



"The Blue Denmark"
Executive Vice President
Pia E. Voss

11 March 2010

Danish Maritime Recruitment
Campaign



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"The Blue Denmark"

- Recruitment and crewing challenges
- The World Careers' campaign initiative



The Danish Shipowners' Association

Both an employers' and a branch organisation to promote unity in the shipping industry by:

- Representing members nationally and internationally
- Obtaining competitive framework conditions and negotiate Collective Bargaining Agreements with Danish and foreign unions

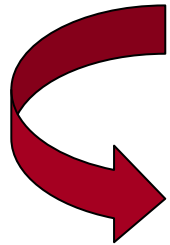
The Blue Denmark

For the benefit of the whole industry and the society

The Blue Denmark employs 100,000 persons;
of this, 30,000 are directly employed by the
Shipowners.

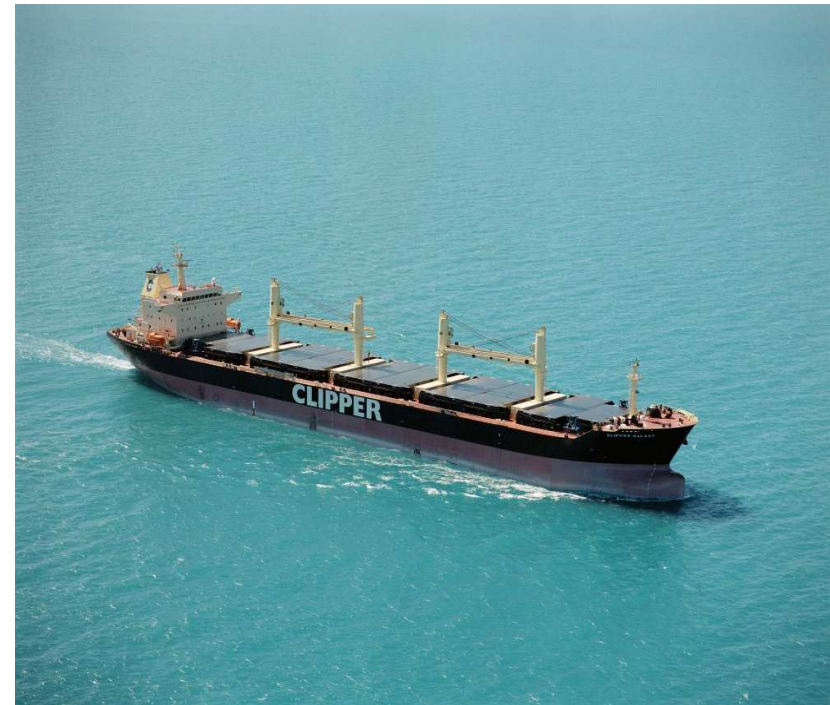
The shipping industry and the shipowners are
the main foundation and driver of the Blue
Denmark.

The preconditions for the Danish shipping
industry and the Blue Denmark are:



- Maritime know-how
- Continuous recruitment/education
of the necessary qualified
employees both at sea, offshore
and on ashore

