

Elevating

bp's Retail Recruitment: Bridging the Awareness and Perception Gap

bp is one of the world's most recognisable energy brands. But when it came to retail careers, that familiarity dropped off fast. Globally, only 28% of people recognised bp as a retail employer – a gap that widened further across priority markets including the UK, Poland, the Netherlands, New Zealand and Australia.

This wasn't a visibility issue. It was a perception problem. While bp offered strong retail career pathways, the story reaching candidates didn't reflect the reality inside the business. That disconnect was costing them talent.

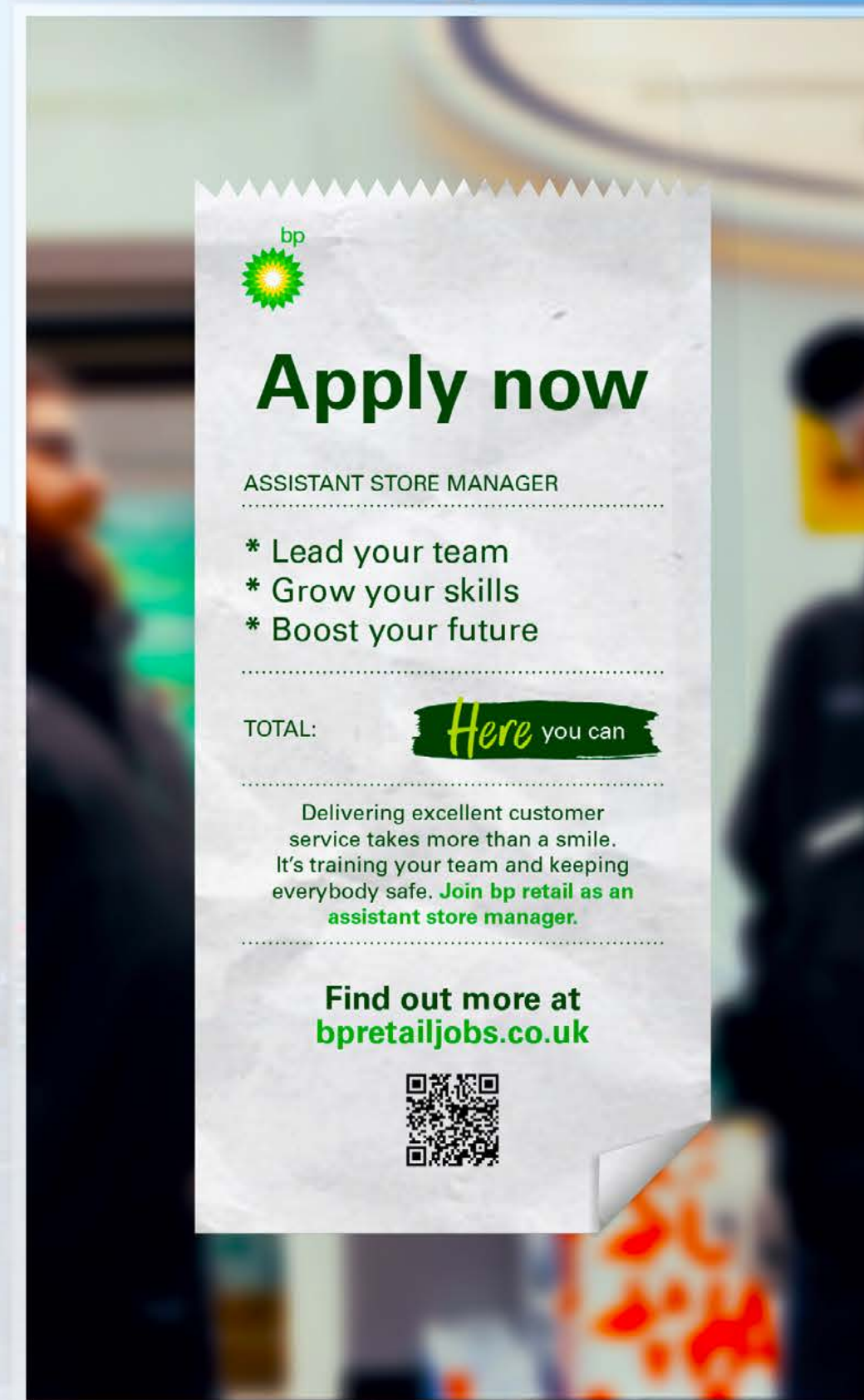


The *challenge*

Retail work still carries outdated assumptions. Too often, it's seen as short-term, transactional, or a stepping stone to something else.

