

Employer branding ProRail

15 November 2018

Pier Eringa, CEO ProRail



ProRail

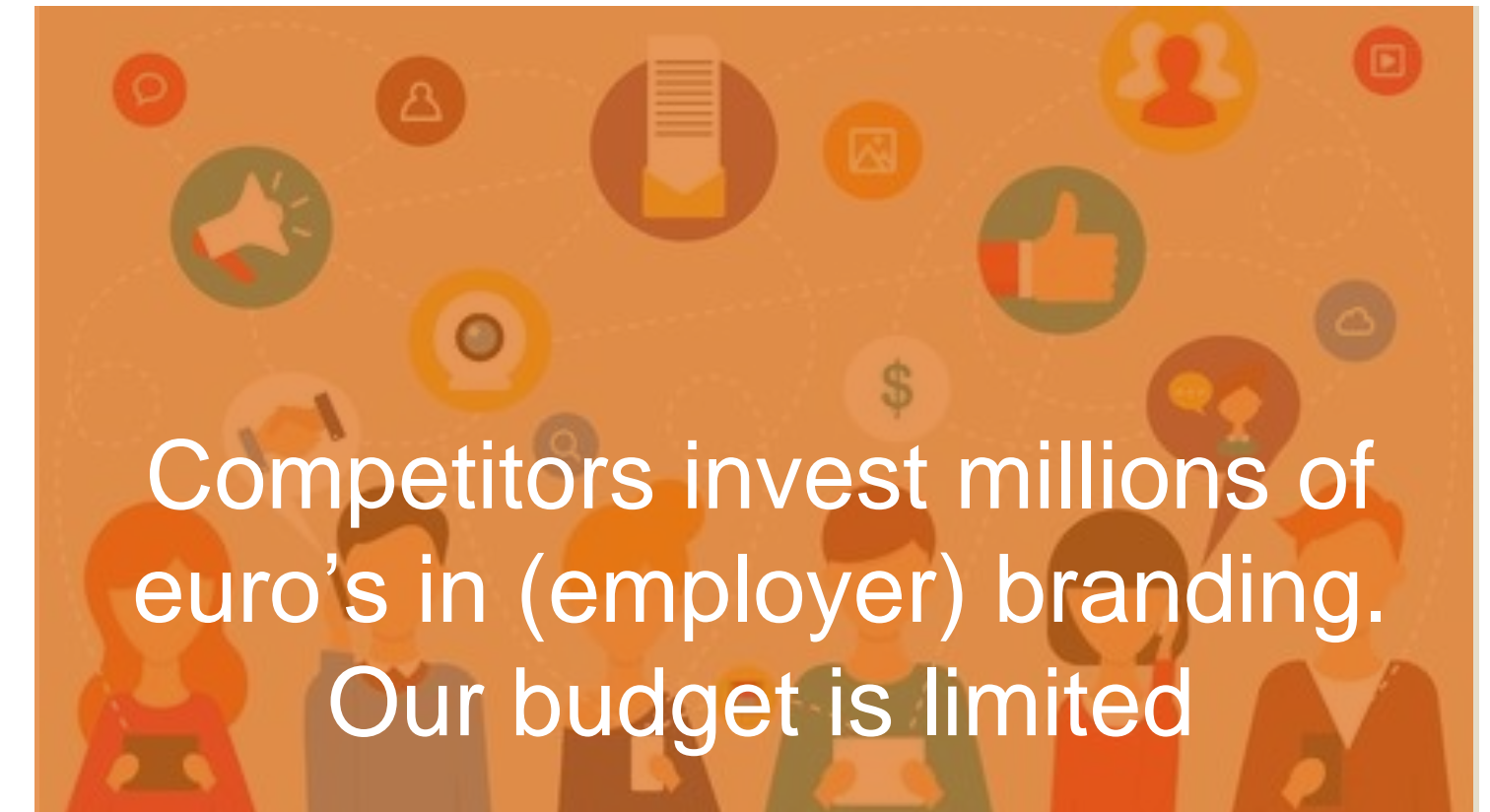
Burning platform



Candidates don't consider ProRail because of the bad/incorrect image



Difference between ProRail and Dutch Railways isn't clear



Competitors invest millions of euro's in (employer) branding. Our budget is limited



Labor shortage was never as high as it is today



Millenials are looking for meaningful work with impact

Rigorous mindshift is needed

Our target audiences have to change their current outdated and incorrect image of ProRail into:

ProRail is the innovative creator of sustainable mobility

With the pay-off: ProRail. Verbindt, Verbetert, Verduurzaamt.

(Connects. Improves. Makes it more sustainable.)



We needed a creative concept that opens mailboxes

Insight: ProRail and its target audiences are on the same side. We are all against pollution and in favor of the conservation of the earth. We are all in favor of beautiful buildings and against boring buildings. So we came up with an Anti and Pro



Selection of campaign creatives

Radio re-introducing ProRail 'Je kent ons wel, maar je kent ons niet'.



