

Get a life

Toolbox concepts

15 May 2024

Southland 
New Zealand

Contents

03 Introduction

04 Social media

16 Merchandise

18 Email Signature

19 How do I use email signature

20 Just tell people to “Get a Life”

21 Video

22 How do I use the video

23 Why ‘Get a Life’

Introduction

Businesses are facing unprecedented challenges in recruitment amidst a cost-of-living crisis and intense competition for top talent. To thrive in this environment, it's time for businesses to get clever and creative. We need to sell our lifestyle (as well as the jobs we have) So we have created tools to support your efforts - the Talent Attraction Toolbox, inviting candidates to "Get a Life".

The 'Get a Life' toolbox is poised to support recruitment efforts within the business community. It challenges conventional career paradigms by posing a critical question: Are you ready to 'Get a Life' with us? Here in Southland.

This initiative aims to attract professionals and their families to consider Southland as an exceptional destination for both work and lifestyle, a prospect they might not have previously entertained.

So, how does it work? Our toolbox features a bold and thought-provoking tagline designed to pique curiosity and prompt introspection among potential candidates. Departing from traditional recruitment strategies, we focus on showcasing the unique aspects of Southland highlighting its blend of career opportunities and quality of life. Instead of mundane office settings, we spotlight the region's natural wonders, local cafes, and scenic beaches, as well as vibrant modern offices, and businesses emphasising the importance of personal well-being and work-life balance.

By encouraging individuals to reassess their current circumstances and explore new possibilities in Southland we're not just offering a job but an entirely different way of life.

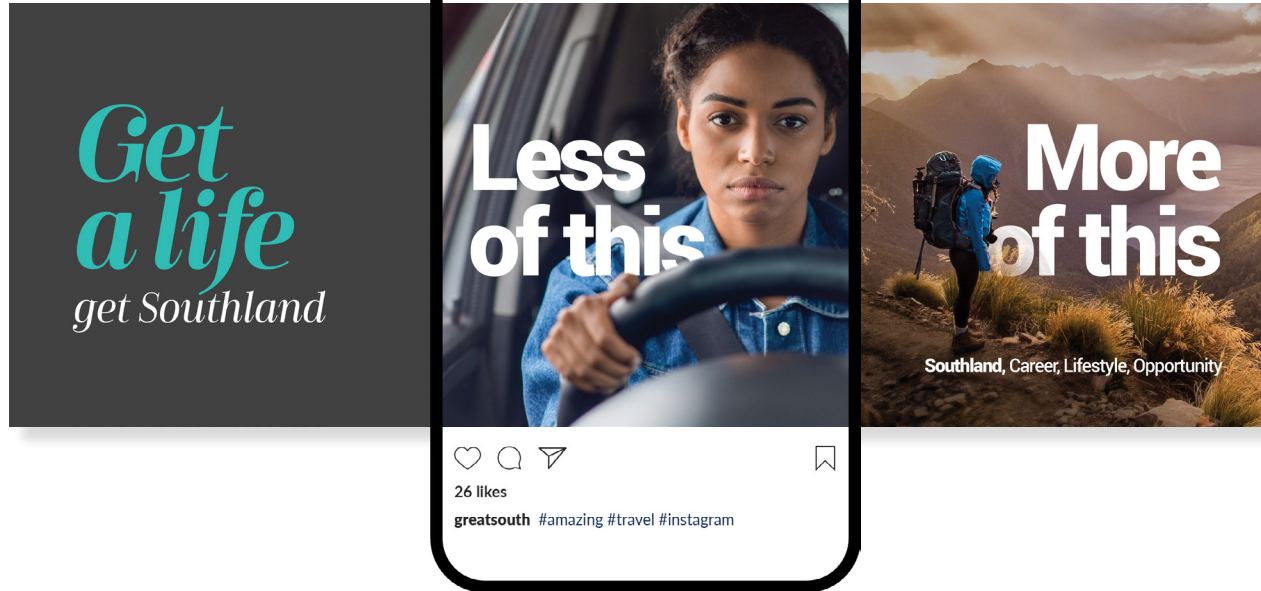
We are here to help! The toolbox is free, and we want to share the lifestyle opportunities in Southland far and wide, if you can think of other tools you might find useful to showcase the great lifestyle and our region to support your recruitment we want to hear about it. Join us in reshaping the future of recruitment by encouraging those in the rat race to not just get a great job, but to get a life.

getalife.nz

Social media

Concept 1

1a.



