



# Ministry of Defence

Ministry of Defence  
Main Building  
Whitehall  
London  
SW1A 2HB

Reference: FOI2018/08699

[REDACTED]

Reply to: [REDACTED]

19 July 2018

Dear [REDACTED]

Thank you for your email of 2 July 2018 in which you have requested the following information:

*I am seeking videos of the recruitment campaigns that have ran since 1990 to the present day. The names of the campaigns (such as 'Start Thinking Soldier'), the advertisers, the date they were first published and how long they ran."*

I am treating your correspondence as a request for information under the Freedom of Information Act 2000.

I must advise that Exemption 21 of the FOI Act applies to your request because the information is available from internet sites. Current and recent advertisements are all in the public domain and freely available. Older adverts, are available by searching the internet, with many available on YouTube - for example please search "British Army TV advertisements" or similar words.

Under Section 16 of the FOI Act I can provide the following advice which may assist you further:

Recent Royal Navy recruitment campaigns are available at  
<https://www.youtube.com/user/RoyalNavyOfficial>

A list of previous Royal Navy recruitment campaigns, the date they were first published and date that they ran to is at Annexe A. These titles are freely searchable.

Army Recruiting and Initial Training Command only have access directly to the television adverts produced within Recruiting Partnering Project (RPP) with Capita, with the first advert released as part of this partnership (TA "live") in February 2013. These are all contained in the public domain on a website called Campaign Live at the following link: <https://www.campaignlive.co.uk/the-work/advertiser/army/6962>. This contains the names of the campaigns, the advertisers, and the date they were first published.

The length of time Army Recruiting campaigns ran for is outlined below;

- TA “live” ran until April 2013 (this was a Spring campaign)
- Army “Boots” ran until August 2013 (this was a Summer campaign)
- Army “More than Meets the Eye” 2014 ran for 12 months
- Army “Normal Day” ran for 12 months
- Army “More than Meets the Eye” 2015 ran for 12 months
- British Army “A Better You” ran for 12 months
- British Army “This is Belonging” 2017 ran for 12 months
- British Army “This is Belonging” 2018 is still current.

I can also advise you that the majority of these advertising campaigns would have been released in the January of most years and that current campaigns tend to run for the entire year of release.

Please note that the RAF’s current recruitment advertisements, under the banner ‘No Ordinary Job’, are shared across most media platforms and relate to current specialist and role specific campaigns. All these current recruitment advertisements are available on the RAF website: [www.raf.mod.uk/recruitment](http://www.raf.mod.uk/recruitment)

A list of RAF recruitment campaigns, the date they were first published and date that they ran to is below:

No Ordinary Job	September 2016 – present day
Find Your Role	September 2014 – September 2016
Flying Objects	January 2013 – January 2014
Be Part Of The Story	July 2009 – September 2012
Flying Objects	July 2007 – March 2009
You don’t have to be a Pilot to fly in the RAF	Early 2000s (exact dates not available)
Their Country Needs You	Late 1990s (exact dates not available)

Regarding your request to know about ‘the advertisers’, the definition of an advertiser is a person or company that pays for a product, event, or job to be advertised. Therefore, by that definition, each of our Armed Forces (Royal Navy, Army, Royal Air Force) are the advertisers as they have budgets to pay for the recruitment campaigns to air and be brought to the public’s attention.

If you are not satisfied with this response or you wish to complain about any aspect of the handling of your request, then you should contact me in the first instance. If informal resolution is not possible and you are still dissatisfied then you may apply for an independent internal review by contacting the Information Rights Compliance Team, Ground Floor, Zone D, MOD Main Building, Whitehall, SW1A 2HB (e-mail [CIO-FOI-IR@mod.gov.uk](mailto:CIO-FOI-IR@mod.gov.uk)). Please note that any request for an internal review must be made within 40 working days of the date on which the attempt to reach informal resolution has come to an end.

If you remain dissatisfied following an internal review, you may take your complaint to the Information Commissioner under the provisions of Section 50 of the FOI Act. Please note that the Information Commissioner will not investigate your case until the MOD internal review process has been completed. Further details of the role and powers of the Information Commissioner can be found on the Commissioner's website, <http://www.ico.org.uk>.

