

ROCKCORPS

PRESENTS

**APPRENTICE
NATION**

**“It’s not just the message, it’s the messenger”
Leveraging digital engagement for impact**

Jasmine Rose – Apprentice Nation Lead
Alex Kenmure – Head of partnerships

BE ENTERTAINED | GET TRAINED | GO FAR





We believe everyone should be able to shape their future



**Music & culture breaks down
barriers and inspires action**

Apprenticeships with
amazon

ca burns

Young people expect leadership from brands



62% see brands as the most trusted institution

**987,000 16–24 year olds not in education,
employment or training**

**2–3x more likely to be unemployed if you
are Asian or Black**

**16 to 24–year–olds out of work is at highest level
since pandemic, a rise of almost 50% in two
years**

**50% of NEET 16–24 year olds feel hopeless about their
future due to being unemployed**

An issue that matters to all industries

Health Care
Cybersecurity Automotive Real Estate
Education
Mining Banking Tourism
Fintech Forestry Engineering
Green Industry Energy Retail
Manufacturing Medical Research Construction
Financial Services Hospitality Agriculture Creative Pensions

An issue that matters to all industries

Cybersecurity Automotive Health Care Real Estate
Mining Fintech Education Banking Tourism
Forestry **Engineering**
Green Industry Energy Retail
Manufacturing Medical Research Construction
Financial Services **Hospitality** Agriculture Creative Pensions



**Only 1 in 5 in
the UK are
considering a
job in
Hospitality**



“Engineering is often perceived as inaccessible and gender-imbalanced”



**200,000 new
workers
needed to
meet UK
Green Skills
gap for 2050
targets**

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APPRENTICE NATION



A partnerships platform sitting at the intersection of:

Marketing Communications &
Public Affairs

Culture & Entertainment



Careers & Education

Brand Perception & impact

It's Both/And not Either/Or

The benefits of digital engagement with youth:

- **Elevates brands as a leader in building the future talent pipelines workforce across the UK**
- **Gives credibility to CSR ambitions, successes and calls to action for young people across the UK**
- **Helps brands to tap into the passions and culture of young people to unlock opportunities**
- **Boosts employer brand and unearths young talent for a diverse future pipeline**
- **Enhances and amplifies brand activations for multi-generational impact across the UK**



Supporting young people at every stage of their journey



Music Inspires Action

**It's not just
the message,
it's the
messenger**



Working with the UK's hottest talent

AJ TRACEY
HEADIE ONE
MNELIA
IAMDDB
GHETTS
RAYE
6LACK
NOT3S
YOUNG T & BUGSEY
KOJEY RADICAL
CAT BURNS
LEOSTAY
TRILL

JAYKAE
IVORIAN DOLL
MS BANKS
TINIE
KREPT & KONAN
STEFFLON DON
MAE MULLER
JAZ KARIS
M1LLIONZ
BERWYN
RAY BLK



Meet them where they are at...

Messaging communicated through online platforms

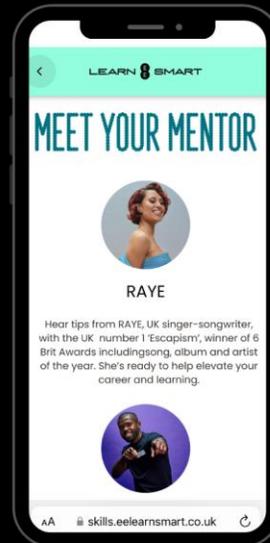
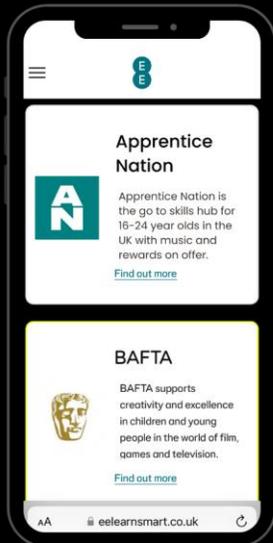
APPRENTICE NATION

POWERED BY 

See the Show: Shape Your Future

16-24 and looking for career advice? Join now to develop your career skills, learn about apprenticeships and hear from artists and industry experts whilst earning rewards.

[JOIN NOW](#)





Taking
opportunity to places that
matter to young people



A young man with short dreadlocks, wearing a blue blazer over a light-colored shirt, stands in the foreground holding a blue microphone. He is looking slightly to his left. In the background, a diverse group of young people is gathered in a brightly lit, modern indoor space with colorful walls and hanging lights. A woman in an orange sweatshirt is visible in the mid-ground. The overall atmosphere is vibrant and community-oriented.