1b.



Social media

Concept 1

Concept one presents a contrast of lives, with the obvious preference being the more laid back, satisfying and action-packed one you'll get living in Southland. You want less of this – traffic jams, crowded commutes, stress and grind; and more of this – open air, outdoor activities, lifestyle and precious time.

Social media caption suggestion

Why settle for less? You want less of the commute. And more of the fresh mountain air. It's all right here waiting for you – career, lifestyle, opportunity, when you choose to Get a Life in Southland.

Social media

Concept 2

2a.




Get a life
get Southland

**Now you've
got the time**
to walk the dog

Southland, Career, Lifestyle, Opportunity

This advertisement features a close-up of a golden retriever's face against a solid purple background. The dog is looking directly at the camera with its tongue slightly out. A black leash is draped over its mouth. The text is positioned to the right of the dog's head.

2b.



Get a life
get Southland

**Now you've
got the time**
to wash the car

Southland, Career, Lifestyle, Opportunity

This advertisement shows a yellow SUV driving through a shallow body of water, splashing water. The background is a bright blue sky with light clouds and a distant shoreline. The text is overlaid on the upper left portion of the image.

Social media

Concept 2

Concept two is a tongue-in-cheek dig at the things you usually don't have time for, but really need to do, which you'll now have time for when you Get a Life in Southland. Those chores, tasks and must-dos like walking the dog, doing the laundry and washing your car. Now there's no excuse as you'll have plenty of extra hours in your day to do the things you love, as well as those things you've conveniently had the excuse to put off doing.

