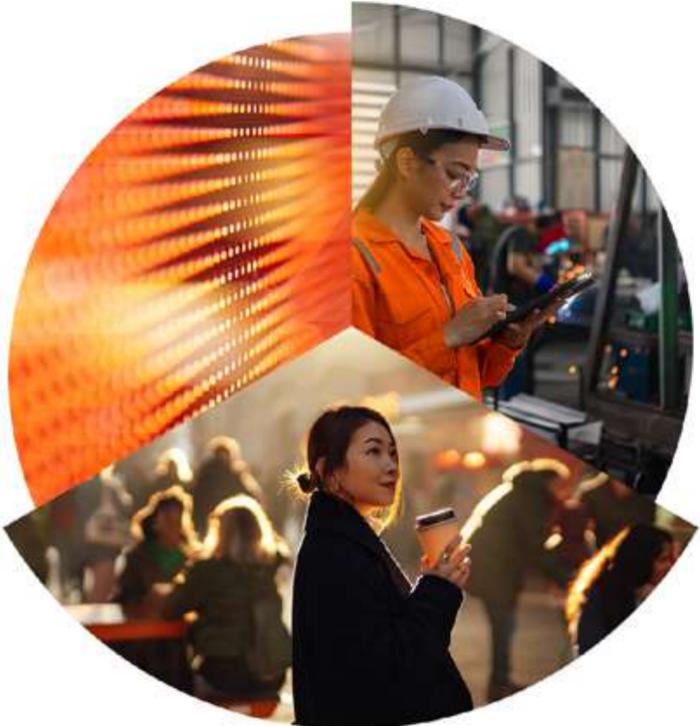
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# People Worlds

Can be used in multiple ways  
Allows us to tell much richer people stories



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# Design exploration

Looking at using colours from your secondary palette.



# MPU example

Project.  
Protect.  
Reflect.



**BAE SYSTEMS**

Secure  
your  
world



**BAE SYSTEMS**

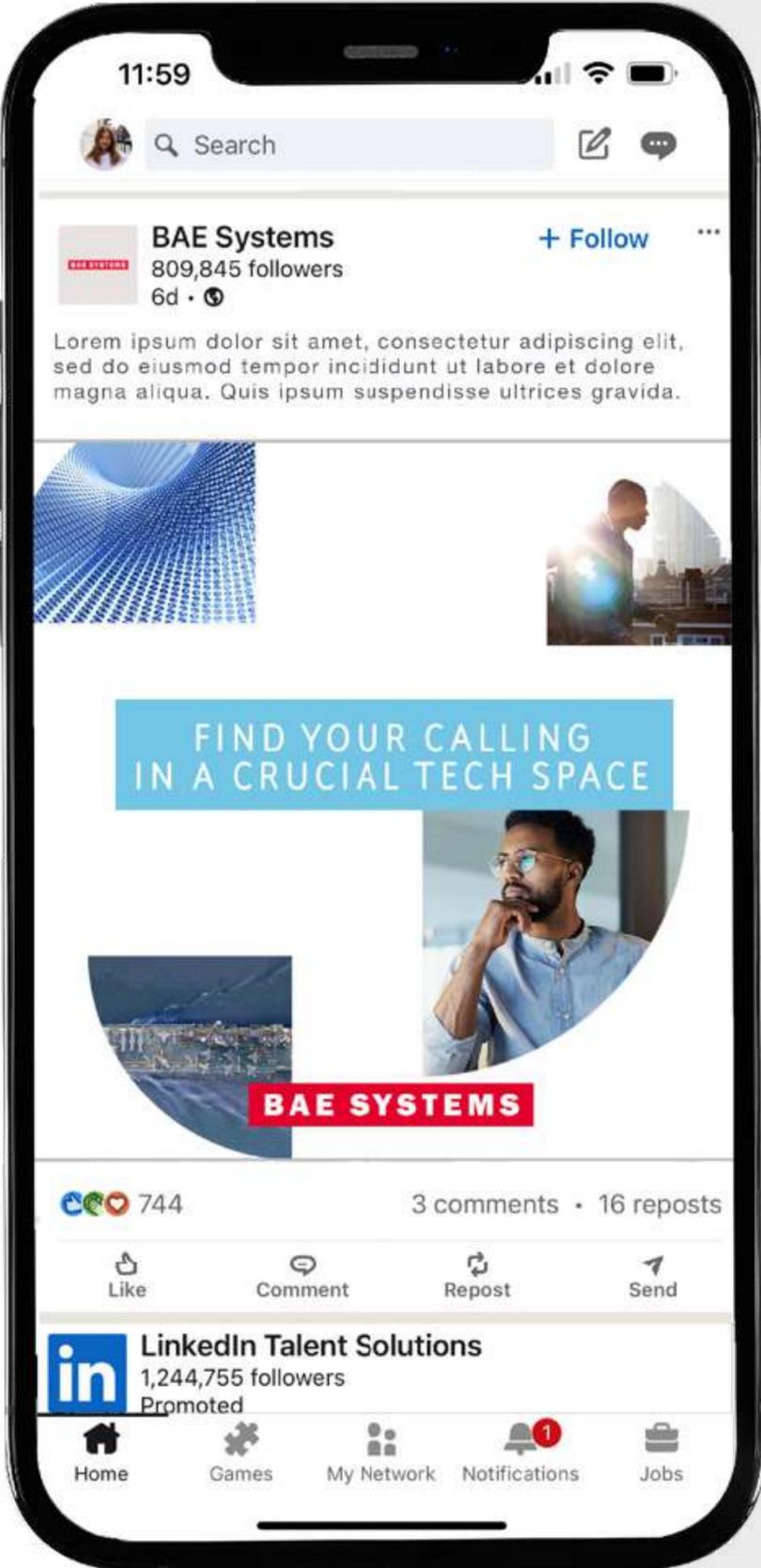
Project manager  
roles with a  
balanced  
purpose

