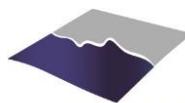




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SOUTH BALTIC
PROFESSIONALS

Regional communication and marketing conception as a base for attracting qualified employees *(summary)*

**in the context of the Project „SB-Professionals - Labour Market
Dynamics and Attractive Business Environments
in the South Baltic Region“**

Ordering customer:

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Rostock, 20th of December 2012



Summary

The rate of unemployment in Vorpommern has been declining for years. Meanwhile, the number of vacant positions in some sectors is on the increase. At the same time, it is estimated that by 2030 the population in the district of Vorpommern-Greifswald alone will have dwindled by up to 8.9 % and for the district of Vorpommern-Rügen by up to 15.3 %.

The shortage in skilled personnel is mainly felt in:

1. tourism/gastronomy
2. health/health care
3. maritime industry/energy industry, IT
4. service industry/trade

Conditions are also partially similar in the neighbouring German states. However, Vorpommern has an advantage in terms of its quality of life. The rates of unemployment in nearby regions of Poland are higher and wages lower. Therefore, recruitment of skilled personnel will mainly focus on neighbouring German states and from the neighbouring EU countries.

The campaign aims to promote and raise awareness of Vorpommern as an attractive region in which to work (learn/study) and live (living) to the target group.

Advantages of Vorpommern to be communicated

- Growing job offers provide good career opportunities
- Cost of living, rent, land prices are usually below the national average
- High quality of life: Baltic Sea, beach, nature, climate, landscape, expansive countryside, peace, attractive historic building culture (Gothic brickwork, resort architecture)
- Good leisure facilities in a popular holiday region, especially water sports.
- Family-friendly due to high density of childcare services

Core Target Groups

- Job starters, professionals with brief work experience
- Students just before graduating school, successful school leavers
- Students just before graduating uni, college and university graduates
- People interested in studying (but not core target group)
- Apprentices, graduates of volunteer services

- Singles, those planning families, young families
- Those who enjoy being part of a group in their spare time (parties, sports)
- Those looking for an exciting, promising region for launching a career
- High affinity to urban centres



- A change (relocation) is relatively easy (particularly as no ties exist)
- Can principally be addressed via new media
- For those who come from Germany, they know Vorpommern partly from holidays, from class trips, aspects of this could be addressed
- For those who come from abroad, they don't know Vorpommern but have a high regard for Germany

Strategy

The first communication of the campaign focuses on active measures (e.g. headlines, posters) of bringing skilled workers from other federal states and neighbouring EU countries (not on bringing them back or keeping them).

Focus for the source regions are on the conurbations of Berlin / Potsdam and Hamburg. A second focus is on the Greater Szczecin area. As soon as the existing potential has been exhausted from these areas, other more remote areas will be addressed.

The key visuals of the campaign will focus on young people. Background: We assume that the young people must be addressed primarily through emotional images, while older people stick to the facts more, also read text ads and generally inform themselves more thoroughly.

Central Message

Live and work on Germany's sun deck

Conversion (operation target)

Further information on the website www.deutschlands-sonnendeck.de

Imagery

We can make strengths from supposed weaknesses. So, peaceful images with unique landscapes and lots of sky work emotionally against structural weaknesses and a dwindling population. Modern buildings, high-tech companies, research institutions also «fight» against prejudices. We show front-runners, thereby showing that success and progress are absolutely possible here.

Sympathetic, agile, athletic, life-affirming and self-confident people, real »types«, who like living and working here represent success. A representative advertises each industry. All the industry representatives are together on a general motif advertising the region. This is the central motif for communications abroad.

Measures Domestic (selection)



- Website deutschlands-sonnendeck.de with integration into social networks, with an interface to a job portal, with newsletter, with online advertising
- Flyers, ads, posters
- Promotional campaigns, visits from job fairs and tradeshow – often in cooperation with partners

Measures Abroad - Greater Szczecin area

3 goals for Poland

1. Win skilled workers for Vorpommern for the long-term
2. Win students for vocational training
3. Win skilled workers / temporary staff for the high season

Address

1. Communicate vocation training and job (work)
2. Communicate Germany's sun deck (life in Germany)

Cooperation with Employers

- Platform for employers / create market players > there experience exchange, cooperation for joint actions in Poland
- Conference / Meeting with employers / Market Players: How have we / can we address, win, commit Polish skilled workers

Recommendations for Action

- Polish flyer > distribution by all campaigns and information points
- Advertising on ride-sharing portals
- Poster / wide-spread adverts are not recommended; advertising at most in special publications on subjects »Working / Working Abroad / in Germany«)
- Cooperation with EURES counselling centre in Greifswald and Pasewalk
- Polish landing page
- www.deutschlands-sonnendeck.de preferably in Polish, at least in English (with Polish and English domain)
- Cooperations with www.cleveres-köpfchen.de, www.make-it-in-germany.com and other portals for job seekers from abroad
- Campaign, promotion, event, guerilla
- Visit job fairs, introduce professions, explain career opportunities
- Utilise German courses, German lessons in Poland as well as language holidays in Germany and introduce »German Jobs / Vocational Training«
- Address in (Greater areas) discos (bordering Germany and Poland; there young people in groups); in clubs and leisure facilities; at festivals



- Utilise German sports clubs / cross-border sporting events (e.g. international marathon > also have interest in young talent; sport has high commitment strength