

“Porsche dream jobs”: Porsche honing its image as an attractive employer

11/07/2023 Porsche will be showing what will continue making the company an attractive employer for people with ambitious dreams in future with its new employer branding campaign, “Porsche dream jobs”, from the start of July.

The company is placing employees from its various divisions at heart of its campaign, who share intimate insights into the dreams that motivate them. The images and videos have been made in the style of a collage, and are aimed at ambitious junior talents and competent professionals in equal measure.

Employees and their own personal dreams spotlighted

Porsche has been making dreams come true for 75 years. Yet “Driven by dreams” doesn't just apply to

sports cars lovers all over the world: just like the brand's customers, its employees are also driven by dreams. The highly qualified and motivated team is at the core of Porsche's success. Employees and their own personal dreams are now being spotlighted by a campaign with which Porsche is further refining its employer image.

"Our employees shape the success of Porsche with their own personal dreams and perspectives," as Andreas Haffner says, the Member of the Executive Board for Human Resources and Social Affairs at Porsche. "For junior talents in particular, the opportunity to make a meaningful difference is decisive when it comes to the choice of their employer. This is exactly the positioning of our campaign.

Campaign with a clear message

Over the course of its transformation, Porsche is focussing its recruitment drive on future technology: the company needs to fill around 1,000 vacancies in its IT and technology divisions. What's more, younger generations' expectations of an employer in particular have changed: for many of them, a job that gives them a sense of purpose is just as important as the salary, for example. When it comes to the question of a personal sense of doing something meaningful, the campaign sends a clear message: Porsche is exactly the right place for people who follow their dreams. Porsche's unique corporate culture forms the basis for this, being characterised by innovative strength and a team spirit, among other qualities. Porsche also aims to use its campaign to address all relevant target groups – from trainees and graduates to production specialists and experts from the areas of software, IT or technology.

With headings such as "Searching for dynamic dreamers" and "Your dreams start when you're studying. Then they get bigger", the various images present individual employees and describe how they realise their own dreams, along with the dreams that drive Porsche's customers. The employees portrayed form an eclectic mix from different divisions, age groups, educational backgrounds and management levels. Using a collage style for the imagery helps convey this individuality. Each image is unique and encourages reflection. The individual elements in each image grant insights into the specific activity, as well as into the personal interests and dreams of the individual employees. What's more, elements from Porsche's history are combined with a look ahead to the future.

The campaign kicks off in Germany at the start of July, while its international roll-out is planned for 2024. The sports car manufacturer will be placing the content on various online and offline channels. A starter pack for the campaign can be found at the website porsche.de/dreamjob, to which more target group-specific content and formats will be added as the campaign progresses.

Video

https://newstv.porsche.com/porschevideos/249346_en_3000000.mp4

Link Collection

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