


CASE STUDY: bp

We're making bp work for women: A new chapter in *engineering*

In India's engineering sector, employer campaigns often stay surface-level – promoting opportunities without tackling the barriers that stop women from applying in the first place. bp wanted to do something different.

Instead of playing it safe, this campaign chose honesty, heart, and bold storytelling – showing women the real journey toward a more inclusive workplace. It didn't pretend everything was perfect. It acknowledged where things stood and made a public commitment to change. That rare level of transparency became its strength. The result was an innovative, emotionally resonant campaign with a powerful punch: one that made bp visible, open and human in a space where transparency is rare.



bp

97% of women think
asking to work flexibly
may harm their careers
not here

Source: Deloitte Women @ Work Report India (2023)

We're making bp
work for women

Scan QR code or
bp.com/womenofbp

We're with *you*

The challenge

India's engineering and tech industries are expanding at pace – but unfortunately **most women are getting left behind**. Only 8% are primary earners. And in Pune, home to one of bp's fastest-growing technical hubs, women made up just 25% of external applicants, well below market benchmarks.

This wasn't just a recruitment issue. It was a credibility gap. Cultural norms, a lack of role models, and doubts about workplace flexibility meant that for many women, it wasn't about not seeing the job – it was about not seeing themselves in it. **Earning their trust would take more than a tagline. It would take proof.**



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Strategic

response

To shift perception and invite more women to see themselves at bp, we didn't sugar-coat reality. We leaned into it. Together, Symphony Talent and bp launched a bold, integrated platform: **"We're making bp work for women."**

We led with transparency – openly acknowledging the gaps, the work ahead, and the commitment to doing better.

This became our creative and strategic advantage. We built a multichannel platform that sparked meaningful conversations, with women, not just about them. We put the message everywhere it needed to be: where women were searching, scrolling, talking and deciding. **And we made sure bp's commitment showed up at every touchpoint** – not as spin, but as substance.

THE at
Symphony
Talent
STUDIO



 Symphony Talent

A multi-channel *strategy* grounded in honesty and visibility

Contextual OOH and DOOH

Bold, location-specific placements appeared in gyms, malls, office towers and even competitor business parks across Pune. Messaging addressed women directly in the spaces where they lived, worked and socialised.

Digital and social activation

Through SmartDreamers, targeted ads spanned Google, Meta, Connected TV and Spotify. Geofenced targeting around Pune's tech corridors maximised relevance and reach.

Cultural murals by female artists

Three large-scale murals, each themed around Ambition, Support and Flexibility, became public landmarks. QR-enabled and painted live, they turned city streets into moments of cultural and community engagement.

A central campaign hub

Every pathway, OOH, digital and print, led to a dedicated landing page featuring employee stories, benefits, videos and a talent community sign-up that converted interest into action.

