

VIRAL – DIE KLAPPE 2017

RECRUITING

DATUM:	07.11.2017
VERANTWORTLICH:	Birgit Berthold-Kremser
KURZE PROJEKTBESCHREIBUNG	<p>Swarovski is seeking young talents and apprentices for their locations in Wattens (AT) and Männedorf (CH). Since the openings at Swarovski vary from office- and creative- to tech- and blue-collar-jobs we don't want to focus on a certain segment or profession.</p> <p>The key message is: Swarovski is the most attractive employer for all roles and professions and an excellent place for learning/starting a career.</p> <p>Employer Branding Mission Statement: “(At Swarovski) we add sparkle to people's everyday life”</p> <p>OUR PEOPLE PROMISES:</p> <p>1. Inspiring Inspiring passion in ourselves and others We value people who show a real passion for what they are doing, and who inspire it in colleagues and customers</p> <p>2. Nurturing Nurturing our passion and walking the talk When you join Swarovski you become part of something big. As a company, and in our teams, we live by family values. Wherever you go, you'll find a caring environment where personal passion drives company performance</p> <p>3. Empowering Empowering your entrepreneurial spirit We need people who always strive for brilliant results. Whatever your role is, we'll encourage you to reinvent and reinvigorate; achieving the best for Swarovski and you. And we'll reward you with the opportunity to learn and grow</p> <p>4. Celebrating Celebrating what you do and how you do it We recognize and reward individuals and teams at all levels who approach their job with true passion, live our values and drive performance.</p> <p>BRIEFING:</p>

SWAROVSKI

	<p>Create an emotional, entertaining, fun to watch online film (that people would want to share and pass on) that portrays Swarovski as “attractive employer” to our - sometimes very young - target group.</p> <p>We want an authentic, contemporary, young, eye leveled tone of voice yet, we don't want to scare away parents (often very involved in career desicions) or compromise Swarovski's cedibility as an international high tech, fashion and design player.</p> <p>The film should end on a call to action: website, email, phone number ...</p>
ZIELGRUPPE(N):	<p>EITHER:</p> <p>Apprentices: Pupils at the age of 14/15 and their parents.</p> <p>OR</p> <p>Young talents: people between 16 and 22 years that are about to join the workforce or are at an early stage of their career.</p>
ACTIONPOINT:	All Swarovski's social media cannels und websites. Mobile, Snapchat, ...
DEADLINE:	Deadline for the concept entry at Die Klappe is 01.02.2018
ANGEBOT INKL. PRODUKT:	Viral- and/or online-film 30 to 60 seconds.
VORGABEN (Bilder, Texte, o.ä.):	In line with Swarovski's corporate design and brand standards (logo, font, colors, etc)
ZUSÄTZLICHE INFOS:	30-60 sec.

Please find enclosed two Employer Brand communication brochures (one specifically for apprentices, one for all audiences) just to give you an over-all idea of the topic. You can also find further information via <https://www.swarovskigroup.com/S/careers>