

# HOSPITALITY CAREER

SHARE YOUR TALENT WITH THE REST OF THE WORLD

A BRANDING PROJECT





# WHY?

To ensure  
an educated workforce  
for the future

# HOW ?

Increase awareness about  
the hotel- and restaurant industry

Highlighting its  
many job- and career possibilities

# WHO?

15-20 year olds

Generation Z

Digital individualists

# THE MOVIE



HORESTA

3F

# THE CAMPAIGN

- Focus on SoMe
- KPIs are on driving engagement



**WE LOVE GUESTS**  
HOSPITALITY CAREERS

Til dig der altid tilbyder din plads i toget  
når alle de andre bliver siddende

**DEL DIT TALENT  
MED RESTEN  
AF VERDEN**

Vi elsker gæster - og vi er til for at skabe glæde og værdi  
gennem oplevelser. Du har talentet. Vi har mulighederne.

Hvem ved - måske ligger din karriere i Hotel & Restaurationsbranchen?  
[www.weloveguests.dk](http://www.weloveguests.dk)

**HORESTA** 



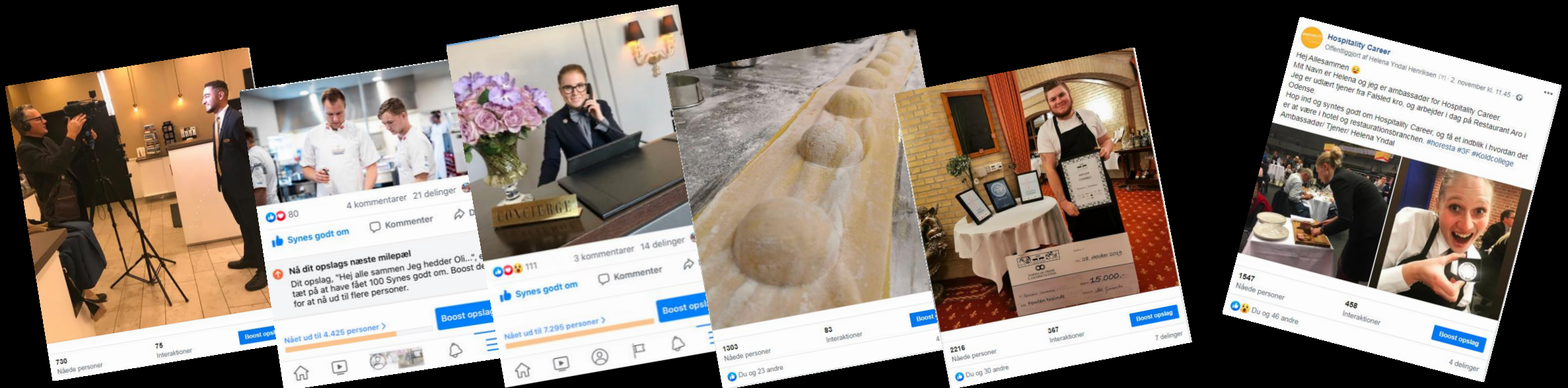




# THE AMBASSADORS

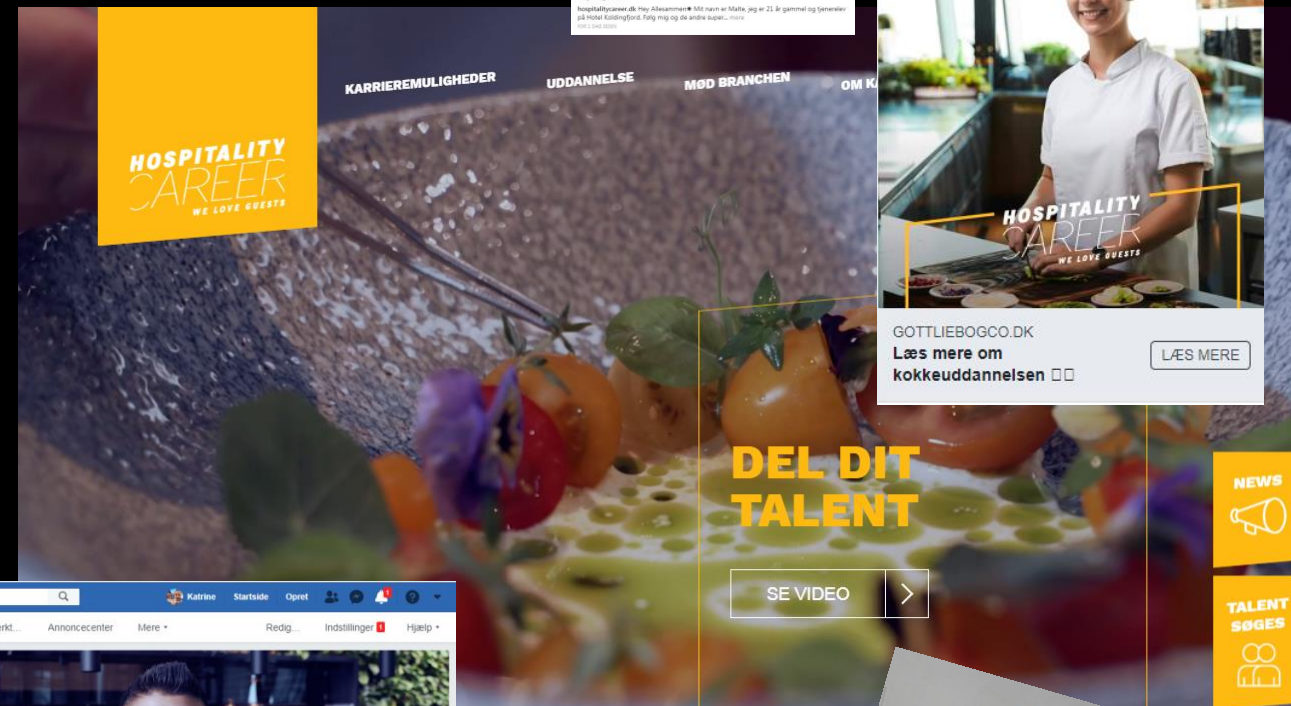
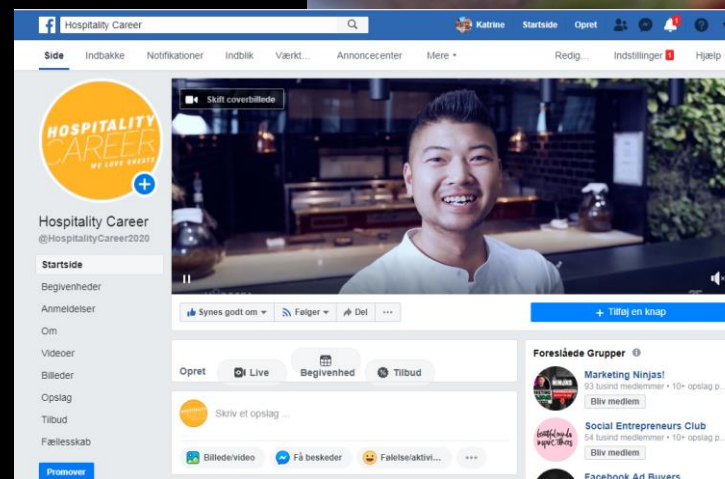
Our 15 ambassadors play a crucial role in the campaign:

- They are young, in the industry, from all parts of Denmark and all types of businesses.
- They are daily users of social media. Therefore confident in communicating their work life through these medias.
- And it works: One month after launch their posts reached 41.000 people



# THE TOOL BOX

- Campaign site with job bank and talent database
- Ambassador corps
- Facebook + Instagram profiles
- 1 main campaign movie
- 5 short career movies for web/SoMe
- 3 short Snapchat movies
- 2 Influencer movies
- Adverts
- Face2Face activities







## THE INFLUENCERS Jaxstyle & Signe Kragh:

1. Jaxstyle highlights the **high professionalism** and **sense of community** in the restaurant industry.
2. Signe Kragh raise awareness of **career possibilities** and **life style** the hotel industry.



# THE RESULTS



# NEXT STEP

A **face2face** driven campaign

- Visits to schools
- Events
- Influencers

QUESTIONS &  
COMMENTS?