**THEREFORE CONTINUOUS
RECRUITING INITIATIVES**



Logo

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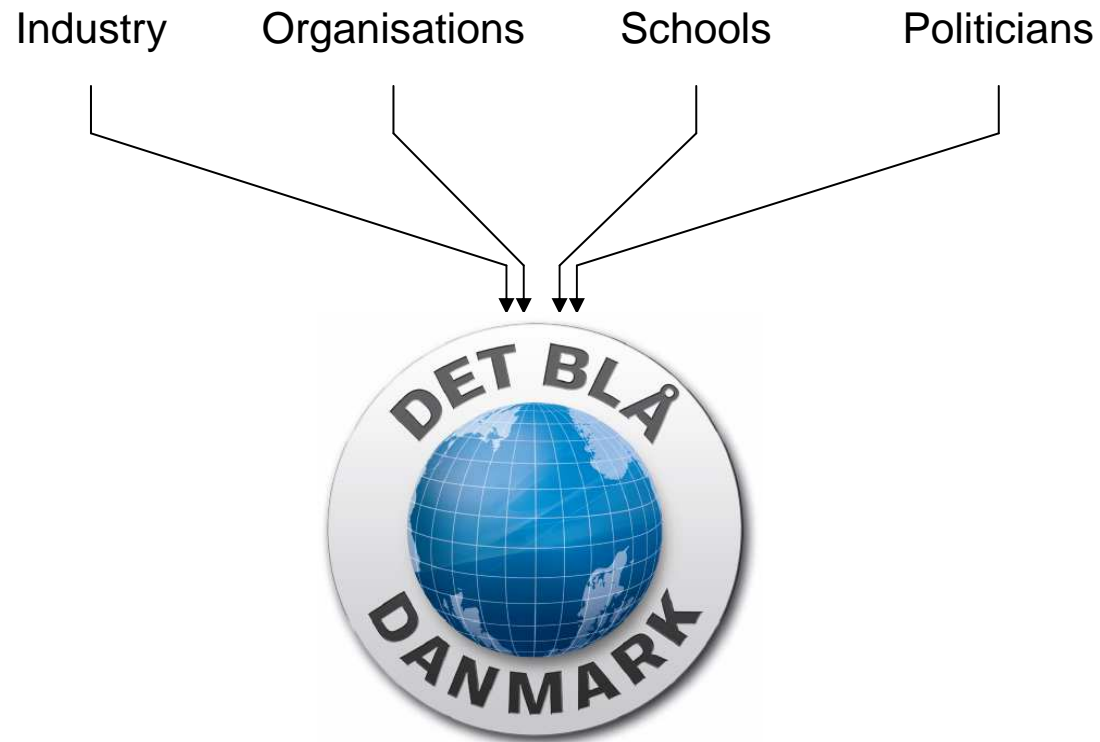
Challenge

Difficulties recruiting sufficient number of qualified candidates to The Blue Denmark for some years.



Structure

- The Blue Denmark consists of a number of players in the maritime sector



Campaign purpose:

A coordinated and targeted campaign to disseminate the knowledge of the maritime industry, its opportunities for jobs and education, with an objective to increase the number of qualified young candidates who match the specific recruiting requirements of the Danish Maritime Industry.



OUR STRATEGIES

Increase the number of qualified candidates who match the specific recruiting requirements of the industry

- The long steady pull
- Increase the knowledge
- Targeted & differentiated initiatives & sub-campaigns
- Focus on 'Life quality' & 'The good working life' Simple & realistic messages
- Not a dead end
- High credibility



What are/were the challenges?

...The young and the 'noise'

- Intensive struggles for the young. Less in number and full Domestic occupation with historic low unemployment rate
- Media images determine which occupations are interesting
- The struggle for the young have gone from objective information to professional life style marketing.
- Our industry is not well-known.
- Prejudices.