For bp, these perceptions were limiting both the volume and quality of applicants – despite offering progression, development and long-term opportunity.

The challenge was compounded by local nuance. Retail hiring is highly market-specific, with perceptions varied by regions. **bp needed to cut through generic assumptions, address local realities, and reposition retail roles as credible, rewarding careers – not just jobs.**



bp logo

Apply now

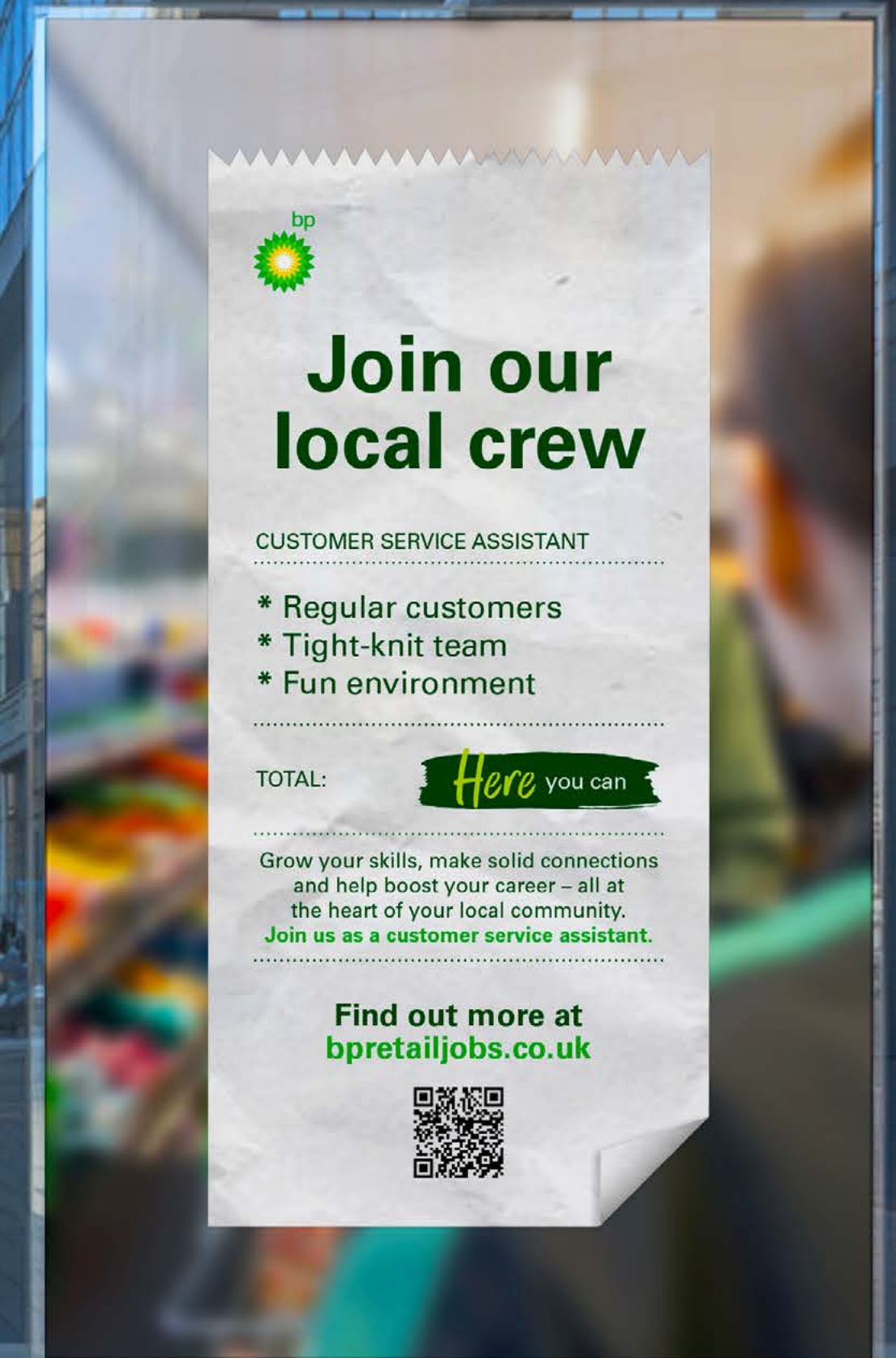
ASSISTANT STORE MANAGER

- * Lead your team
- * Grow your skills
- * Boost your future

TOTAL: *Here you can*

Delivering excellent customer service takes more than a smile. It's training your team and keeping everybody safe. **Join bp retail as an assistant store manager.**

