



## Press Release

Hamburg, 1 February 2018

# **Employer Branding – recruitment video spots starring corporate influencers at OTTO**

**Passion, change, and the future are the focal points the three recruitment video spots released by the Hamburg-based online retailer – with its own employees in the leading roles.**

A dim light covers Hamburg...and a woman's silhouette gradually appears. She's looking over the city's rooftops, observing the bustle beneath her and thinking: *"Change in life usually means chaos at first."* The OTTO Job Ambassadors use fast-changing imagery with futuristic projections to describe their passion as well as their vision of work and the future.

The three new recruitment video spots are consistent with the online retailer's current HR marketing strategy, and depict real employees making real statements. "We didn't want to produce run-of-the-mill employer videos. Our objective was to ignite passion and generate attention among talented potential recruits", explains HR Marketing Analyst Frauke Wengerowski.

OTTO launched its [Job Ambassador Programme](#) back in October 2017. Since then, more than 160 employees have signed up for various training courses and have been trained as OTTO Job Ambassadors. "The new video spots represent another vital element for our digital employer brand. In order to outmanoeuvre our competition when hiring potential talents we provide genuine insights and make our passion tangible – nobody can do this better than our employees themselves.

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local court of Hamburg, HR A 62 024, General Partner: Verwaltungsgesellschaft Otto mbH, Hamburg, local court of Hamburg, HR B 13 762 represented by: Alexander Birken (Chairman) • Dr Rainer Hillebrand (Vice Chairman) • Dr Marcus Ackermann • Petra Scharner-Wolff • Hanjo Schneider

Members of the OTTO Management Board: Marc Opelt (Spokesman) • Dr Michael Heller (Deputy Spokesman) • Dr Michael Müller-Wünsch • Katy Roewer (special proxy holders)

Supervisory Board: Dr Michael Otto (Chairman)

Deploying your own people as ambassadors is fully aligned with this insight, as they embody our company culture", says Katy Roewer, Member of the OTTO Management Board, Service and HR.

**As a central hub**, the microsite <https://www.otto.de/film-ab> brings the video spots together and offers additional insights on working at OTTO. Click here for the direct links:

- [Future](#)
- [Change](#)
- [Passion](#)

**Key facts about the video spots:**

- Format: three video spots and additional content formats
- Concept & Production: Jan Brockmann / 27 Kilometer Entertainment GmbH
- Camera: Sin Huh

*For further information please visit [www.otto.de/unternehmen/en](http://www.otto.de/unternehmen/en).*

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