Yours sincerely

Defence People Secretariat

<u>Year</u>	<u>Client</u>	<u>Product</u>	<u>Title</u>	<u>1st Airdate</u>	<u>Campaign</u>
2006	Royal Navy	Navy Recruitment	"You're Alright Really Website"	25.12.06	
	Royal Navy	Navy Recruitment	"You're Alright Really Website & Phone"	25.12.06	
2007	Royal Navy	Navy Recruitment	"Come Back Safely"	25.01.07	Life Without Limits
	Royal Navy	Navy Recruitment	"Say Ahhhh"	01.03.07	Life Without Limits
	Royal Navy	Navy Recruitment	"On and Off Again"	01.03.07	Life Without Limits
	Royal Navy	Navy Recruitment	"On and Off Again Rev"	01.10.07	Life Without Limits
	Royal Navy	Navy Recruitment	"Medley 10"	14.10.07	Life Without Limits
	Royal Navy	Navy Recruitment	"Electrician"	15.10.07	Life Without Limits
2008	Royal Marines	Commandos	"Worst Nightmare"	01.02.08	State of Mind
	Royal Navy	Navy Recruitment	"Electrician Revised"	25.07.08	Life Without Limits
	Royal Navy	Navy Recruitment	"Engineer Revised"	25.07.08	Life Without Limits
	Royal Marines	Commandos	"Swamp Ambush"	12.10.08	State of Mind
2009	Royal Navy	Navy Recruitment	"Ratings 30"	01.01.09	State of Mind
	Royal Navy	Navy Recruitment	"Officer 30"	01.01.09	State of Mind
	Royal Navy	Navy Recruitment	"Medley Revised 10"	01.01.09	State of Mind
	Royal Navy	Navy Recruitment	"Submariner 10"	01.01.09	State of Mind
	Royal Navy	Navy Recruitment	"Air Engineer 10"	01.01.09	State of Mind
	Royal Navy	Navy Recruitment	"Pilot Observer 10"	01.01.09	State of Mind
	Royal Navy	Fast Jets Pilots	"Aptitude"	01.01.09	Pilots
	Royal Navy	Marines Commando	"Battle In The Mind Calm 10"	01.11.09	State of Mind
	Royal Navy	Marines Commando	"Battle In The Mind Calm 20"	01.11.09	State of Mind
	Royal Navy	Marines Commando	"Battle In The Mind Trust 20"	01.11.09	State of Mind
	Royal Navy	Marines Commando	"Battle In The Mind Reservist 20"	01.11.09	State of Mind
	Royal Navy	Marines Commando	"Battle In The Mind Rain 20"	01.11.09	State of Mind
	Royal Navy	Marines Commando	"Battle In The Mind Patience 20"	01.11.09	State of Mind
	Royal Navy	Marines Commando	"Battle In The Mind Hunger 20"	01.11.09	State of Mind
	Royal Navy	Marines Commando	"Battle In The Mind Fear 20"	01.11.09	State of Mind
	Royal Navy	Marines Commando	"Battle In The Mind Cold 20"	01.11.09	State of Mind
	Royal Navy	Marines Commando	"Battle In The Mind Brotherhood 20"	01.11.09	State of Mind

2010	Royal Navy	Marines Commando	"Battle In The Mind Rain 10"	01.11.09	State of Mind
	Royal Navy	Navy Submariner	"Predator"	01.11.09	Submariner
	Royal Navy	Navy Recruitment	"Heartbeat"	04.01.10	Life Without Limits
	Royal Navy	Royal Navy	"Heartbeat Revised"	05.01.10	Life Without Limits
	Royal Navy	Royal Navy	"Warfare Officer"	06.01.10	Life Without Limits
	Royal Navy	Royal Navy	"Submariner Logistician"	06.01.10	Life Without Limits
	Royal Navy	Royal Navy	"Submariner Steward"	06.01.10	Life Without Limits
	Royal Navy	Royal Navy	"Weapons Engineering Officer"	06.01.10	Life Without Limits
	Royal Navy	Royal Navy	"Reserve"	06.01.10	Life Without Limits
	Royal Navy	Royal Navy	"Steward"	06.01.10	Life Without Limits
	Royal Navy	Royal Navy	"Warfare Officer Text"	06.01.10	Life Without Limits
	Royal Navy	Royal Navy	""Weapons Engineering Officer Text"	06.01.10	Life Without Limits
	Royal Navy	Royal Navy	"Warfare Officer Text Rev"	08.01.10	Life Without Limits
	Royal Navy	Royal Navy	"Weapons Engineer Officer Text Rev"	08.01.10	Life Without Limits
	Royal Navy	Royal Navy	"Weapons Engineer Officer Rev"	08.01.10	Life Without Limits
	Royal Navy	Royal Navy	"Warefare Officer Teletexted"	08.01.10	Life Without Limits
	Royal Navy	Marine Commandos	"Leadership"	08.01.10	Life Without Limits
	Royal Navy	Royal Navy	"Submariner Logistician" Teletexted"	13.01.10	Life Without Limits
	Royal Navy	Royal Navy	"Submariner Steward Teletexted"	13.01.10	Life Without Limits
	Royal Navy	Royal Navy	"Reserve Teletexted"	13.01.10	Life Without Limits
	Royal Navy	Royal Navy	"Steward Teletexted"	13.01.10	Life Without Limits
	Royal Navy	Royal Navy	"Naval Nurse"	13.01.10	Life Without Limits
	Royal Navy	Marine Commandos	"Brand Facebook Final"	16.12.10	State of Mind
	Royal Navy	Marine Commandos	"Other Ranks Facebook Final"	16.12.10	State of Mind
	Royal Navy	Marine Commandos	"Officer Facebook Final"	16.12.10	State of Mind
	Royal Navy	Marine Commandos	"Reserves Facebook Final"	16.12.10	State of Mind
2011	Royal Navy	RN Engineers	"Meet The Kit"	28.12.11	Engineers
	Tri Services	Reserves	"Surf"	28.12.11	
	Royal Navy	RN Engineers	"Meet The Kit Rev"	28.12.11	Engineers
2012	Royal Navy	Multiforce	"Watching TV"	06.02.12	