Find out more at bpretailjobs.co.uk



bp logo

Join our local crew


CUSTOMER SERVICE ASSISTANT

- * Regular customers
- * Tight-knit team
- * Fun environment

TOTAL: *Here you can*

Grow your skills, make solid connections and help boost your career – all at the heart of your local community. **Join us as a customer service assistant.**

Find out more at bpretailjobs.co.uk



Strategic response

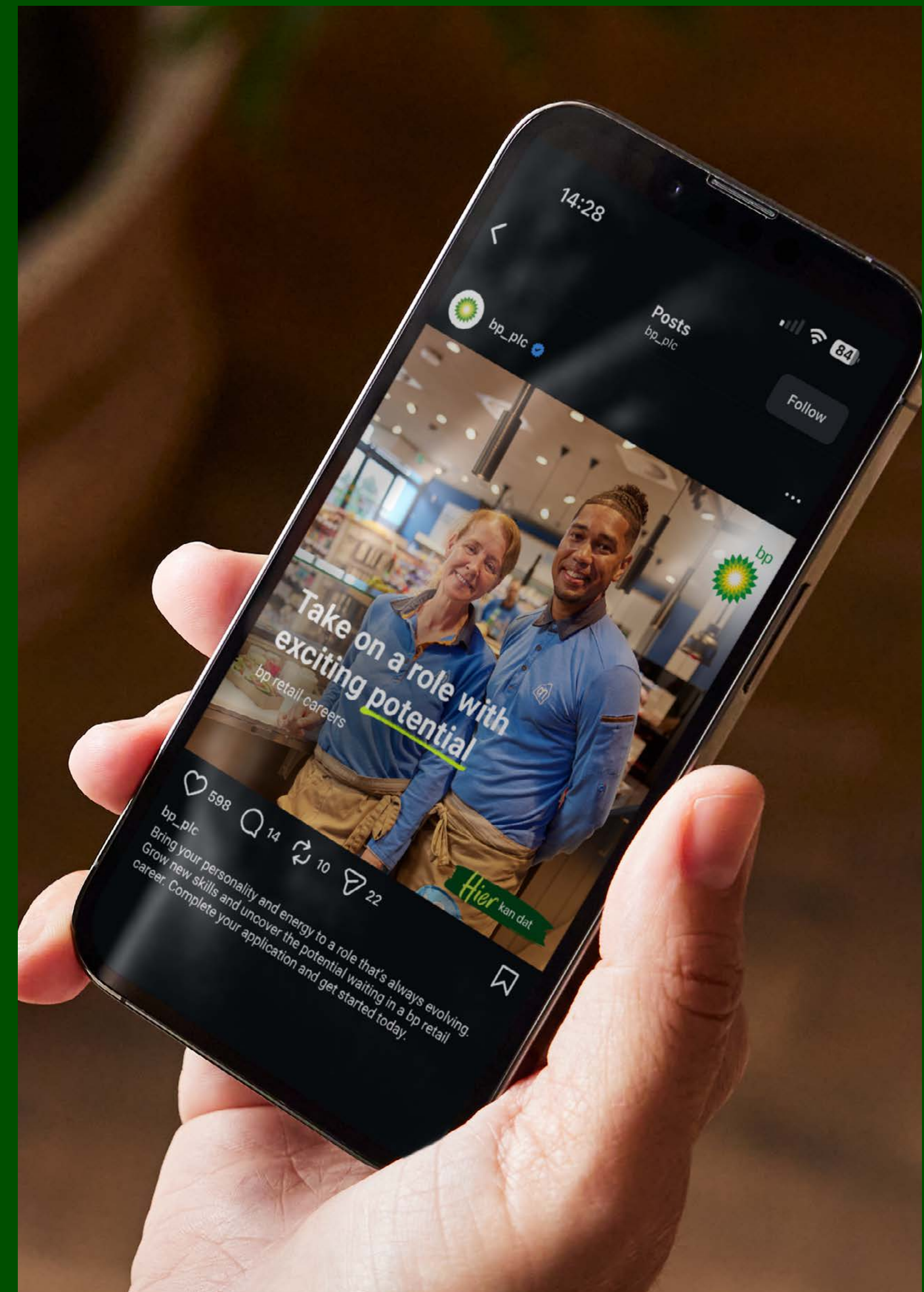
Together, bp and Symphony Talent set out to change the conversation. Not by shouting louder, but by speaking more clearly. The strategy focused on aligning perception with reality. We built a global recruitment campaign designed to increase awareness, challenge misconceptions and make bp's retail careers tangible and relatable.