**They come for the music,
but stay for their future**

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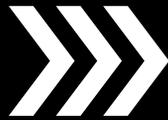
I'LL BE WHAT
I WANT

Apprentice Nation

How it works



Be Entertained



Get Trained



Earn Rewards



Go Far



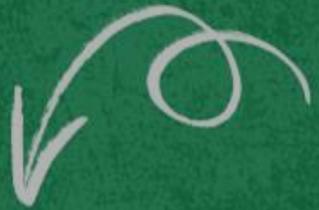
1. BE ENTERTAINED



2. GET TRAINED

EARN AMAZING & EXCLUSIVE REWARDS BY SHAPING YOUR FUTURE

City & 
Guilds



**MACBOOK
PRO**



**BEATS
SOLO 4**

3. UNLOCK REWARDS



4. GO FAR

Key Takeaways

- **Artists:** leveraging their audience, increases conversion rates. Who is your messenger?
- **Video:** most effective format on social media – TikTok, Instagram, YouTube. What is the right platform for you?
- **Trends:** keeping our sights on what is trending on social media. How are you keeping up to date?
- **UGC:** encouraging your audience to share and tag you in content. How are you communicating/ incentivising?
- **Your community:** how will you identify and engage

Unleashing the power of brands



APPRENTICESHIPS SORTED with
AMAZON



UNLOCK YOUR POTENTIAL with
LUCOZADE



SHAPE YOUR FUTURE with
BT

Google



Be Entertained

**MOBO Nominated UK Rapper
LeoStayTrill**



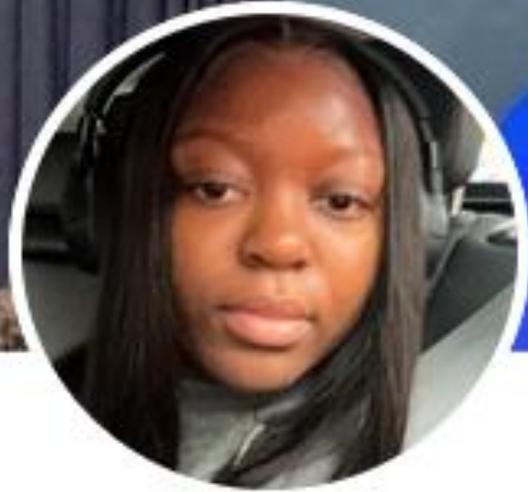
**Get
Trained**

Digital Skills for life



**Go
Far**

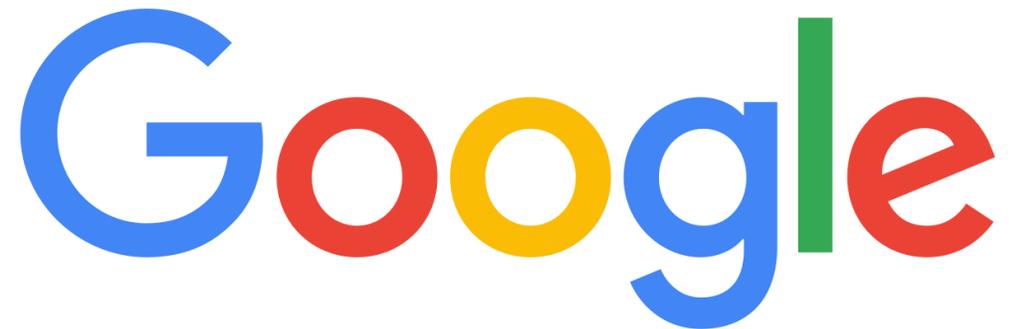
Digital Apprenticeships



Laura, 21

Performance Specialist

Apprentice @





*“Apprentice Nation is an incredible community where you can connect with like-minded, supportive people while developing **essential skills that help in both everyday life and achieving your goals.**”*

Ridhka, 21

Now a Data Analysis Apprentice
at ONS



"It's surreal to think I went from watching Headie One at a concert hosted by Apprentice Nation to featuring as a lead actor in his latest music video.

Tyrese

Apprentice Nation Member
April 2024





*"I'm a real believer in the power of music and the power of community so I'm excited to share my story and support others to see that **every door is an opportunity.**"*

Kojey Radical

The Garage, London

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