

Careers at Sea Campaign and brand update October 2025



Launch & Target Audiences

On 24 October 2024, the Careers at Sea National Awareness Campaign was officially launched at the Merchant Navy Training Board Seminar in Glasgow.

This was an important step forward in showcasing the breadth of opportunity within the shipping industry.

The campaign addresses:

- Sea blindness
- The lack of awareness of the industry's role in the UK, both for the economy and in its size, scale and variety.
- The career potential across a varied industry highlighting the wide range of rewarding pathways available.

Now entering its second year, the integrated campaign has a clear 12-month roadmap and will continue to run across digital, outdoor, social, and streaming channels. Alongside the new campaign advertisements, we unveiled the refreshed Careers at Sea branding and a redesigned website.

Target Audiences

1. **UK adults aged 18–60**, to raise general awareness of the shipping industry
2. **Young people aged 16–24** [Gen Z], exploring options for further study, apprenticeships, or first careers

Process & Motivations

We began with research into the motivations that influence young people considering a career at sea. Workshops with cadets across the UK provided invaluable insights into what attracted them to the programme, and how they viewed previous advertising efforts.

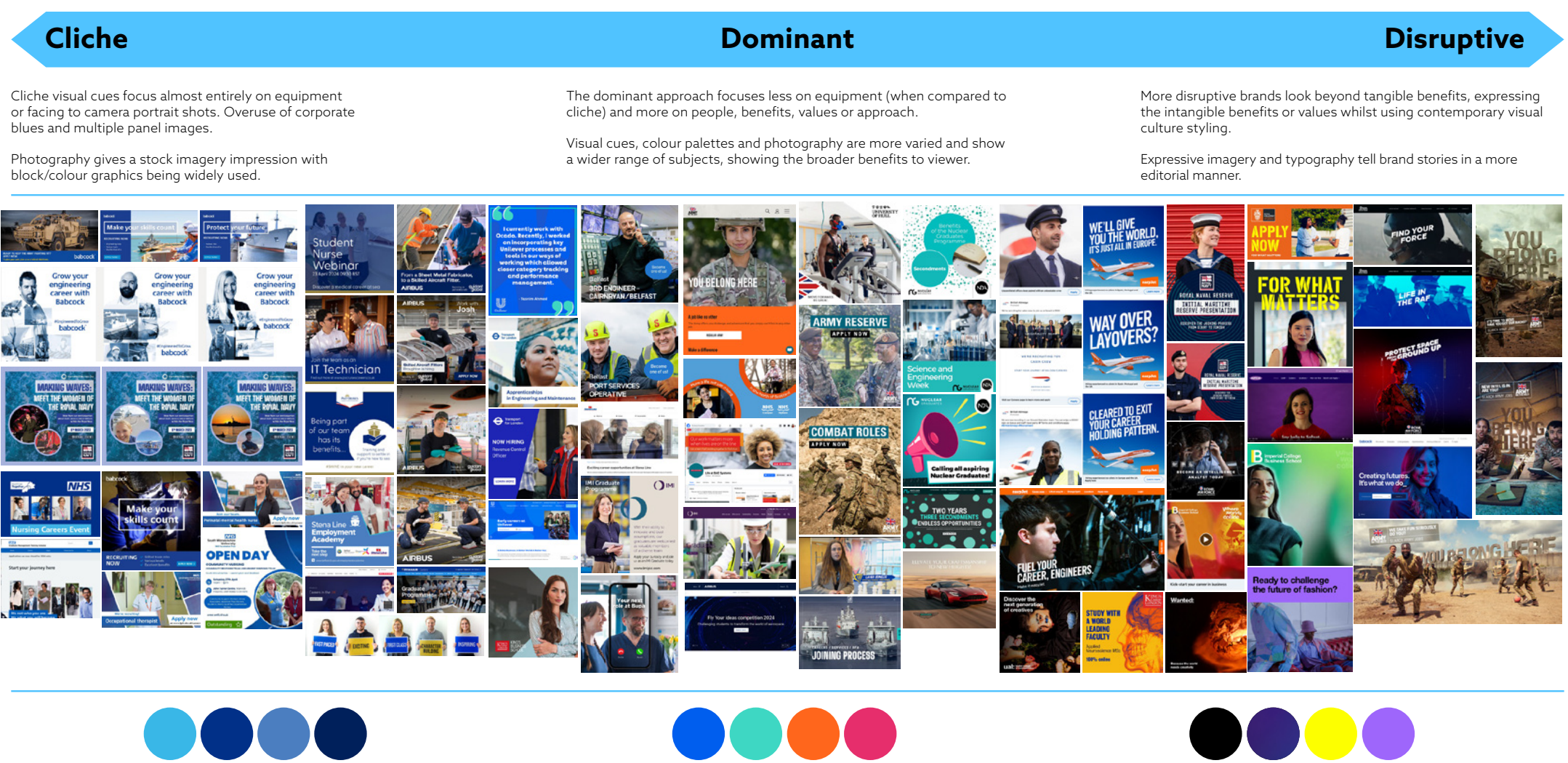
Stakeholder conversations included contributions from Nautilus, Fleetwood Nautical Campus, DFDS, and Clyde Marine. An online survey, distributed through colleges, generated 185 responses, with 80 cadets volunteering to take an active role in the campaign.