'Toupet'

'Omlopen'

'Eenheids-
worst'

'Wild'

'Zonnedak'

Out of Home



Social channels



HR Events



Job branding - teasers



Selection of campaign creatives

(2)

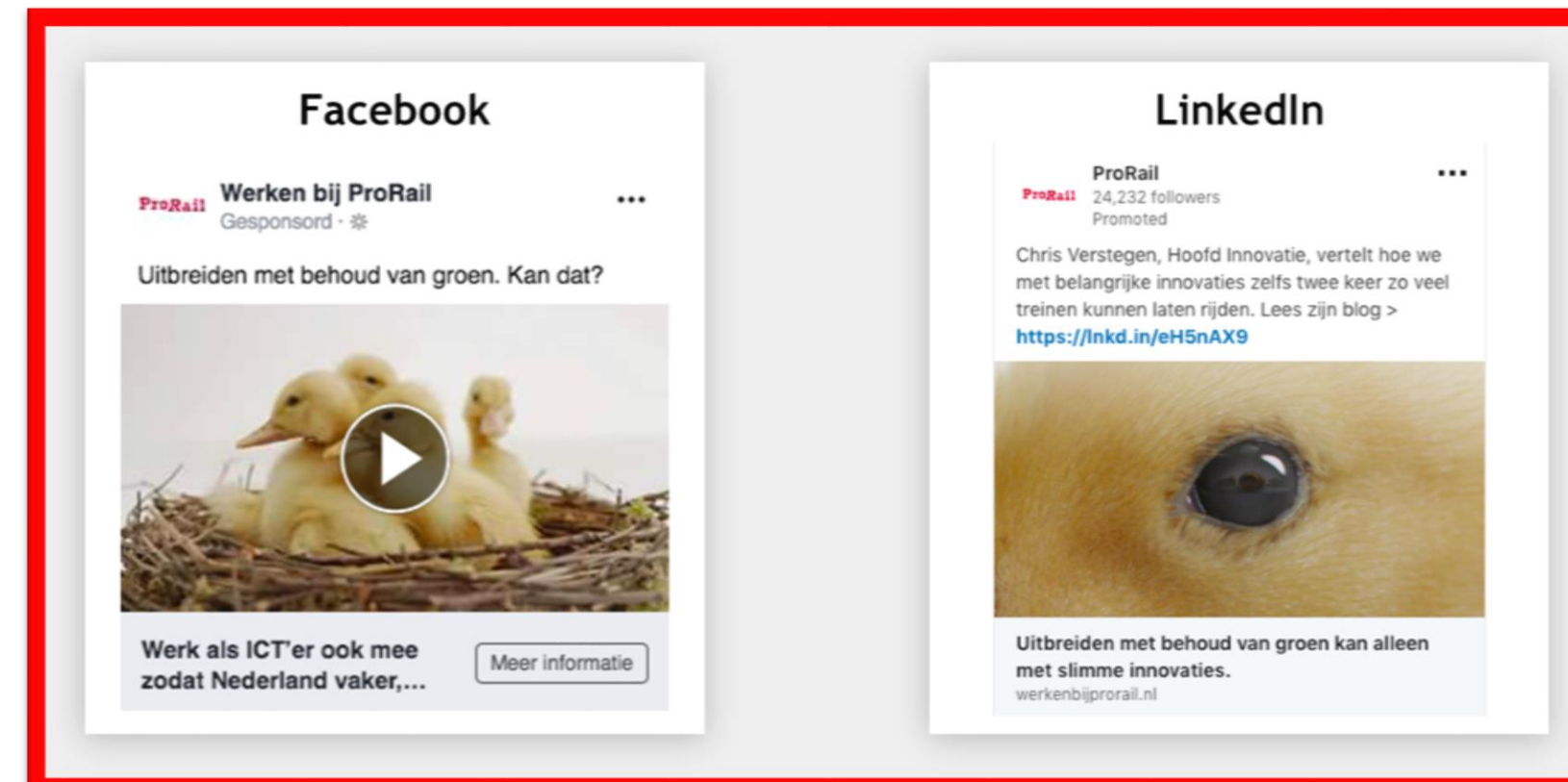
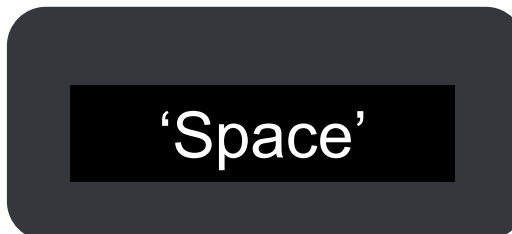
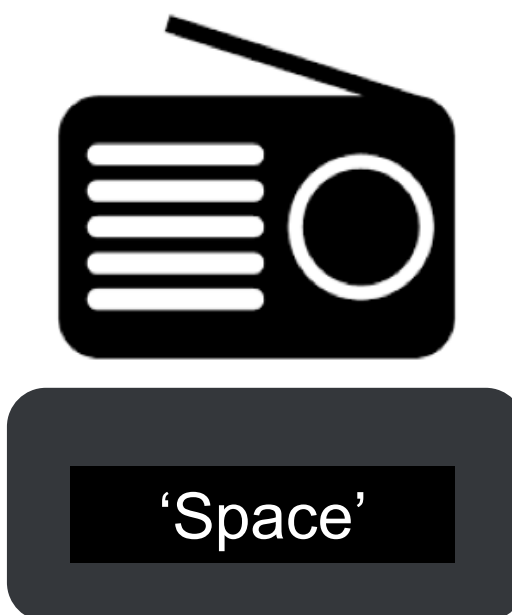
Spoorplan Noord Nederland



LinkedIn Job Branding



Sustainability: Space



The results within 1 year

- Pay-off: Verbindt. Verbetert. Verduurzaamt. Recognized from 0 to 54%
- Improvement image: built associations such as 'future oriented', 'high knowledge levels' and 'sustainability', even 'connecting people'
- Scoring of all creatives are above benchmarks (7.7 versus 6.2)
- For the first time in the Top 50 Favorite Employers list (number 39), number 4 in Computable 100
- Traffic to the recruitment website rises to 470.351 (plus 400%)
- More than 15k applicants, of which 20% high level candidates
- Last but not least: company pride rises



The start is fragile



So we will continue

ProRail

Verbindt. Verbetert. Verduurzaamt.