

CLIENT The Police
DATE BRIEFING 7th of January
DEADLINE 21th of January @ 14:00

INTRODUCTION

From DDOS-attacks to chip-and-pin fraud, the criminal world is getting smarter, faster and more digital. The police has the task to stay one step ahead of this criminality. That requires of course the latest techniques but especially, the best knowledge.

BACKGROUND

The police is based on two pillars: operations and business operations. - Operations is the executive work force. These are all functions that tackle criminals and criminal actions directly, like officers on the street, investigation service, etc.- Business operations is everything that supports operations: IT-specialists, policy officers, HR, staff, innovations department, fleet managers, etc.

BUSINESS OPERATIONS: PDC

Just like within operations of the police, the PDC (Politiedienstencentrum) contributes every day to the safety of the Netherlands. It does this by delivering products like uniforms, service weapons, munition, trainings, apps, intranet, phones and the newest technologies to stay ahead of the criminal world. PDC works, together with operations speeding up and renewing products and services that operations require to do their work. It's creating a different, faster, agile way of servicing and is looking for talents that help further develop PDC to PDC Next Level.

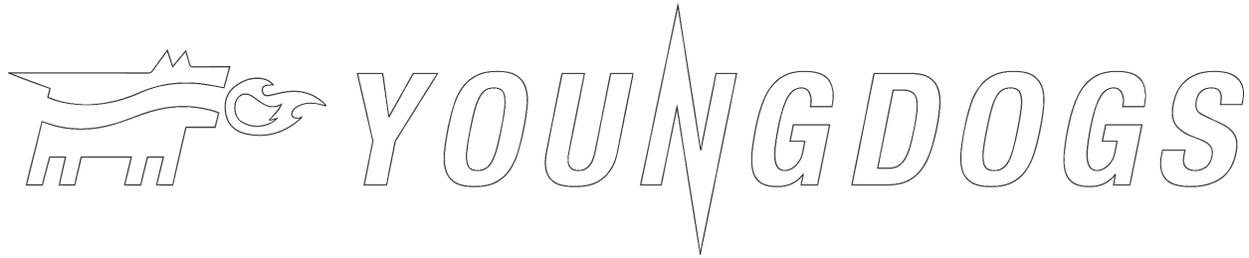
INSIGHT

When you think of the police, of course you immediately think of the 'men in blue' on the streets (operations). But the police are much more than that. PDC includes challenging functions like IT-specialists, public administration experts, financial experts, HR managers and psychologists. All kinds of functions that you would not immediately associate with the image of the police.

THE PROBLEM/CHALLENGE Just like within most other organizations, countless colleagues will leave the organization in the coming years due to, for example, impending retirement. In addition, due to RPA/automation, jobs in business operations will disappear in the coming 10 years, which will change the profession for many. Those new jobs require talents that need digital skills and connecting qualities. Because all companies and organizations are struggling with this issue, there is a "war on talent" going on and therefore scarcity of these talents. How do we as the police ensure that our business operations is a serious player in this war on talent?

OBJECTIVE/ASSIGNMENT

Main goal: Create an (employment)campaign for students and graduates with talents that profile PDC as an appealing employer. Sub goal: Create the right image of the business operations. Show that the police are not only the 'blue on street' but do everything to ensure operations can do their work properly.



KEY MESSAGE

PDC is an innovating, appealing and good employer. - In which you get space to innovate yourself - In which you make a social impact through your contribution - And with a good work-life balance through the new way of working (home workplaces and flexible working) - With many more different functions than you would expect

TARGET AUDIENCE

Talented students and graduates with digital skills and connecting qualities in the field of ICT (mainly), HRM, finance, public administration, etc. So not only die-hard hackers, but also smart social skilled people who can implement the digital changes within the business operations and can accompany the seniors in these changes.

EXPECTED DELIVERABLES

Anything goes, as long as it is a realistic plan within the budget. Keep in mind: we are looking for people who understand the future, so we want to communicate in a way that is not inferior to that. Ergo: think out-of-the-box and new media/technologies. We are not looking for a traditional commercial.

DONT'S –

The police are often viewed in the media with a magnifying glass. Make sure that your expressions fit/do not go against the principles of the police (vigilant, helpful, reliable and brave).

- No glorification of violence.
- A concept should not possibly be associated with a subject such as ethnic profiling/racism or with other specific teachings in which the neutrality of the police is at stake.
- Do not create false expectations with your message. PDC provides all kinds of different services, so that the police can do their work well on the street.
- Don't be too boisterous: we pay our resources with tax money and the public should not get the impression that we are throwing it away.

BUDGET

The budget can vary from 10k - 50k. This depends on the possible effect and whether we can justify it with the outside world (see don'ts). In short: the budget depends on how good your concept is!

KEEP IN MIND

- If you win, you have to be at the result night to collect your Cannes tickets!
- Are you older than 30? Then you can't come to Cannes (that's in human years, not dog years).
- Don't put your name on your presentation (we don't want you to think we're biased ;))
- Please *don't* use images in your presentation made by the ANP.
- Upload your work via your profile on Jongehonden.nl