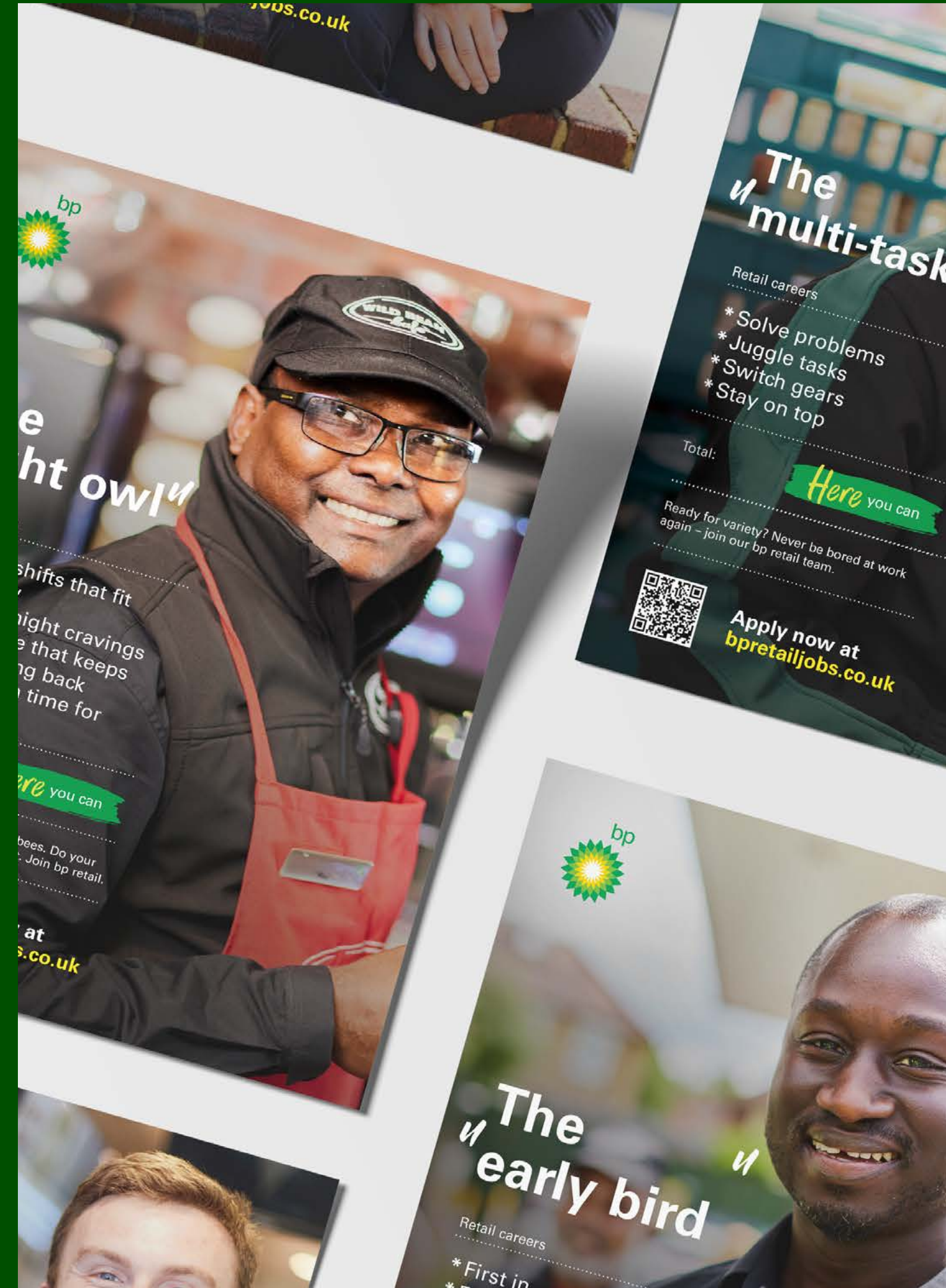
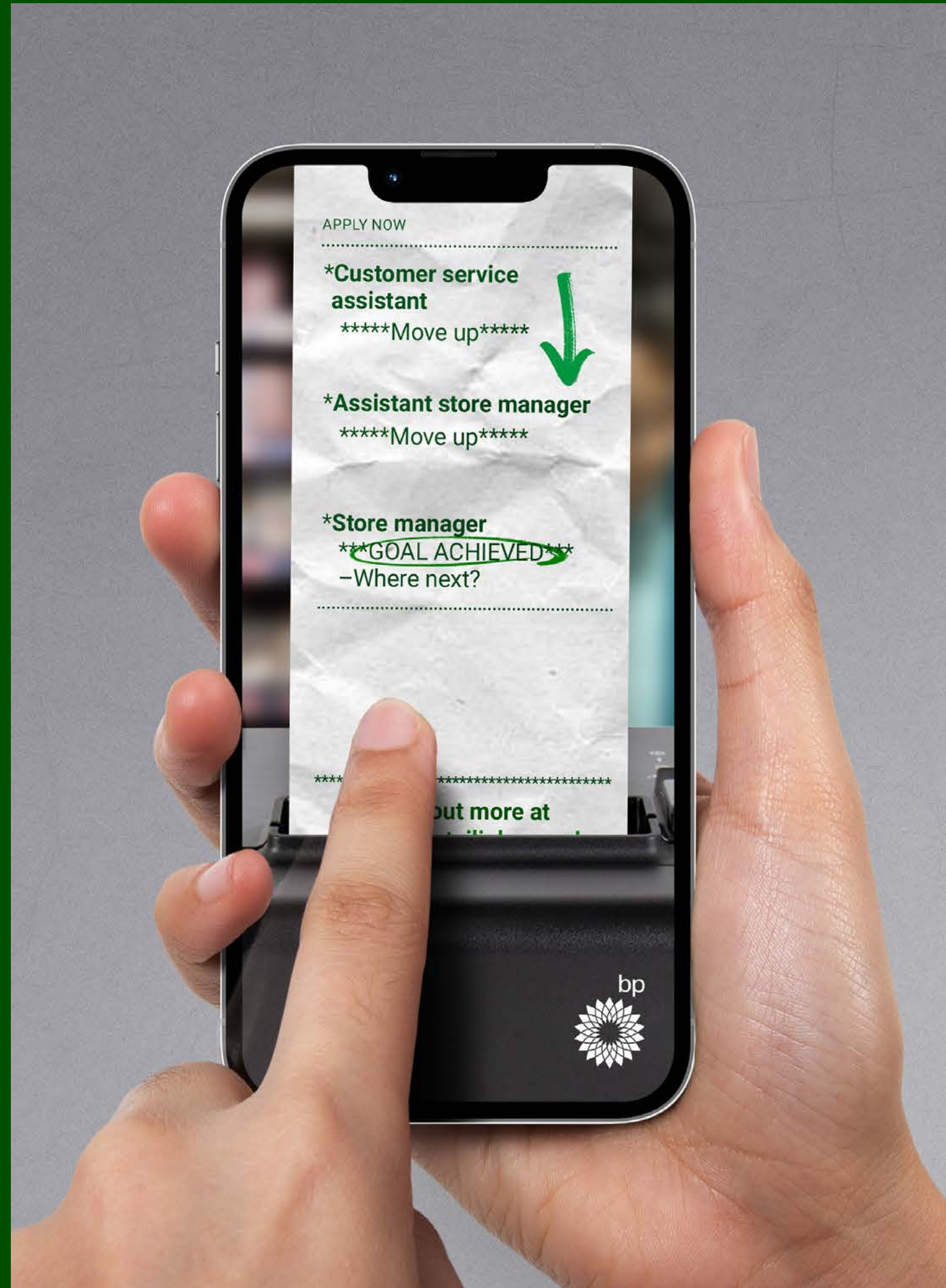
The approach combined three key elements:

