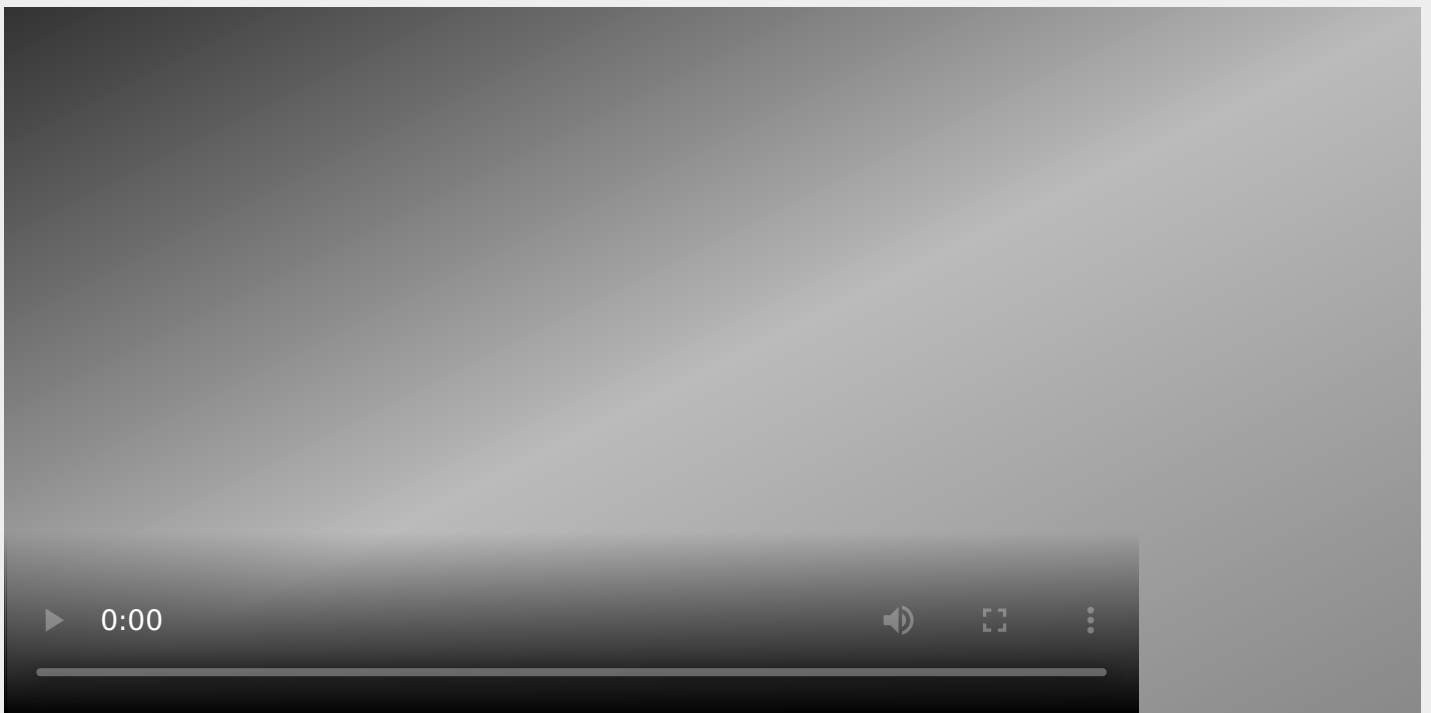


## Volkswagen Inside Jobs

Agency: DDB Paris



### Description

TO RECRUIT MECHANICS, VOLKSWAGEN GROUP FRANCE SENDS ITS JOB OFFERS DIRECTLY TO ITS COMPETITORS.

Today, the majority (80%) of recruitments in the auto- motive after-sales sector are made with the competition because the market players need a qualified workforce quickly to meet the ever-increasing demand. This explains the extremely high turnover in the sector. And to poach these talents from competing garages, classic recruitment tools are always used (online ads, canvassing, specialized websites, recruitment agencies).

In this context, and to give more visibility to the offers of the Volkswagen group's network, DDB Paris has disrupted the sector by using an unseen approach.

Like the Greek warriors and their Trojan horse, Volkswagen Group France and DDB

Paris have sent throughout France vehicles of the group with job offers hidden inside, on parts regularly subjected to maintenance and on which, the candidates could fall by making the good diagnosis.

This activation was orchestrated throughout September 2022 and deployed on all social platforms where it was relayed by mechanics influencers who also discovered some of these job offers.

