

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**

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

RESPECT. LEARNING. **ENTREPRENEURSHIP.**

PALFINGER HAS LONG-STANDING TRADITIONS BUT WE WOULD ALSO LIKE IT TO BE CONSIDERED AS A TRAILBLAZER WITH A START UP SPIRIT WHERE THE EMPLOYEES ARE ENCOURAGED TO DESIGN THEIR OWN WORKING REALITY AND CREATE VALUE TOGETHER WITH THEIR EMPLOYER.

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.

The background of the image is a close-up, high-angle shot of a stone staircase. The steps are made of light-colored, textured stone and are arranged in a series of curved, overlapping bands that recede into the distance. A blue color gradient is applied to the image, starting from a lighter blue on the left and becoming a deeper, darker blue on the right, creating a sense of depth and movement.

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 THE ALREADY EMPLOYED MIDDLE MANAGEMENT AS WELL AS FORMAL AND INFORMAL LEADERS
- **INTERNAL COMMUNICATIONS TOOLKIT**
- **TEAM TRAINING SESSION**

MEDIA RELATIONS

STRAIGHTFORWARD APPROACH WHEN IT COMES TO THE MEDIA:

- **OFFICIAL ANNOUNCEMENT** TO TARGET MEDIA LIST
- **MEDIA EVENT** IN PARTNERSHIP WITH THE AUSTRIAN EMBASSY
 - **PURPOSE:** TO INTRODUCE KEY PRESS TO THE NEWLY LAUNCHED GBS CENTRE AND BRIEF THEM ON THE NEW PROJECT AS WELL AS THE BRAND
 - **VENUE:** GBS CENTRE (IF POSSIBLE)
 - **GUEST LIST:** MANAGEMENT TEAM, KEY PRESS, MEMBERS OF AUSTRIAN EMBASSY
 - **MATERIALS:** FULL PRESS KIT

MEDIA SNAPSHOT

WE WILL COMMUNICATE YOUR STORY AND KEY MESSAGES TO A TOP TIER TARGET MEDIA LIST. BELOW IS A SNAPSHOT OF SOME OF THE TITLES WE'LL BE APPROACHING (THE LIST IS NOT EXHAUSTIVE)

BUSINESS MEDIA – CAPITAL, DNEVNIK.BG, INVESTOR.BG, BLOOMBERG.BG, DARIKNEWS.BG, ECONOMYNEWS.BG, ECONOMIC.BG, PROFIT.BG, MONEY.BG, FORBES MAGAZINE

HR MEDIA – KARIERI.BG, ECONOMY.BG

CONSUMER-ORIENTED MEDIA – 24CHASA.BG, VESTI.BG, OFFNEWS.BG, MEDIAPOL.BG, NOVINI.BG, DNES.BG, BNR, DARIK RADIO, DIR.BG, ACTUALNO.COM

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**

CREATIVES.

DECISIONS, DECISIONS...

IN ADDITION TO THE ABOVE MENTIONED DIGITAL APPROACH, WE'D LIKE TO SUGGEST **A FUN FOLLOW UP IDEA** WHICH GIVES THE OPPORTUNITY TO YOUR EMPLOYEES TO BE A PART OF THE DECISION-MAKING PROCESS AND ALSO REITERATES YOUR KEY MESSAGES AROUND BUILDING AND DESIGNING THE WORKING REALITY TOGETHER:

- **FILM A SERIES OF SHORT CLIPS** FOR YOUR SOCIAL CHANNELS WHERE YOU'D BE ASKING YOUR EMPLOYEES TO: E.G. PICK AND NAME THE COUCH IN THE WAITING ROOM; DECIDE IF THEY NEED AN OFFICE PET; PICK A DAY OF THE WEEK ON WHICH EVERYONE DRESSES IN FULL 3-PIECE SUITS , ETC
- **PURPOSE:** FITS WELL WITHIN THE BOLD AND INNOVATIVE THEME BUT ALSO FOCUSES ON ONE OF YOUR KEY MESSAGES I.E. YOU'RE OPEN TO CHANGE AND WOULD ENCOURAGE YOUR EMPLOYEES TO CONTRIBUTE AND BE A PART OF THE WHOLE PROCESS