Localized messaging Campaign content was tailored by market and placed in high-traffic environments, including bp retail locations. By embedding recruitment messaging directly into the retail experience, bp connected with candidates where interest already existed.

Authentic storytelling Real bp retail employees became the voice of the campaign. Through video and social content, they shared their own progression stories – bringing credibility, humanity and (crucially) proof to bp's employer brand.

Digital outreach A refreshed campaign clearly mapped career pathways and growth opportunities. Targeted digital media across Google, Meta and YouTube ensured reach, relevance and efficiency across markets.





The *results*

Within the first six months, the campaign delivered measurable impact across awareness, engagement and cost efficiency:

**10.8
million+**
views globally

200,603
clicks and
12,964
views

78%
lower CPA
than industry
benchmarks

bp's retail roles didn't just get seen – they got seriously considered.



What we *learnt*

Challenge assumptions

Changing hiring outcomes starts with changing the stories told about the work.

Lead with authenticity

Real employees outperform polished promises. Every time.

Align message with reality

When recruitment shows up where the work happens, credibility follows

Use digital with intent

Precision targeting and clear pathways turn curiosity into conversion.

By confronting perception gaps head-on and putting real people at the centre, bp transformed how its retail careers were understood.

The result wasn't just more applicants – it was better alignment between brand promise and lived experience.