[Find out more](#)



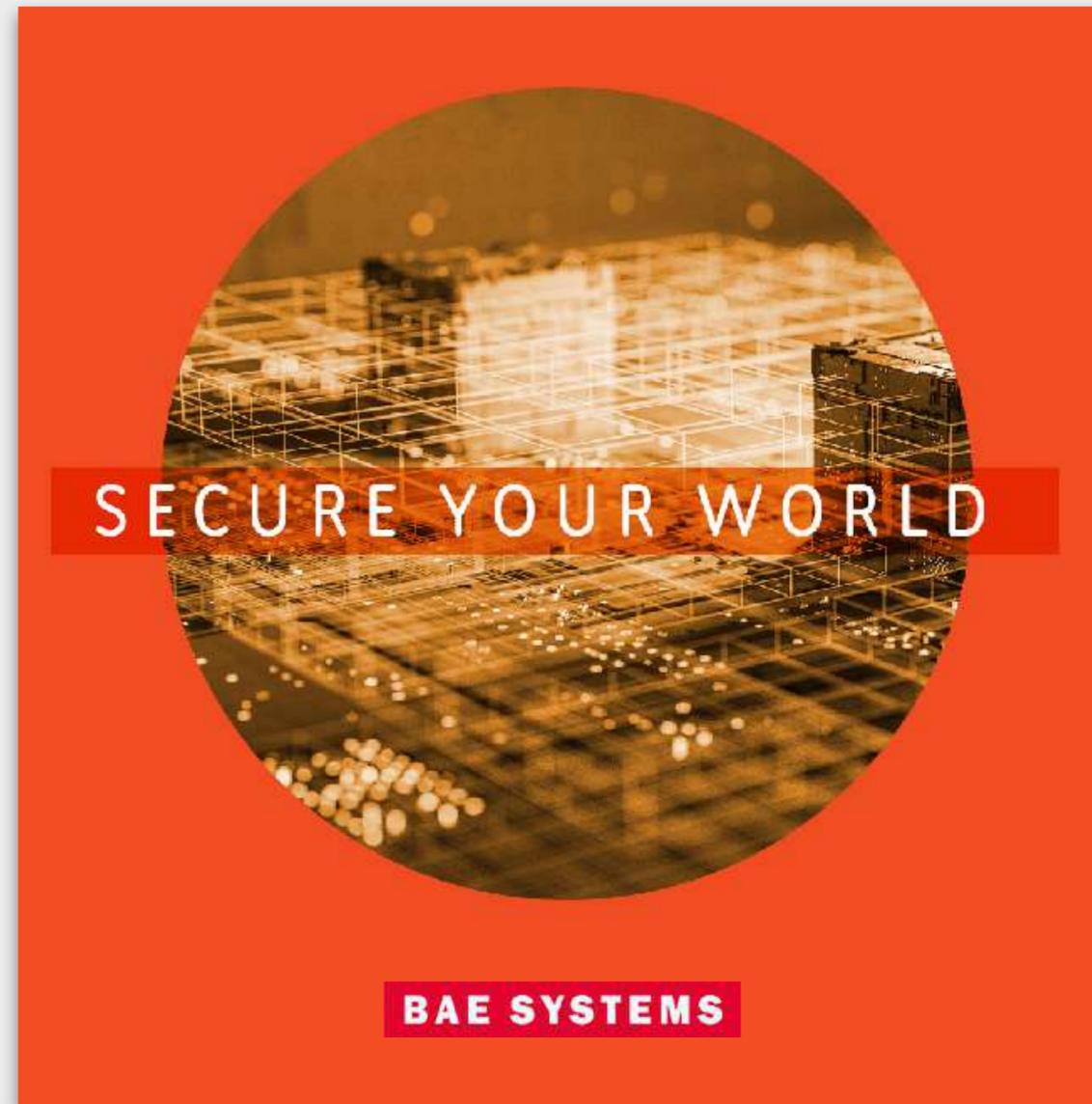
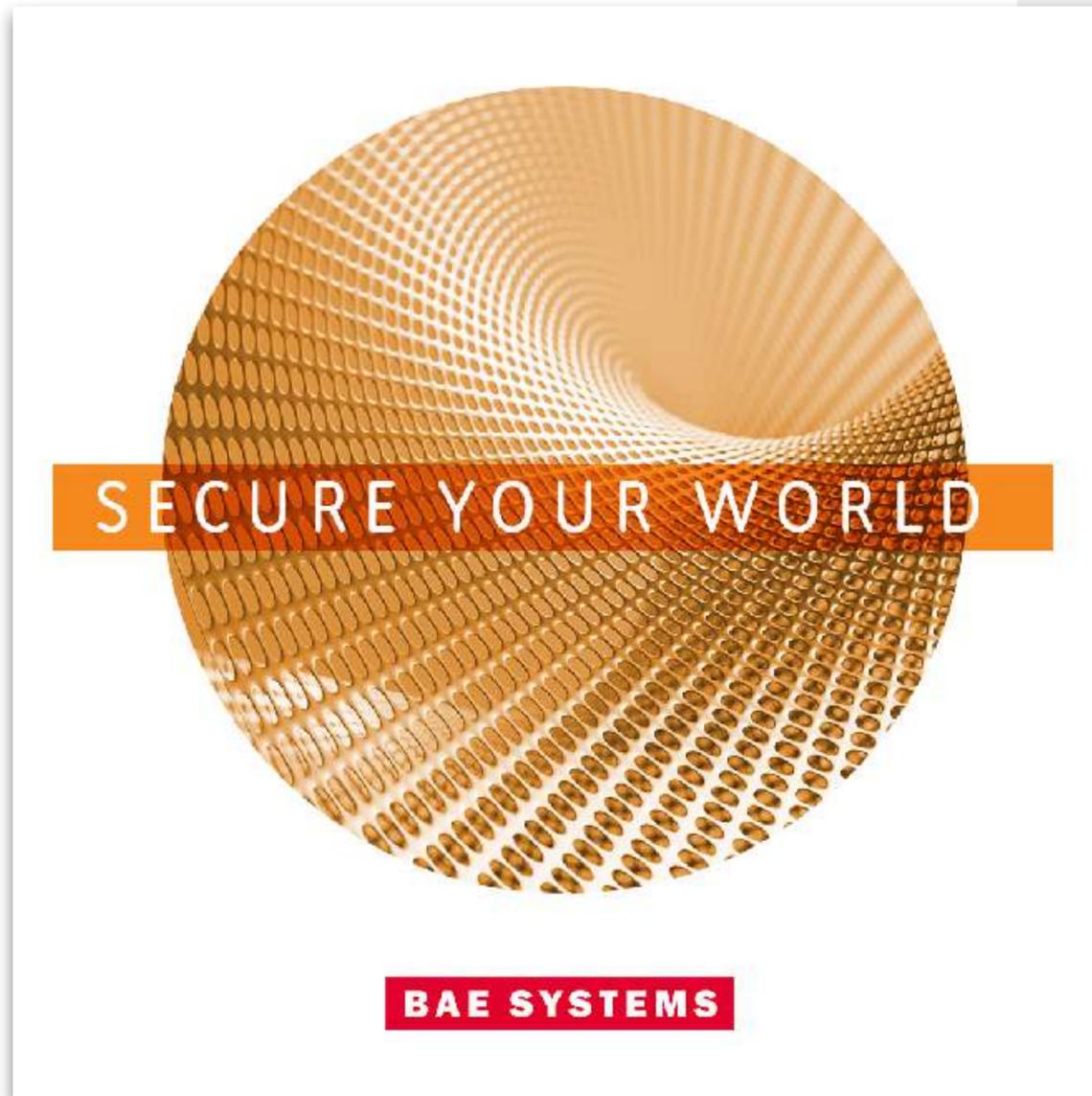
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# Social example