Structure

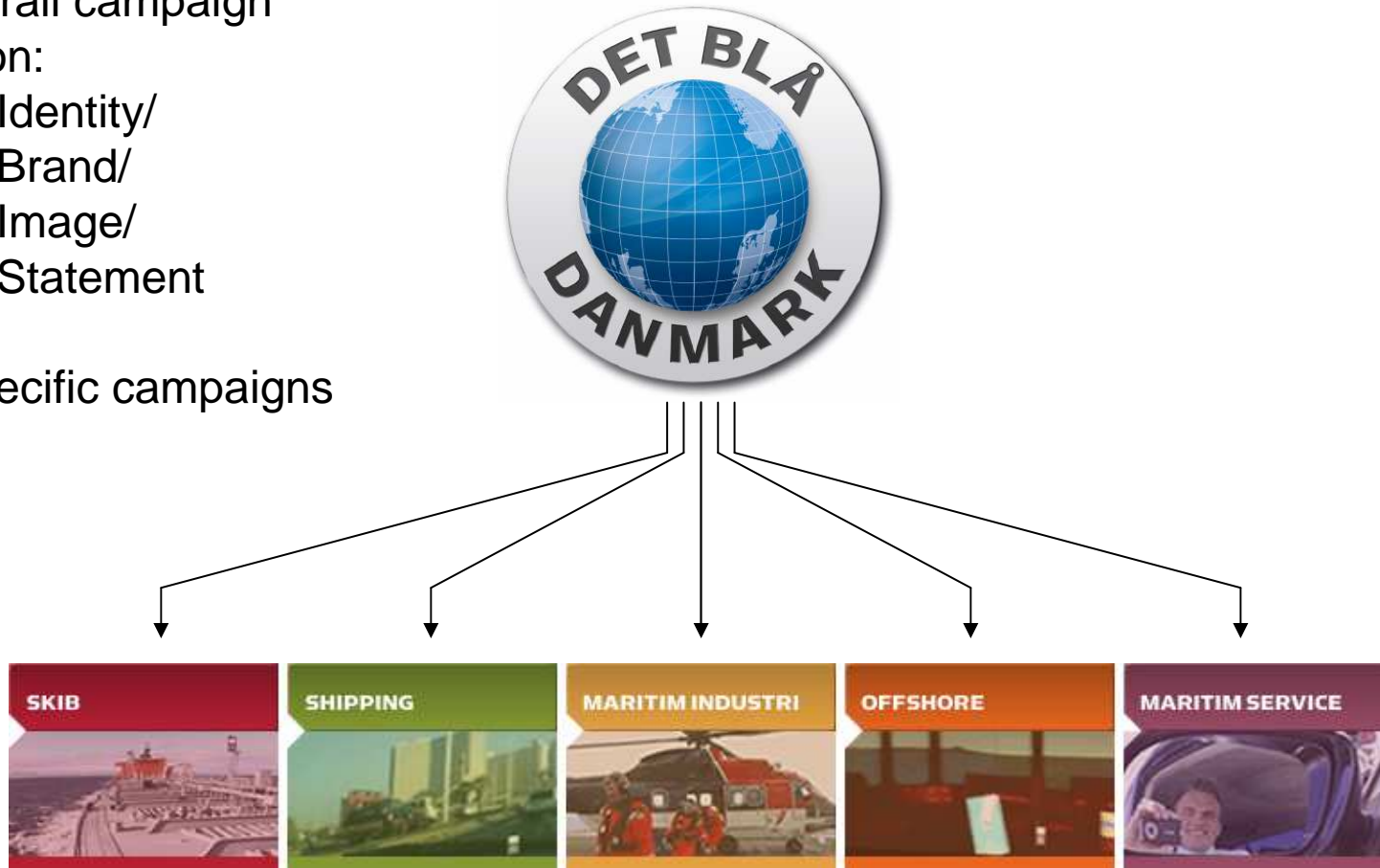
Campaign Backbone

- Overall campaign

Common:

- Identity/
- Brand/
- Image/
- Statement

Specific campaigns



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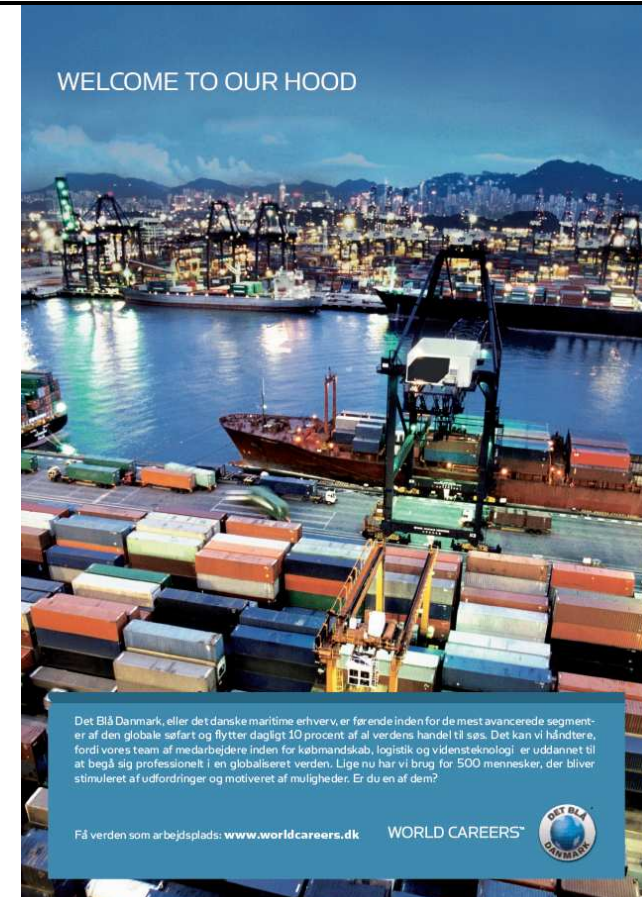