Motivations

- 1. Travel the world
- 2. Get an excellent salary and 'tax-free' prospects
- 3. Course fees covered by sponsoring shipping companies
- 4. Get paid while you learn as an officer cadet
- 5. Finish your studies debt-free
- 6. Work with the latest technologies
- 7. Enjoy an exciting lifelong career
- 8. Gain responsibility at an early age
- 9. Gain academic and professional qualifications
- 10. Have an excellent holiday entitlement

Creative Approach

We audited both the maritime sector and comparable industries – including teaching, universities, apprenticeships, and the armed forces – to understand how they engage the same audience.



Campaign toolkit

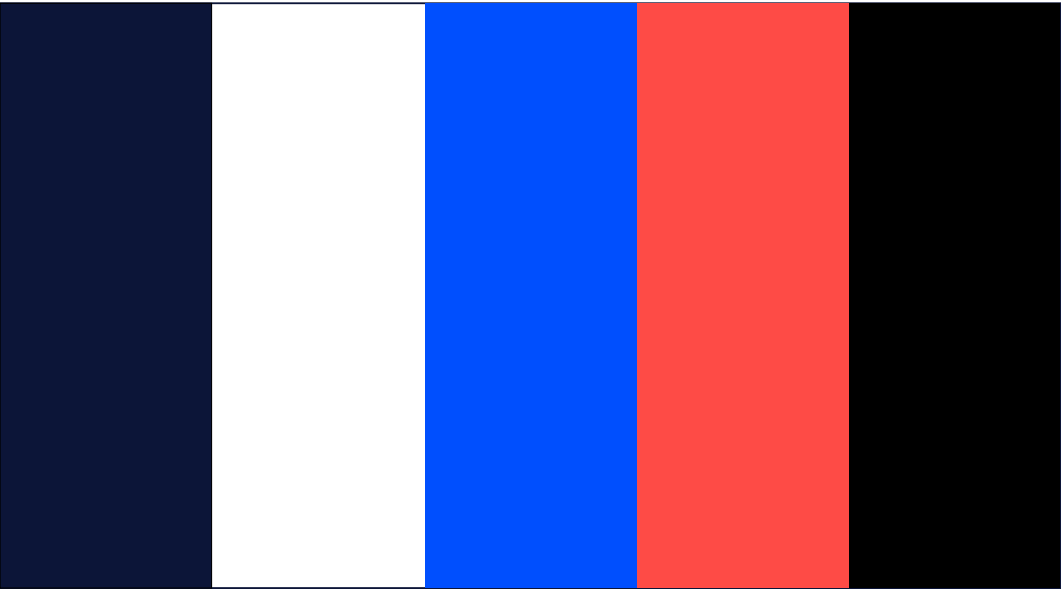
Logo



Symbol



Colour



Typography



Photography



Applications



Campaign messaging

There's always
more to sea

The campaign strapline of “There’s always more to sea” was supported by a range of headlines and messaging within a number of general categories.

We shaped a distinctive creative direction that would set Careers at Sea apart.