Print and press

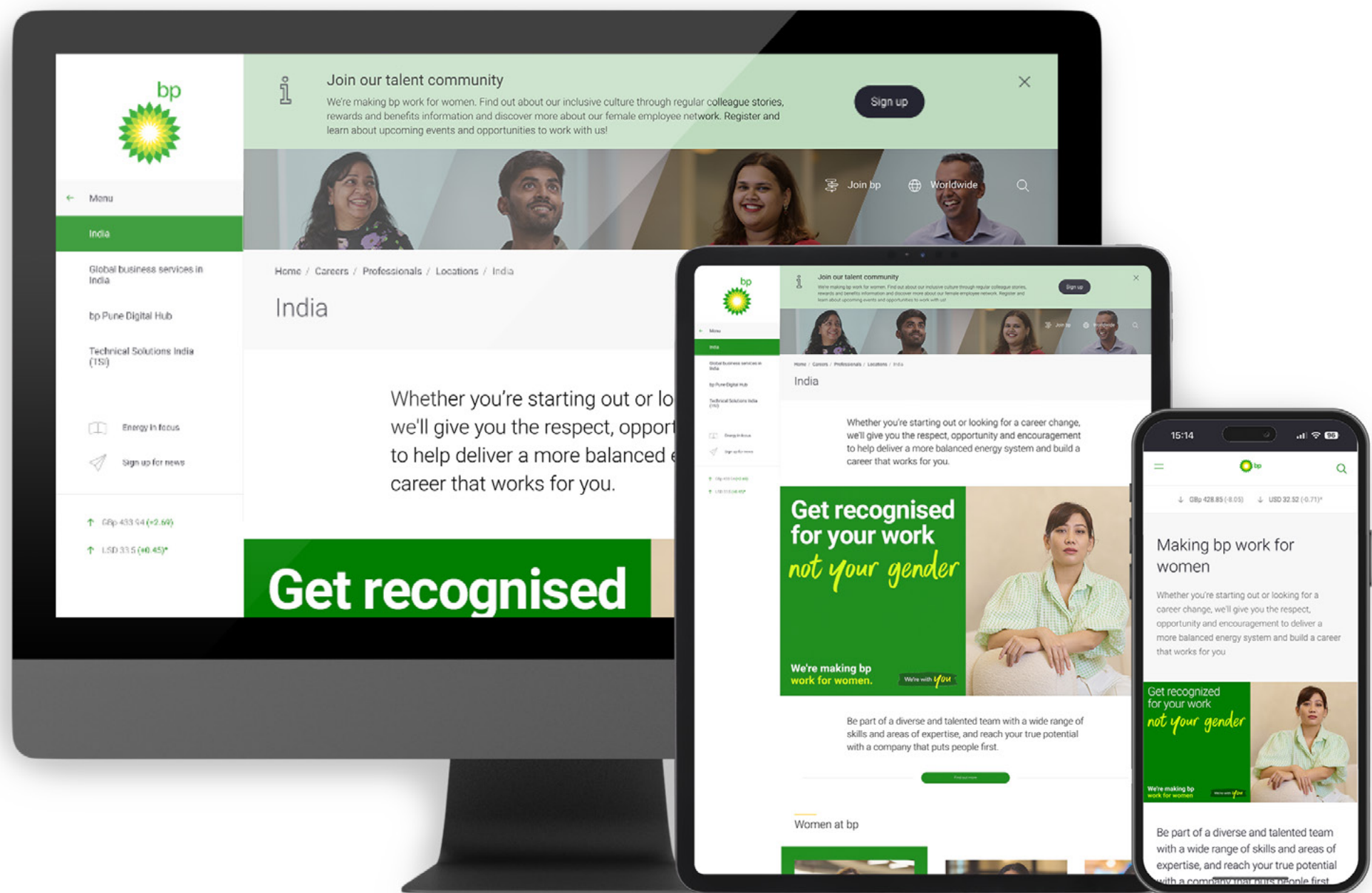
Ads in The Times of India and The Hindu paired stark gender statistics with human, handwritten typography. Editorial features expanded the conversation, reinforcing bp's transparency and intent.

Employee advocacy

The most powerful voices were bp's own women. Engineers, analysts and leaders shared real experiences through blogs, videos and selfies with campaign murals – extending reach from the inside out.

This integrated ecosystem ensured that trust-building moments were consistent, connected and impossible to ignore.

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The results

The campaign drove significant reach, engagement and behavioural change:

337M

total views across paid and organic channels

247M

paid impressions

5M

clicks with a 1.48% CTR (2.7x industry average)

42K+

landing page visits

8.8%

conversion rate on talent pipeline sign-ups

68%

increase in female applications (Q1 2025 vs Q1 2024)

240%

increase in senior female applicants

50%

uplift in entry-level female applicants

Beyond the numbers, the campaign shifted perceptions. Women in Pune saw bp show up transparently. Employees felt proud of bp's honesty. And the industry took note of what meaningful employer branding can look like when transparency becomes a differentiator.

What we

learnt

- **Lead with truth:** bp's willingness to publicly acknowledge its gender imbalance built credibility and sparked real conversation.
- **Make inclusion visible:** Large-scale murals, contextual OOH and employee storytelling made bp's commitment tangible.
- **Meet talent where they are:** A blend of geofenced digital targeting and physical presence created constant visibility.
- **Connect every touchpoint:** A unified message 'We're making bp work for women' ensured clarity and cohesion across channels.

bp's India campaign demonstrates the power of integrated employer branding that is unapologetically transparent. By confronting challenges directly and amplifying women's experiences, bp reshaped perceptions and opened pathways for future female engineers. **It became a blueprint for brands seeking not just awareness, but cultural change.**

Our
technology
team is
31% female
and increasing

Source: bp talent analysis (March 2024)

We're making bp
work for women



Scan QR code or visit
bp.com/womenofbp