This professional campaign titled 'Inside Jobs' was published in France in October, 2022. It was created for the brand: Volkswagen, by ad agency: DDB Paris. This Experiential and Integrated media campaign is related to the Automotive industry and contains 1 media asset. It was submitted 4 months ago.

#### Credits

Volkswagen Group France :

Head of Department : Mélanie FRALIN

Head of After-sales communication Department : Zakaria EL KHALIFA

Communication Manager : Sabrina RENARD

DDB PARIS :

Executive Creative Director : Alexander KALCHEV

Art Director : Clara NOGUIER

Copywriter : Olivier LE LOSTEC

TV Producer : Pierre BOUDIN

Business Director : Olivier MASSANELLA

Account Director : Alexandre TURCAUD

Account Executive : Anaëlle LE LOUARNE

Social Media Manager : Charlotte MAULNY

Strategic Planner : Loïc MORANDO

ALLSO PRODUCTION :

Director : Marc CORTÈS

Producer : Franck ANNESE

Head of Production : Lisa-Marie FOUSSADIER & Capucine DE VION

DOP : Ludovic ZUILI

Chief Designer : Rudy ANNESE (Atelier Downtown)

Casting Director : Edna DELILLE (Allso Casting)

Post-producer : Romuald CARRUESCO

Sound : THE

#### Categories



  
DDB  
Paris

  
France

  
Europe

  
Experiential

  
Integrated

  
Automotive

Share



 [Newer](#)

Maaza  
maaza juice man...

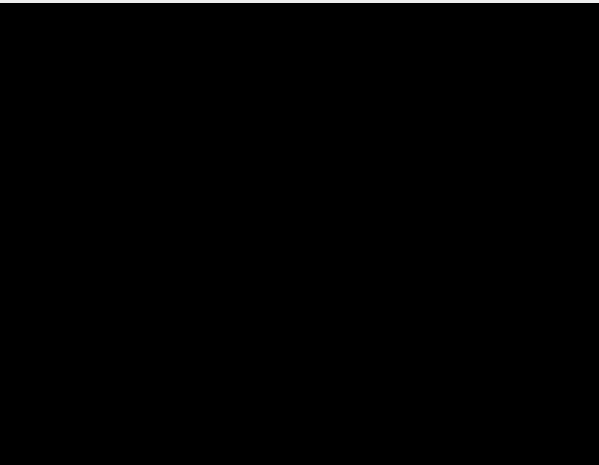
[Older](#) 

IONOS  
Relax Darlings

ADVERTISING

ADVERTISING

ADVERTISING





Muse<sub>by</sub>CLIO



## Janelle Monáe Helps Morgan Stanley Broaden Its Horizons

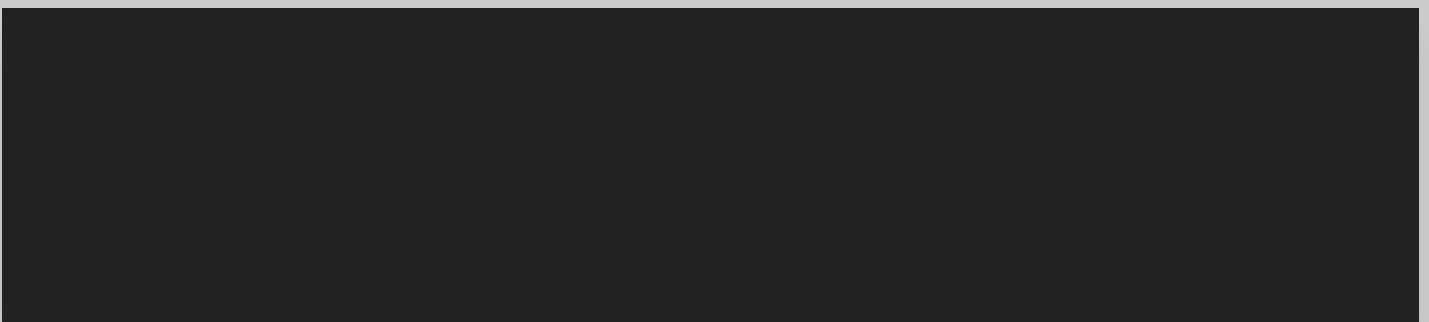
'Old school grit. New world ideas'

READ STORY

ADVERTISING

ADVERTISING

## Related Campaigns





Volkswagen

See everything. Miss nothing.

Agency: DDB

## Sign up for our newsletter

Don't miss out. Receive our free weekly newsletter to learn about the best creative work from all around the globe. We're keeping your email safe and confidential.

Sign Up