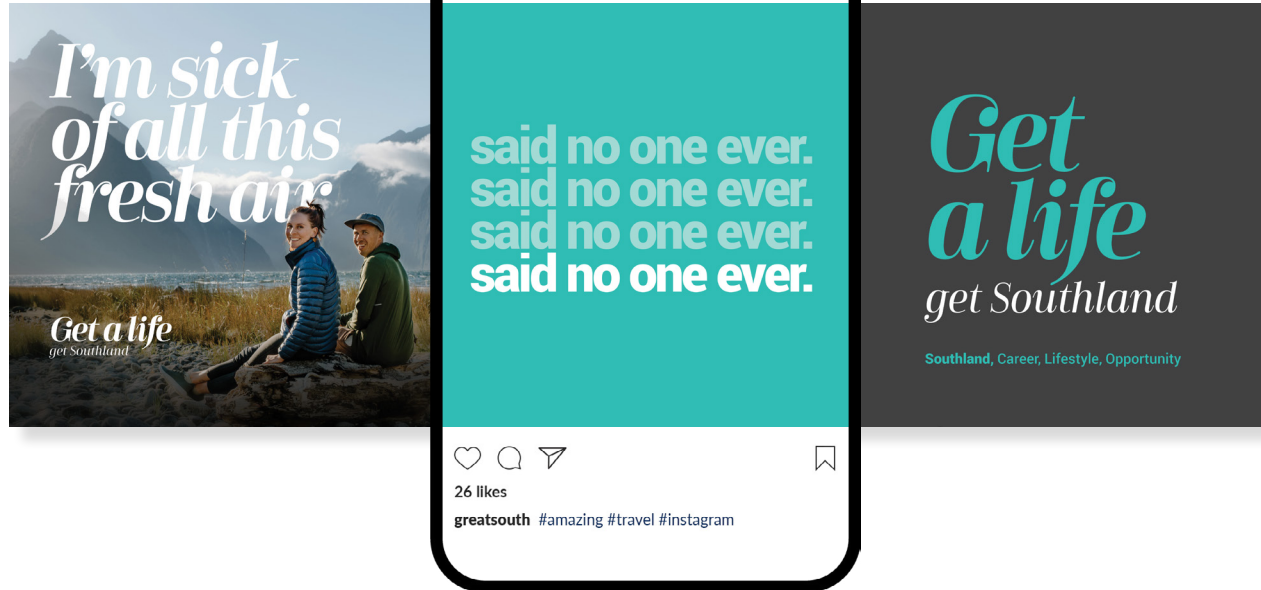
Social media caption suggestion

Now there's no excuse. You'll have the extra time to wash the car, when you choose to Get a Life in Southland. You'll also have more time to do the things you love. It's all here waiting for you – career, lifestyle and so much more opportunity.

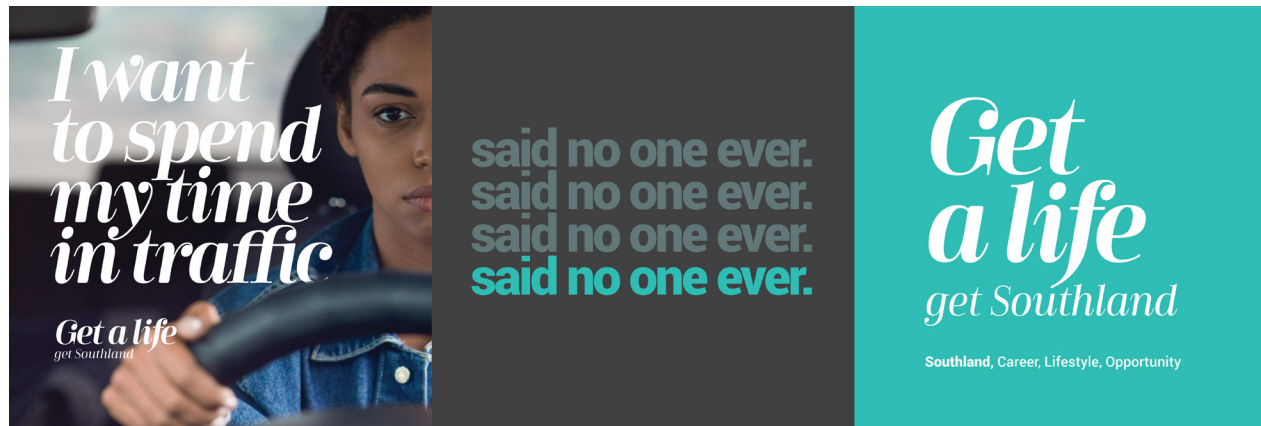
Social media

Concept 3

3a.



3b.



Social media

Concept 3

Concept three is another play on the positives of Southland. The use of 'said no one ever' is used to emphasise the absurdity of the preceding statement ie. I want to spend my time in traffic, or I'm sick of all this fresh air and open space.

Social media caption suggestion

You'll be sick to death of all the fresh air in Southland when you choose to Get a Life here. You'll probably find all the extra time on your hands, busier social life, more time with the family and great career opportunities quite annoying too.

Social media / poster

Concept 4

4a.



4b.



Social media / poster

Concept 4

Concept four is to the point showcasing a 'Famous for' theme...
Highlighting the unexpected benefits a move South could bring