	Royal Navy	Submariner Rec	"Predator Scot VO"	01.07.12	Submariners
2013	Royal Navy	Navy	"Heartbeat Rev End Frame"	14.01.13	Life Without Limits
	Royal Navy	Navy	"Heartbeat Female TV 20"	04.02.13	Life Without Limits
	Royal Navy	Navy	"Heartbeat Online VOD 20"	04.02.13	Life Without Limits
	Royal Navy	Navy	"Brand Facebook Trial"	22.06.13	Life Without Limits
	Royal Navy	Marines	"Swamp Ambush Rev"	01.07.13	State of Mind
	Royal Navy	Navy	"Heartbeat Navy Officers"	06.08.13	Life Without Limits
	Royal Navy	RN Engineers	"Big Gun" (sponsorship ident)	01.12.13	Engineers
	Royal Navy	RN Engineers	"Helicopter Landing" (sponsorship ident)	01.12.13	Engineers
	Royal Navy	RN Engineers	"Submarine Missile" (sponsorship ident)	01.12.13	Engineers
	Royal Navy	RN Engineers	"Submarine Silent" (sponsorship ident)	01.12.13	Engineers
	Royal Navy	RN Engineers	"Type 45 Missile" (sponsorship ident)	01.12.13	Engineers
	Royal Navy	RN Engineers	"Type 45" (sponsorship ident)	01.12.13	Engineers
2014	Royal Navy	RN Engineers	"Changing Parts"	01.01.14	Engineers
	Royal Navy	RN Ratings	"Heartbeat 2014"	20.01.14	Life Without Limits
	Royal Marines	RN Ratings	"Reserves 2014"	20.01.14	
	Royal Marines	Royal Marines	"Bad Guys 30"	01.07.14	State of Mind
	Royal Marines	Royal Marines	"Amphimiousness"	01.08.14	State of Mind
	Royal Marines	Royal Marines	"Brotherhood"	01.08.14	State of Mind
	Royal Marines	Royal Marines	"Courage"	01.08.14	State of Mind
	Royal Marines	Royal Marines	"Determination"	01.08.14	State of Mind
	Royal Marines	Royal Marines	"Physicality"	01.08.14	State of Mind
	Royal Navy	Royal Navy	"Made In The Navy 60"	01.05.15	Made In The Royal Navy
	Royal Navy	Royal Navy	"Made In The Navy 30"	01.05.15	Made In The Royal Navy
2014 cont.	Royal Navy	Royal Navy	"MITN Medic 30"	27.12.14	Made In The Royal Navy
	Royal Navy	Royal Navy	"MITN Engineering 30"	27.12.14	Made In The Royal Navy
	Royal Navy	Royal Navy	"MITN Training 30"	09.01.15	Made In The Royal Navy
	Royal Navy	Royal Navy	"MITN Teamwork 30"	27.12.14	Made In The Royal Navy
2015	Royal Navy	Engineers	"Changing Parts MITN Endframe"	09.02.15	Engineers
	Roya Navy	MITRN	"Made In the Navy 90"	30.04.15	Made In The Royal Navy
	Roya Navy	MITRN	"MITN Male Education 30"	10.08.15	Made In The Royal Navy

	Roya Navy	MITRN	"MITN Female Chef 30"	10.08.15	Made In The Royal Navy
	Royal Navy	Officers	"RN Officer Doors"	01.10.15	RN Officers
2016	Royal Navy	Royal Navy	"RN Rugby Pride 60"	Not Aired yet	Made In The Royal Navy
	Royal Navy	Royal Navy	"RN Rugby Pride 30 Revised"	04.01.16	Made In The Royal Navy
	Royal Navy	Royal Navy	"Royal Navy Submariner 60"	Not Aired yet	Made In The Royal Navy
	Royal Navy	Royal Navy	"Royal Navy Submariner 30"	04.01.16	Made In The Royal Navy
	Royal Navy	Royal Navy	"RN Reserves The Everyday"	22.03.16	Don't Do The Everyday, Everyday
	Royal Navy	Royal Navy	"RN Reserves The Everyday 30"	30.03.16	Don't Do The Everyday, Everyday
	Royal Navy	Royal Navy	"RN Reserves The Everyday 30 Rev"	26.09.16	Don't Do The Everyday, Everyday
2018	Royal Navy	Ratings	"RN Ratings Louise Story 60"	05.03.18	Made In The Royal Navy
	Royal Navy	Ratings	"RN Ratings Louise Story 30 VOD"	01.03.18	Made In The Royal Navy
	Royal Navy	Ratings	"RN Ratings Louise Story 30 REV"	01.03.18	Made In The Royal Navy
	Royal Navy	Ratings	"RN Ratings Michael Story 30"	17.06.18	Made In The Royal Navy
	Royal Navy	Ratings	"RN Ratings Michael Story 60"	17.06.18	Made In The Royal Navy
	Royal Navy	Ratings	"RN Ratings Michael Story REV 60"	17.06.18	Made In The Royal Navy