Careers at Sea

95%
of all goods arrive in
the UK by ship



♥️ 💬 📌

Careers at Sea

Work with
innovative
and advanced
technology



♥️ 💬 📌

Careers at Sea

Not your average
9-5



♥️ 💬 📌

A drop in
the ocean?



careers
at sea

Business
as usual?



careers
at sea

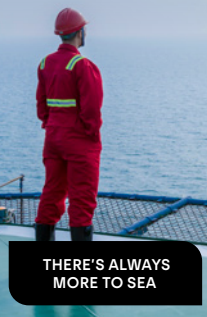
THERE'S ALWAYS
MORE TO SEA

The UK shipping
industry supports
650,000 jobs
in the UK



careers
at sea

For a
work-life
balance
that's right
for you



THERE'S ALWAYS
MORE TO SEA

careers
at sea

Business as usual?



CLICK HERE FOR
INFORMATION

careers
at sea

Business as usual?



THERE'S ALWAYS
MORE TO SEA

careers
at sea

Not your average 9-5



THERE'S ALWAYS
MORE TO SEA

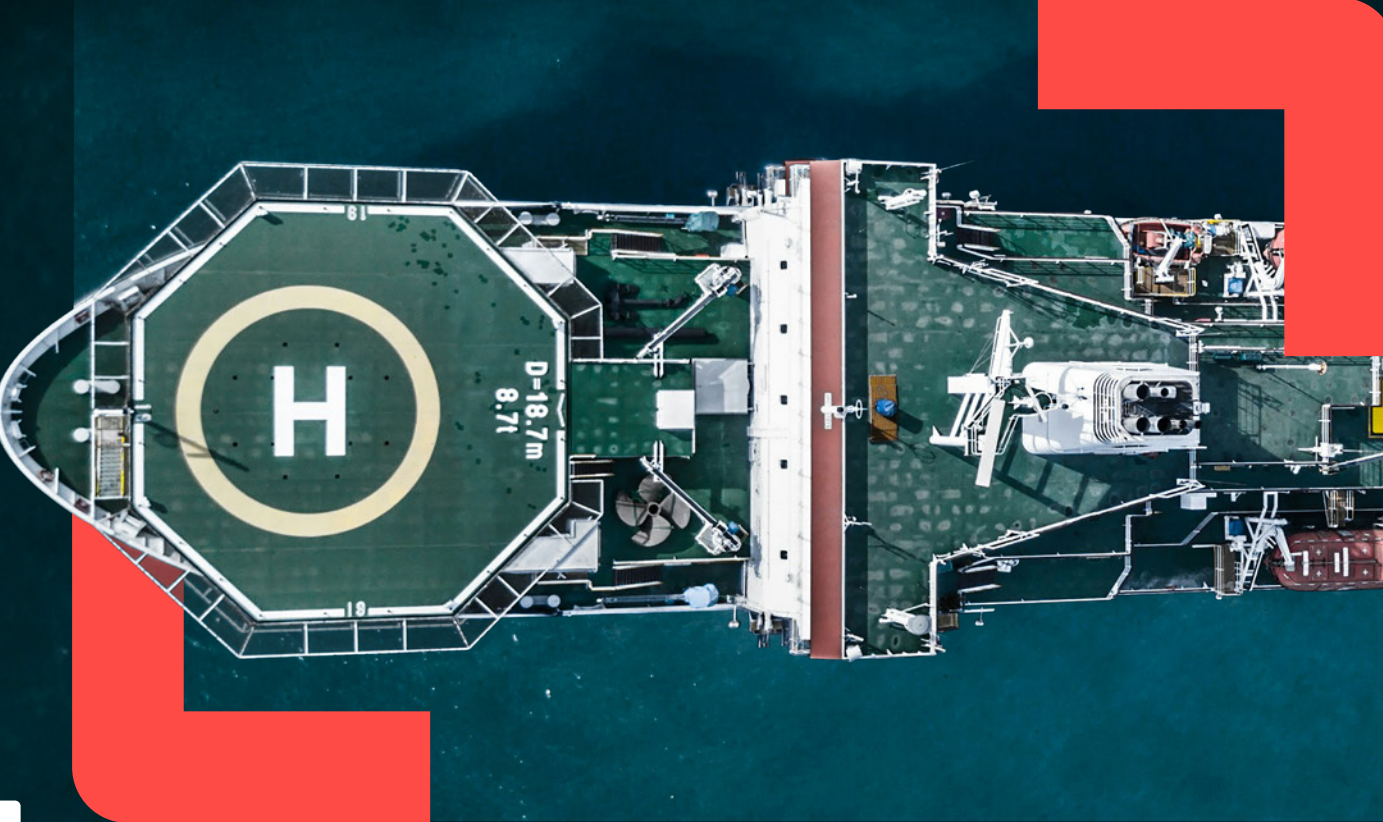
careers
at sea

YouTube

Careers at Sea

There's always
more to sea

EXPLORE CAREERS >



careers at sea
careersatsea.org

Learn more

Skip

24

Business
as usual?

