EMPLOYER BRANDING CAMPAIGN



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



LET'S SWITCH POSITIONS.

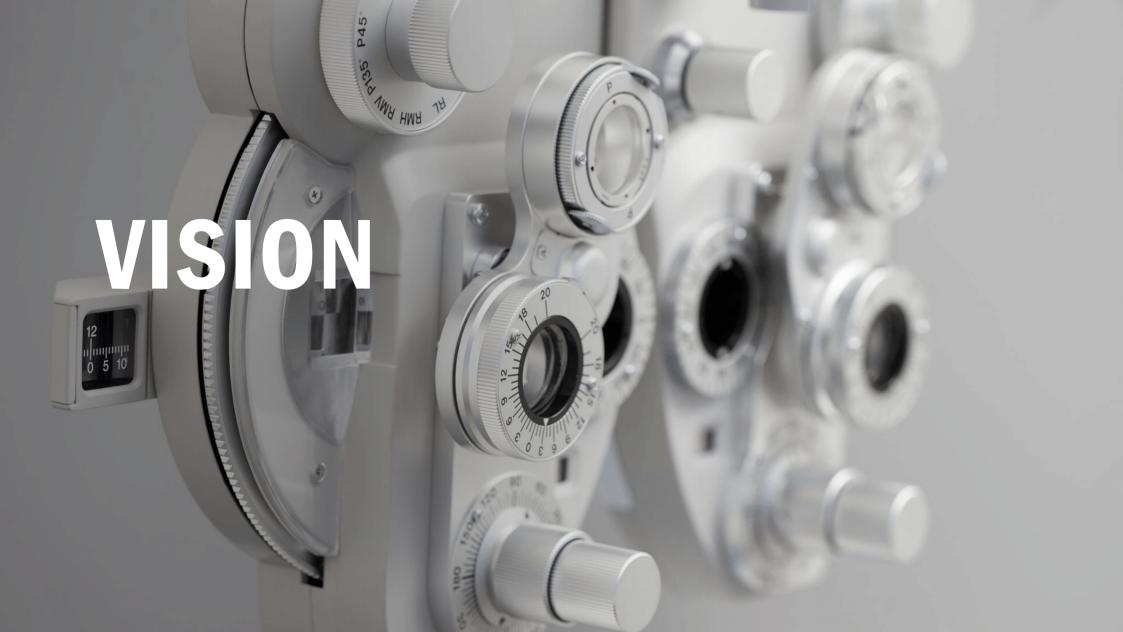
BRAVE. BOLD. INNOVATIVE.

BETHEBOSS. CHOOSEYOU.

TAKE THE LEAD. WE'LL FOLLOW.

AT PALFINGER ITALL STARTS FROM

YOU.



What attracted you to our company?

The way I fit in it.

Are you bold enough?

Are you?



TAKE CHARGE. HIRE US.



TAKE CHARGE. HIRE US.

Would you step out of your comfort zone?

That's where I belong.

What are your weaknesses?

They are my strengths.



TAKE CHARGE. HIRE US.



TAKE CHARGE. HIRE US.

Do you have any questions for us?

When can I start?



TAKE CHARGE. HIRE US.



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

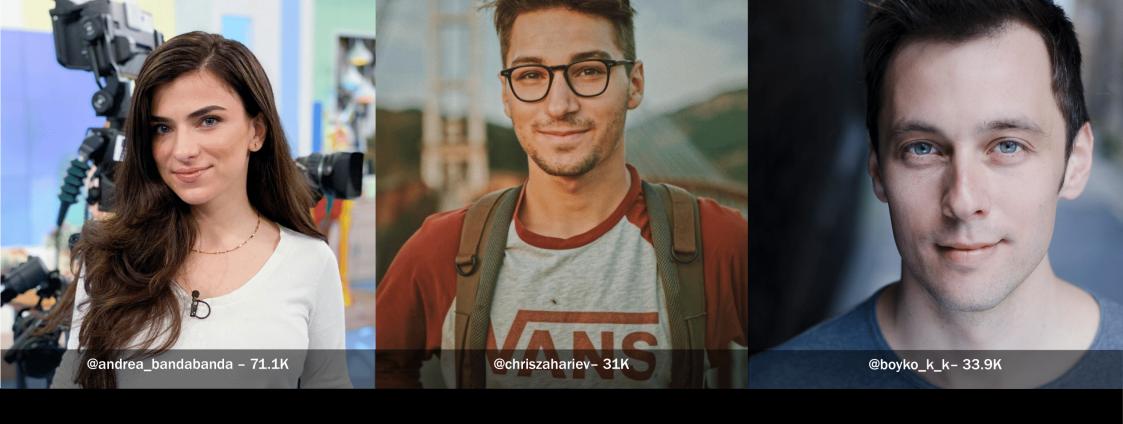
MEDIA RELATIONS

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



INFLUENCERS