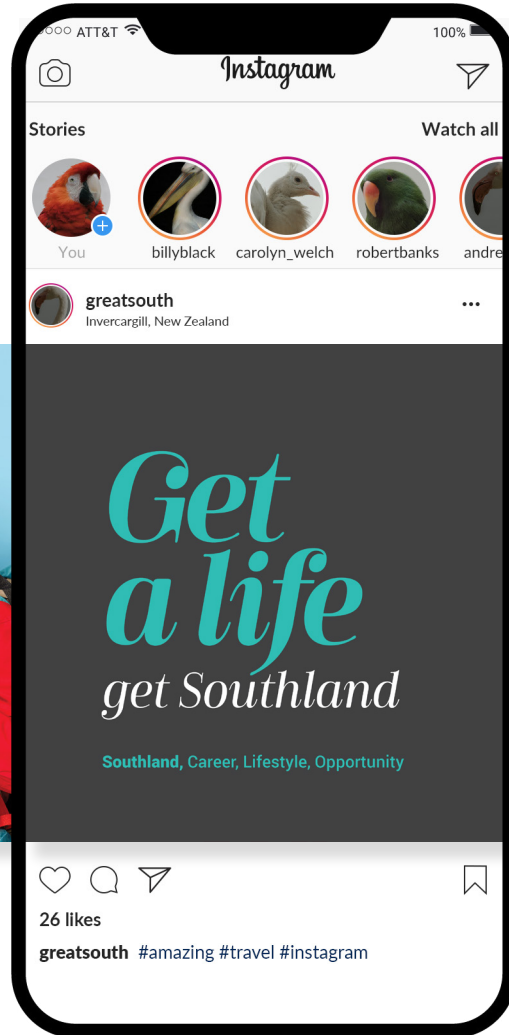
Social media caption suggestion

Get a Life in Southland and discover what we're truly famous for – more time, fresh air, good career opportunities and a laid-back lifestyle. You can have it all in Southland.

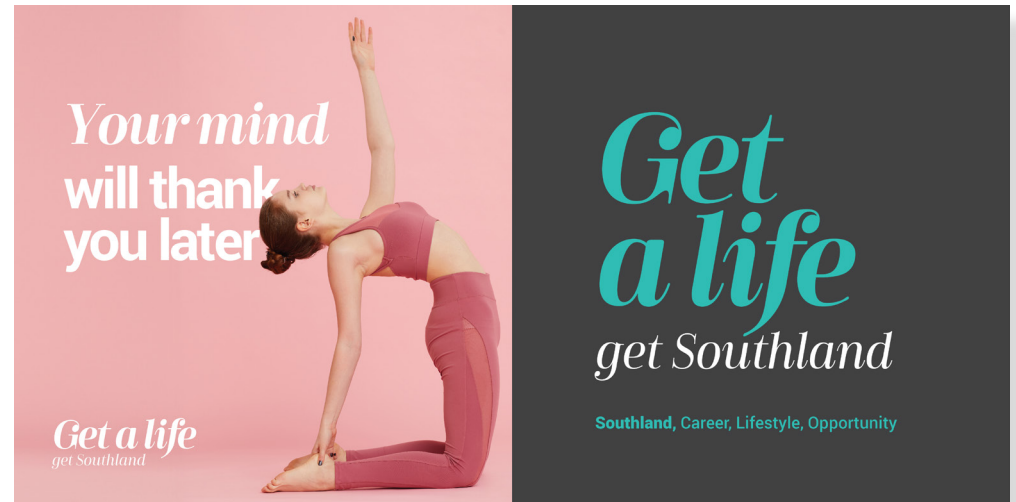
Social media / poster

Concept 5

5a.



5b.



Social media / poster

Concept 5

Concept five talks about all the positives of Southland which your heart, mind, soul, diary, scheduling app, family and dog will thank you for later. There's so much to gain in Southland and you really will Get a Life you'll be thankful for.

Social media caption suggestion

Go on. Just do it. Get a Life in Southland. Your heart will thank you later.

Social media / poster

Concept 6

6a.

Heart thumping
Soul stirring
Mind opening
Career boosting

Southland.



6b.

Do more
See more
Enjoy more
Have more

More Southland.

Get a life
get Southland

Southland, Career, Lifestyle, Opportunity

Social media / poster

Concept 6

Concept six uses a typographical style without visuals for impact. The repetitive structure of words and use of vivid, emotive words – heart-thumping, soul-stirring – helps add to the dramatic effect. Southland is all-encompassing when it comes to your heart, soul, mind, as well as career, lifestyle and more. Option B follows a similar structure with the repetition of ‘more’ – you get so much more when you Get a Life in Southland.