The UK shipping industry
supports 650,000 jobs in the UK

THERE'S ALWAYS MORE TO SEA



SEARCH
CAREERSATSEA.ORG

careers
at sea

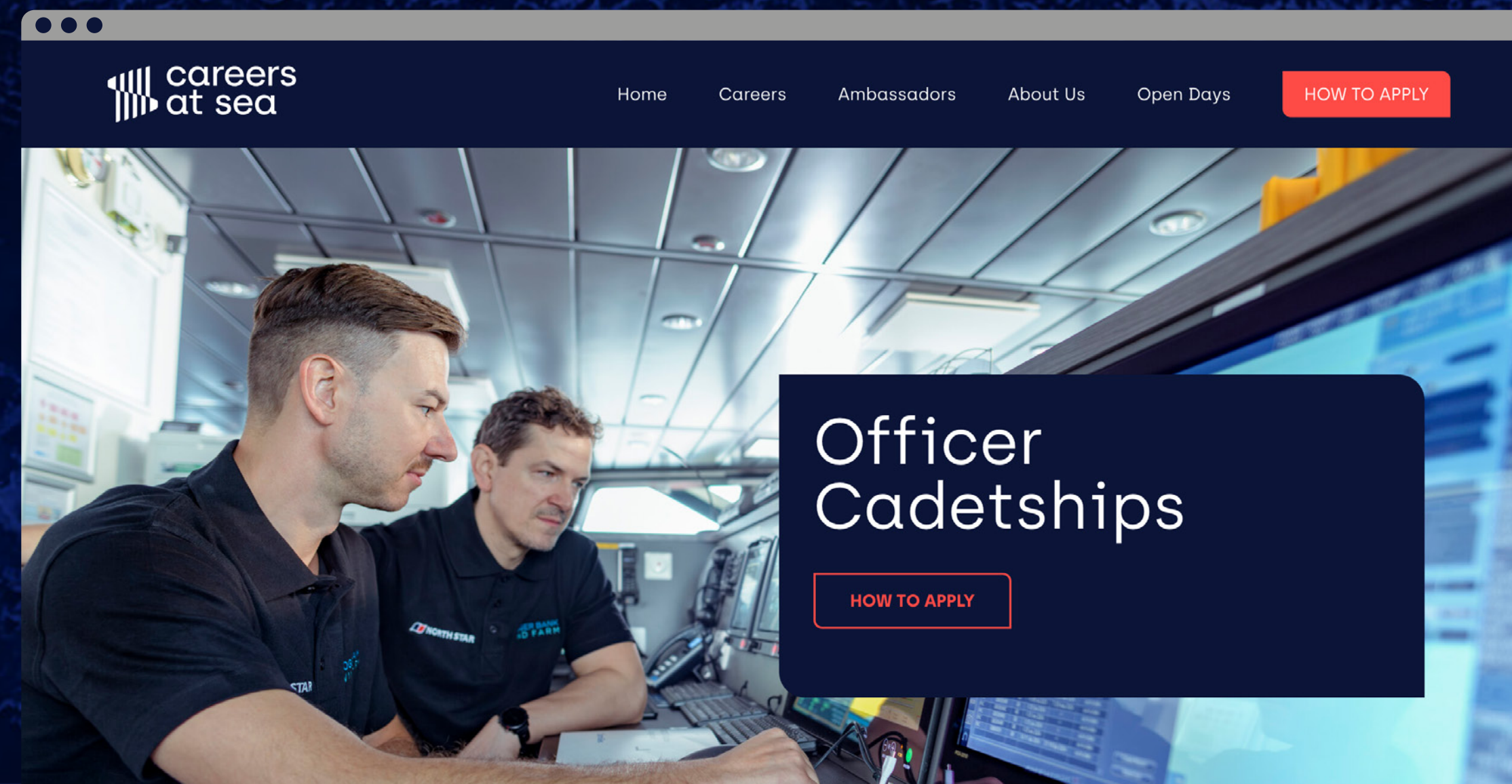
Campaign deliverables

Digital

Since launch the campaign has reached:

20.3 MILLION

people online

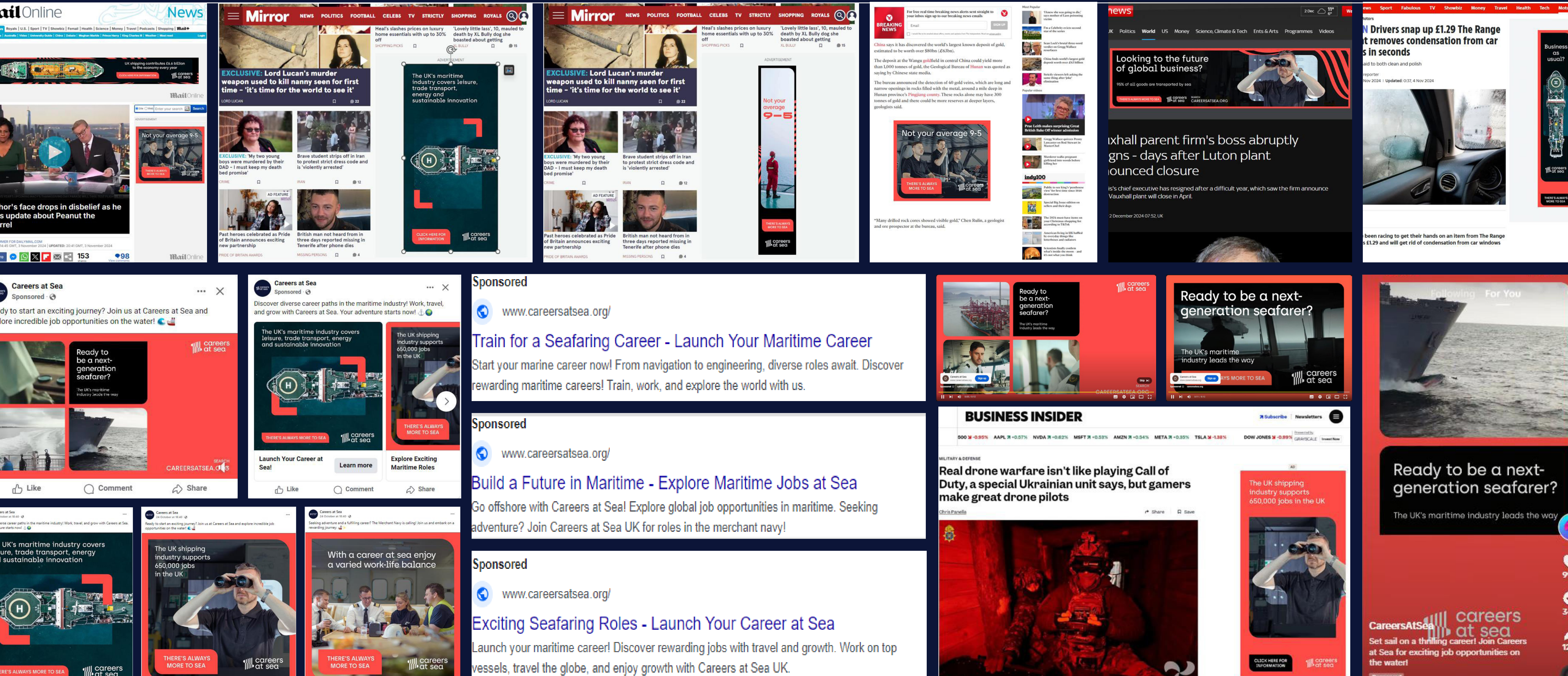


20%

month on month
increase in visitors
to the new website

Campaign deliverables

Digital



Campaign deliverables

Digital

Total Impressions

24.3 MILLION

Total Reach:
20.4 million
unique users
[UK-wide]

Total Clicks:
189,270

Average CTR:
0.78% [above
industry
benchmark]

Video Views:
3 million+

**'How to Apply'
actions:** 2,004

Website Visitors:
100–200 new
visitors per day

**Active Users on
site:** 41,000 [avg.
engagement 53
seconds]

Campaign deliverables

Out of home (OOH)



LAUNCH ACTIVITY

- Glasgow Transvisions
- Advans in Glasgow, London, Cardiff, Belfast

11.4m impacts [Advans not included – not on Route]