# Typo example

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# Securing veterans

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Calling out their transferrable skills and your ability to help them secure a better career transition

**To...**

Gain the trust and loyalty of veterans

**By...**



Proving what you're willing to invest in them



Demonstrating your knowledge of, and value to, them



Showing how your opportunities, culture and support network are set up for them



Exposing them to opportunities beyond military defence



# Civilian life sessions

- A
- B
- C
- D

Demonstrating your knowledge of, and value to, veterans

Veterans who we interact with at events can discover the support you provide for them themselves.

We'll invite them to virtual workshops which position BAE Systems as an expert employer who helps veterans re-adjust to life after the Army.

These pragmatic sessions advise on the support and feeling of security you can provide in terms of:

- Qualifications and career transitions
- Mental health and wellbeing
- Lifestyle/family support



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## Working in a support network that relates

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. [READ MORE](#)



[READ MOIRAS STORY](#)

SECURE YOUR WORLD



**BAE SYSTEMS**

## Transfer your skillset from military to commercial defence

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[READ MOIRAS STORY](#)

SECURE YOUR WORLD

# Changing worlds

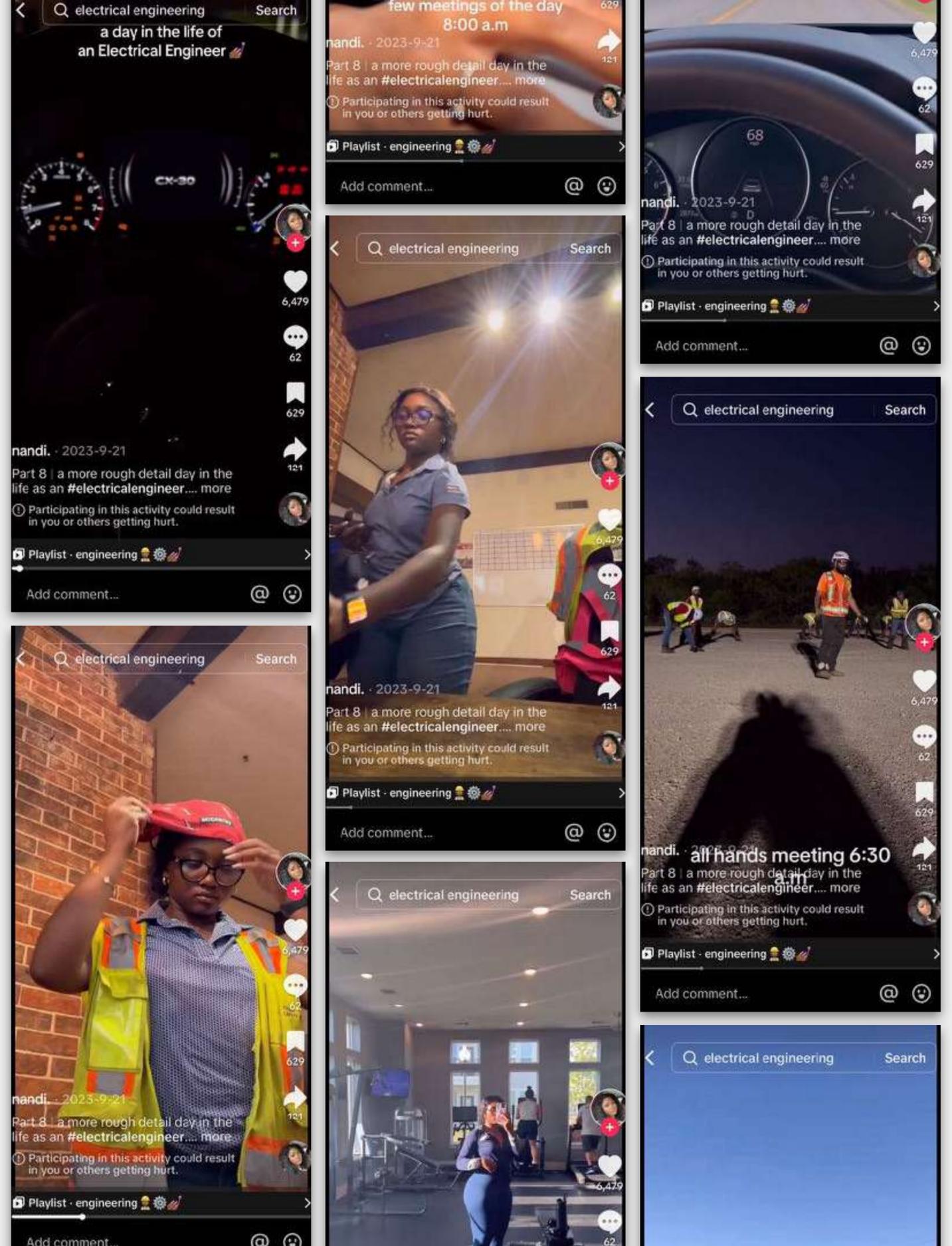


Showing how your opportunities, culture and support network are set up for them

Two BAE Systems veteran colleagues from opposite sides of the world win the opportunity to swap jobs for a month. A colleague exchange programme with day-in-the-life style updates on FB/IG Reels and TikTok.

They'll deliver an authentic inside-look at your global culture, as they explore each other's work environments, support networks and, ultimately, the impact each other's role has on their respective societies.

They'll share everything from serious insights into the career security they enjoy to light-hearted moments trying the local cuisine on their lunch breaks.



# Security in action

- A
- B
- C
- D

## Exposing them to opportunities beyond military defence

Veteran employees interview thought leaders from the lesser-known areas of the business for social media. This content will spread awareness that the security provided by BAE Systems extends to a wider range of essential industries that keep our society running, including:

- Healthcare
- Energy
- Transport

These will drive traffic to roles which allow our audience to influence these areas. So if they're looking for an entirely new purpose, they can still find it at BAE Systems.

**BAE Systems**  
817,926 followers  
1d • Edited •

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Why do we have ex-forces working to protect our hospitals [Learn more](#)

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