Social media caption suggestion

For a heart-thumping good time, Get a Life and choose Southland.
Your new career and incredible lifestyle is waiting.

Merchandise

Tshirt



Merchandise

Stress ball



Email Signature

This is a sample email signature

Jane Doe
Job title here

Your logo might go here

M +64 21 23456 P +64 3 123 456

8 Street name, Invercargill, Southland
Loremipsum.nz

f in @

Get a life
get Southland

Southland, Career, Lifestyle, Opportunity

This e-mail and any attachments are private and confidential and may contain privileged information. If you are not the intended recipient, the copying or distribution of this e-mail and any attachments is prohibited and you must not read, print or act in reliance on this e-mail or attachments. If you have received this email in error, you are requested to notify the sender and delete the email.

This can be added to existing signature and will be a live link (and a cheeky invitation) to our Get a Life page to support curiosity and the recruitment efforts of our businesses here in Southland.

How do I use the email signature

Note: Follow these guidelines for Outlook email signature

Method 1: Using the new email signature template

1. Download the email signature template and email signature logo. The assets can be found in the toolbox.
2. Open the email signature template file, and replace the placeholder with your company logo and contact details. Don't forget to replace the fine print below Get a life logo too.
3. In your Outlook, click File > Options > Mail > Signatures > Paste all the elements from your template.
4. Click OK.

Method 2: Using your current email signature

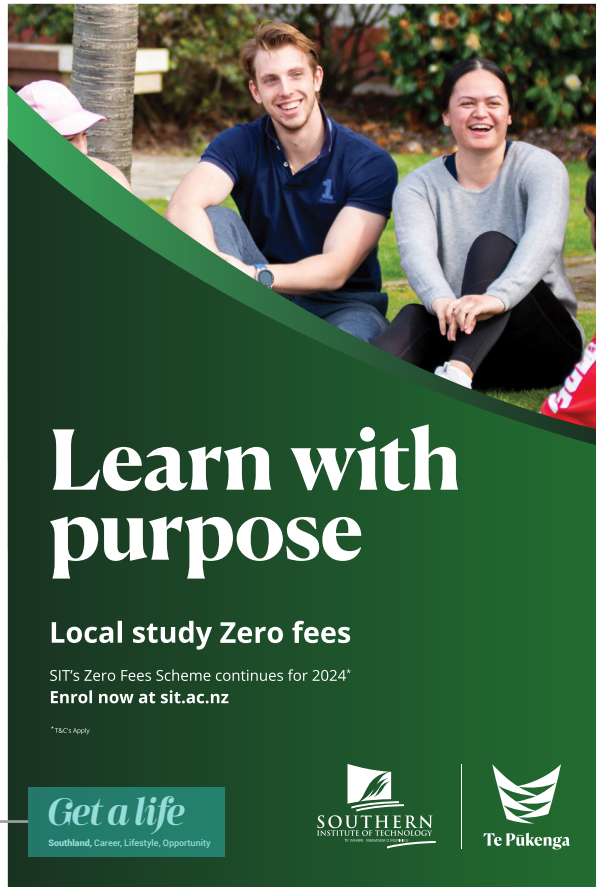
1. Download the email signature logo. The assets can be found in the toolbox.
2. Open your current email signature template, find a suitable place underneath your contact details .
3. Click Insert > Pictures > This Device and choose Get a life logo for email signature.
4. Once the logo is placed, right click on Get a life logo > Link > Link to: Existing File or Web Page.
 1. On the address section insert: <https://getalife.nz/>
 2. Click OK and save your email signature template.
 3. In your Outlook, click File > Options > Mail > Signatures > Paste all the elements from your template.
 4. Click OK.

Just tell people to “Get a Life”

We have downloadable logo options available, providing businesses with the exclusive “Get a Life” logo accompanied by our compelling tagline for utilisation across various platforms. Whether it’s on collateral, advertisements, or any other format where potential employees might engage, this logo will serve as a tool to support efforts to attract talent, reminding them that lifestyle should be part of the decision-making process.