NOVEMBER ACTIVITY

- Train car panels across the country
- Roadside 6s [London, Cardiff, Glasgow, Edinburgh, Swansea, Belfast]

62m impacts [Belfast 6s not on Route]



JANUARY ACTIVITY

- Roadside 6s [London, Cardiff, Glasgow, Edinburgh, Swansea, Belfast]

5.9m impacts [Belfast 6s not on Route]



MARCH ACTIVITY

- LU 16 sheets

3.4m impacts



APRIL ACTIVITY

- Roadside 6s [London, Cardiff, Glasgow, Edinburgh, Swansea, Belfast]

7.6m impacts [Belfast D6s not on Route]

Campaign deliverables
Out of home (OOH)

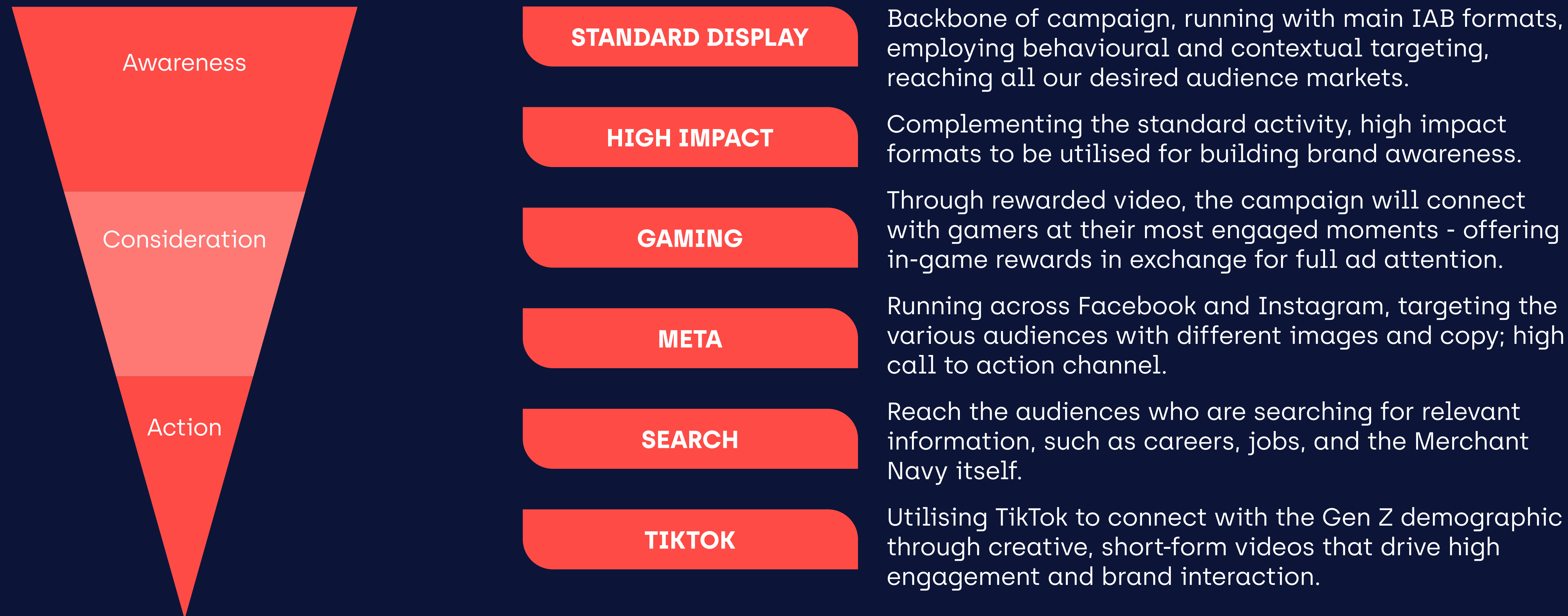
OUTDOOR – MAIN CAMPAIGN DELIVERY

90.3M
IMPACTS+



Year two plan

Digital advertising



Year two plan

Out of home advertising

Train Panels

- Southwestern Rail
- Scot Rail
- Northern Network
- South Eastern

Metro advertising

- Glasgow Metro
- Newcastle Metro

Roadside

- Southampton City Centre

London Buses

- Various bus routes across London



THANK YOU



Ready to
be a next-
generation
seafarer?

The UK's maritime
industry leads the way



THERE'S ALWAYS MORE TO SEA



SEARCH
CAREERSATSEA.ORG