

EMPLOYER BRANDING CAMPAIGN

PALFINGER

Adecco x V+O Bulgaria

THE TASK

IN A NUTSHELL, OUR TASK WILL BE TO **LAUNCH** PALFINGER'S NEWLY ESTABLISHED GLOBAL BUSINESS CENTRE IN SOFIA BY DEVELOPING **A STRONG AND INNOVATIVE EMPLOYER BRANDING STRATEGY** WHICH WILL HELP US ATTRACT THE RIGHT PEOPLE.

CONSIDERATIONS:

- COMPETITION IN AN OVERSATURATED MARKET
- INTRODUCTION OF A NOT-SO-WELL-KNOWN BRAND
- WHAT'S PALFINGER'S GBC'S USP?

IT IS IMPERATIVE THAT WE PLAY ON PALFINGER'S STRENGTHS I.E.
ITS CORE VALUES.

RESPECT. LEARNING. **ENTREPRENEURSHIP.**

PALFINGER HAS LONG-STANDING TRADITIONS BUT SHOULD ALSO
BE CONSIDERED AS A TRAILBLAZER WITH A START UP SPIRIT.

STRATEGY AT A GLANCE

BUILD A CAMPAIGN AROUND PALFINGER'S CORE VALUES BY PUTTING THEIR FUTURE EMPLOYEES IN THE SPOTLIGHT:

- A **BOLD PEOPLE-CENTERED CAMPAIGN** THAT IS INNOVATIVE BUT ALSO FOCUSES ON THE COMPANY'S TRADITIONS AND *LIFETIME EXCELLENCE* IT'S KNOWN FOR
- AN **ORIGINAL APPROACH** WHICH TESTS POTENTIAL CANDIDATES' ENTREPRENEURIAL SPIRIT, ENGAGEMENT AND PROACTIVITY
- DEMONSTRATING **AUTHENTICITY AND CONFIDENCE** IN WHAT PALFINGER CAN OFFER AS AN EMPLOYER
- A **NON-TRADITIONAL PARTNERSHIP** WITH AN INFLUENCER

CREATIVE DIRECTION



YOU COULD PLAY IT SAFE WITH...

**LET'S SWITCH
POSITIONS.**

BUT WE'D LIKE YOU TO BE...

BRAVE.

BOLD.

INNOVATIVE.

WHILST STAYING TRUE TO YOUR VALUES AND IDENTITY

**BE THE BOSS.
CHOOSE YOU.**

**TAKE THE LEAD. WE'LL
FOLLOW.**

**AT PALFINGER
IT ALL STARTS
FROM**

YOU.



VISION

**What attracted you
to our company?**

The way I fit in it.

PALFINGER

TAKE CHARGE. HIRE US.

Are you bold enough?

Are you?

PALFINGER

TAKE CHARGE. HIRE US.

**Would you step
out of your
comfort zone?**

**That's where
I belong.**

PALFINGER

TAKE CHARGE. HIRE US.

**What are your
weaknesses?**

**They are
my strengths.**

PALFINGER

TAKE CHARGE. HIRE US.

**Do you have any
questions for us?**

When can I start?

PALFINGER

TAKE CHARGE. HIRE US.

A high-angle, close-up photograph of a series of curved stone steps. The steps are made of light-colored, textured stone and are arranged in a semi-circular pattern. The entire image has a strong blue color cast. The word "APPROACH" is overlaid in white, bold, sans-serif capital letters on the left side of the image.

APPROACH

CAMPAIGN DEVELOPMENT

**OUR
CAMPAIGN
WILL BE
DESIGNED
AROUND
THREE KEY
PILLARS:**

- **INTERNAL
COMMUNICATION AND
EMPLOYER BRANDING
DEVELOPMENT**
- **MEDIA RELATIONS**
- **DIGITAL RECRUITMENT
CAMPAIGN,
PARTNERSHIP WITH
AN INFLUENCER AND
IMAGE BUILDING**

EMPLOYER BRANDING

WE'D LIKE TO FOCUS ON THE EMPLOYER BRANDING CAMPAIGN PRIOR TO THE OFFICIAL LAUNCH OF THE GBS CENTRE BY DEVELOPING:

- **AN AMBASSADORS' CLUB** – TARGETTING MIDDLE MANAGEMENT AND FORMAL AND INFORMAL LEADERS
- **INTERNAL COMMUNICATIONS TOOLKIT**
- **TEAM TRAINING SESSION**

MEDIA RELATIONS

STRAIGHTFORWARD APPROACH WHEN IT COMES TO THE MEDIA:

- **OFFICIAL ANNOUNCEMENT**
- **MEDIA EVENT** IN PARTNERSHIP WITH THE AUSTRIAN EMBASSY
 - INTRODUCE KEY PRESS TO THE NEWLY LAUNCHED GBS CENTRE AND BRIEF THEM ON THE NEW PROJECT

DIGITAL STRATEGY

- **LAUNCH OF PALFINGER'S OWN GBS CENTRE SOCIAL MEDIA PLATFORMS** – FACEBOOK, INSTAGRAM, LINKEDIN
- **INFLUENCER ENGAGEMENT** – TO HELP US DRIVE TRACTION ONLINE AND OFFLINE
- **SERIES OF POSTS** DEMONSTRATING A **BOLD, INNOVATIVE VISION**, INVITING THE AUDIENCE TO TAKE PART IN THE DECISION-MAKING PROCESS
- FOLLOW UP **AMBASSADORS' CAMPAIGN**



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INFLUENCERS