



# ATTRACTING A GEN Z WORKFORCE

Checklist: your employer branding campaign for Gen Z



Gen Z - the generation born between 1995 and 2015 – is open to innovative solutions, creative and eager to transform the world. Technology and the internet accompany them in almost every aspect of their lives, and digital media is their natural environment. Entrepreneurial and determined, these young people seek challenges at work... And they represent a significant percentage of those entering the job market today.



The question is: how do we recruit them?  
**Use this checklist to plan your next employer branding campaign.**

# 1. KNOW YOUR TARGET GROUP UNDERSTAND THEIR NEEDS AND EXPECTATIONS

Knowing your target group can help you anticipate the needs of your target audience and align those needs with your overall business goals. Ask yourself: who are you talking to, who is Gen Z, how do they think and live? How do they communicate, what channels and platforms do they use? Knowing this will help you get them to react and engage as you would like them to.

# 2. GO BACK TO THE BEGINNING IDENTIFY YOUR BRAND “SOUL”

Sometimes it's worth starting from scratch – by that we mean focusing on the core identity of your brand, its internal culture and the specific position for which you are recruiting. Only then will you be able to create a message that highlights the most compelling aspects of the role and reframes how the brand is perceived.

# 3. EMBRACE DIGITAL CHANNELS

In broad terms, Gen Z is constantly connected to the internet. The lives of the young people born after 1995 have been intertwined with technology from birth; they probably don't remember a time before Facebook, iPhones and Netflix. If you want to attract them and present them your brand vision and mission you need to be where they are. To do so, remember to unlock the power of your data from digital channels: use testing, analytics, and measurement to get objective data related to your target audience.

# 4. ADJUST YOUR LANGUAGE BOTH VISUAL AND VERBAL TO YOUR TARGET GROUP. TELL THE RIGHT STORY TO THE RIGHT PEOPLE.

When used well, brand language has the power to raise awareness, fuel recognition and instil familiarity. Any consumer touchpoint can be transformed with recognisable visuals that will establish the brand connection you're looking for. Involve your marketing team when creating the campaign and, if you need creative help, hire an external creative agency. Approach the campaign with a "what if..." attitude.

# 5. TRY TO AVOID STEREOTYPICAL THINKING AND OFFER A FRESH, INCLUSIVE BUT SINCERE MESSAGE

A successful employer branding campaign needs both engaging content and sincere communication. Communicate in a bold and creative way, while remembering to be honest and clear about your expectations. Building a connection with potential candidates requires creative thinking and innovative campaigns.

# 6. GATHER FEEDBACK FROM THE CANDIDATES

Talk with the candidates about their impressions of the campaign. How did it make them feel? What was their reaction? Did the campaign catch their attention?





# 7. TEST AND LEARN

A test-and-learn approach will allow you to adjust your campaigns. Gen Z has different expectations and engages differently than older generations do, so companies need to react accordingly. Analyse your campaign: see what worked and what didn't, then make adjustments and create a new campaign based on your findings.

# READY TO BOOST YOUR RECRUITMENT CAMPAIGNS FOR GEN Z?

The solutions involving bold creatives, dedicated illustrations etc. can be checked in our portfolio - for anyone wanting to explore a real case study there's Amazon and an interview with the illustrator. Learn how Rhapsody can help you successfully hire your workforce.

# CONTACT US

Contact us or read the case study about how we helped Amazon Logistics attract Gen Z candidates.

[Contact us](#)

Find out more about our work

- Read our article about [Amazon recruitment campaign](#).
- Read the [interview with the illustrator](#) behind the Amazon campaign artwork