JOIN US, IF YOU DARE

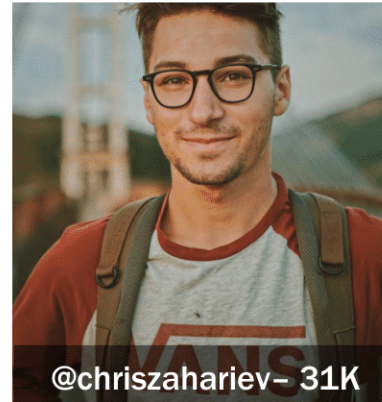
ANOTHER WAY OF ENGAGING WITH YOUR TARGET AUDIENCE IS BY **PUTTING YOUR MIDDLE MANAGEMENT TEAM IN THE SPOTLIGHT**, I.E. THE ALREADY EMPLOYED MEMBERS OF THE TEAM WHO ARE STILL ON THE HUNT FOR THE PERFECT CANDIDATE TO JOIN THEIR TEAM:

- THIS COULD BE DONE VIA **SHORT POSTS** WITH INDIVIDUAL PICTURES **OR SHORT VIDEOS** OF THEM EXPLAINING WHAT SORT OF PERSON/PEOPLE THEY'RE LOOKING FOR AND WHY THEY SHOULD BE JOINING THEIR TEAM
- **PURPOSE:** THE COMPANY IS NOT ONLY DEMONSTRATING TRANSPARANCY BUT ALSO CHARACTER I.E. IT'S BOLD AND FUN, AND A DESIRED CHOICE WITHIN THE TARGET GROUP. TARGETING AND PRESENTING THE MIDDLE MANAGEMENT TO THE PUBLIC IS ALSO A KEY STEP AS THESE ARE THE PEOPLE WHO WOULD BE THE MAIN MOTIVATORS FOR SOMEONE TO JOIN, PUSH FORWARD AND DEVELOP OR QUIT.

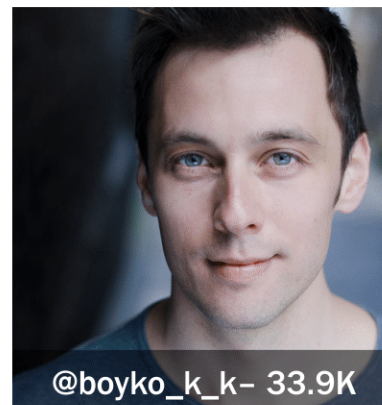
INFLUENCERS



ANDREA IS A TV CO-HOST AND A VIDEO CREATOR. SHE'S TAKEN PART IN A NUMBER OF CREATIVE CAMPAIGNS IN PARTNERSHIP WITH LIDL, VIVACOM, MINI COOPER, ETC. WE SEE HER AS THE 'HOST' OF THE PALFINGER CAMPAIGN.



CHRIS IS AN INFLUENCER, VLOGGER AND ALSO THE 'BULGARIA'S GOT TALENT' BEHIND-THE-SCENES HOST SO WE THOUGHT HE'D BE PERFECT FOR THE JOB. THINK 'PALFINGER'S GOT TALENT' TYPE OF CONTENT.



BOYKO KRASTANOV IS VERY POPULAR WITHIN YOUR KEY DEMOGRAPHIC. HE'S AN ACTOR AND HE'S PLAYED IN SOME OF THE MOST POPULAR BULGARIAN SERIES. WE THOUGHT HE COULD PLAY THE PRODUCER IN THE 'PALFINEGER' MOVIE WHERE HE GETS TO PICK HIS NEW CAST.