We are deeply committed to seeing this logo used far and wide, as we believe it will play a role in encouraging individuals considering a career change to include Southland in their list of potential destinations.

To further support your recruitment endeavours, we will offer a range of logo variations tailored to suit different contexts and preferences. With these resources at your disposal, we are confident that you will be able to effectively showcase the unique opportunities and lifestyle that Southland has to offer, ultimately enticing top talent to join your team.



Learn with purpose

Local study Zero fees

SIT's Zero Fees Scheme continues for 2024*
Enrol now at sit.ac.nz

*TSCs Apply

Get a life
Southland, Career, Lifestyle, Opportunity

SOUTHERN
INSTITUTE OF TECHNOLOGY

Te Pūkenga

Video

Welcome to Southland, where life is an adventure waiting to be embraced! This video invitation to “Get a Life” in Southland showcases the myriad benefits awaiting future Southlanders.

Experience the thrill of extreme outdoor pursuits against the backdrop of our breathtaking landscapes. Whether it’s conquering mountain peaks, traversing rugged trails, or diving into crystal-clear waters, Southland offers endless opportunities for adrenaline junkies and nature enthusiasts alike.

But the excitement doesn’t stop there. Dive into the vibrant urban scene, where cultural events, lively festivals, and bustling city life await. Indulge in the diverse culinary delights that our region has to offer, from farm-fresh produce to gourmet dining experiences.

And let’s not forget about the career potential that awaits you in Southland. With a thriving business ecosystem and ample opportunities for professional growth, Southland provides the perfect backdrop for achieving career aspirations while, getting ahead, and importantly having a life

Businesses are encouraged to use video, to support their recruitment efforts and to invite prospects to see the lifestyle possibilities Southland has on offer.



How do I use the video

Social Media Campaigns Share the video across your social media platforms to reach a wider audience of potential candidates. Use targeted hashtags and engage with followers to generate buzz around job opportunities in Southland.

Website Homepage Embed the video on your company's website homepage to showcase the vibrant lifestyle and career opportunities available in Southland to prospective hires visiting your site.

Recruitment Events Play the video on loop at recruitment events, job fairs, or career expos to grab the attention of attendees and spark conversations about relocating to Southland for work-life balance.

Email Campaigns Include a link to the video in your recruitment email campaigns to provide candidates with a visual glimpse into life in Southland and pique their interest in exploring job opportunities with your company.

Job Listings Enhance your job listings with a link to the video to give candidates a deeper insight into what it's like to live and work in Southland, enticing them to consider relocating for the right opportunity.

Employee Referral Program Encourage your current employees to share the video with their networks as part of your employee referral program. Their personal endorsement of the lifestyle and career prospects in Southland can be a powerful recruitment tool.

Onboarding Materials Integrate the video into your onboarding materials for new hires relocating to Southland, helping them visualise their future life in the region and reinforcing their decision to join your company.

Why 'Get a Life'

"Get a Life" has a playful audacity that might raise a few eyebrows. However, this seemingly irreverent phrase possesses a unique charm that makes it an excellent choice for promoting lifestyle opportunities and changing perspectives.

Here's why "Get a Life" is not just catchy, but a powerful call to action:

Provocative attention-grabber

"Get a Life" immediately breaks away from the mundane, blending a touch of cheekiness with a dose of curiosity. This abruptness demands attention and invites the audience to question the intent behind the slogan. In a world overflowing with predictable advertising, this unconventional approach stands out as a refreshing change, making people stop and take notice.

Transforming perception

By reclaiming a potentially negative phrase and imbuing it with positive context, the bold line carries the potential to redefine its meaning. This transformation engages the audience on a deeper level, encouraging them to reconsider preconceived notions and explore the possibilities it offers. This shift in perspective can be a powerful catalyst for change.

Memorable and relatable

"Get a Life" taps into a universal desire for something more, something enriching and fulfilling. Its relatability comes from the fact that most individuals, at some point, yearn for a life that's not confined by routine or limitations. "Get a Life" captures that innate human aspiration, making it highly memorable and emotionally resonant.