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Initiatives

Marketing efforts:

- Print
- Outdoor
- TV
- Radio
- Cinema
- Online
- Events
- Exhibitions



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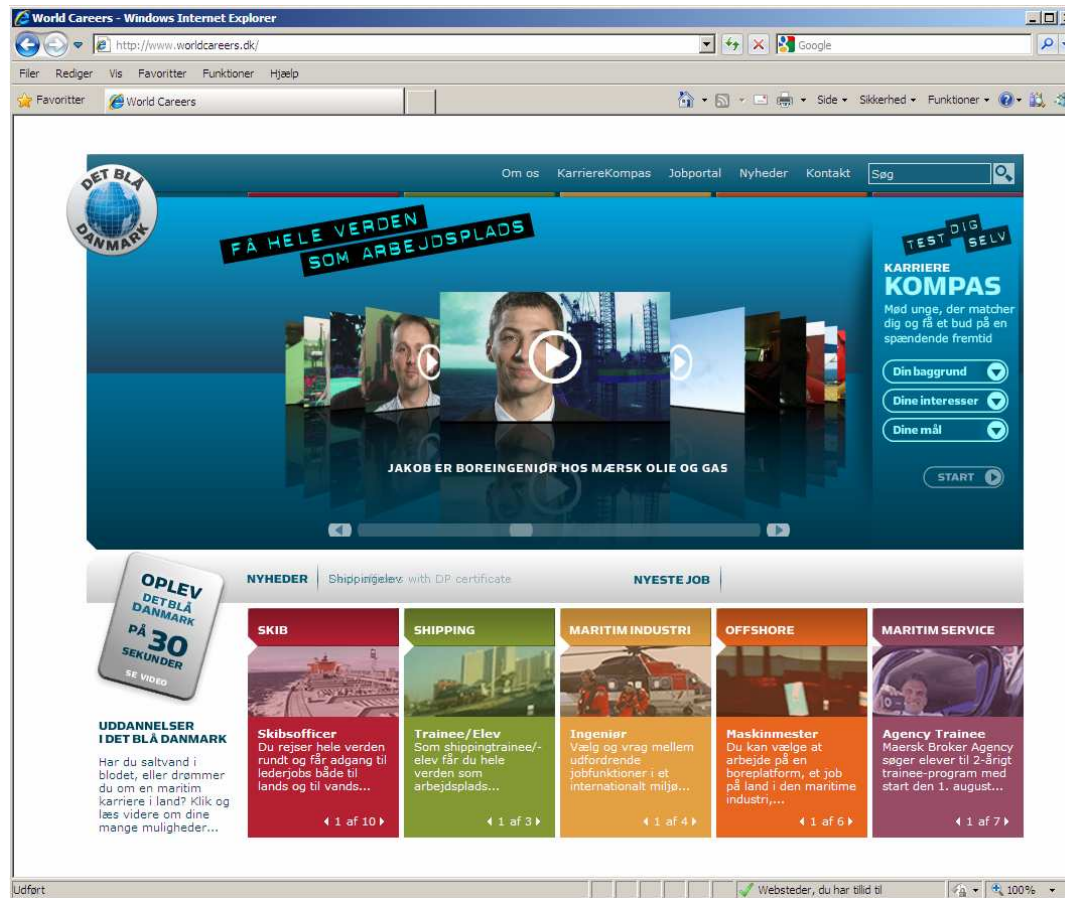
Examples

Marketing efforts:

Worldcareers.dk

300-400 visitors/day

Avr. time on site: 4min



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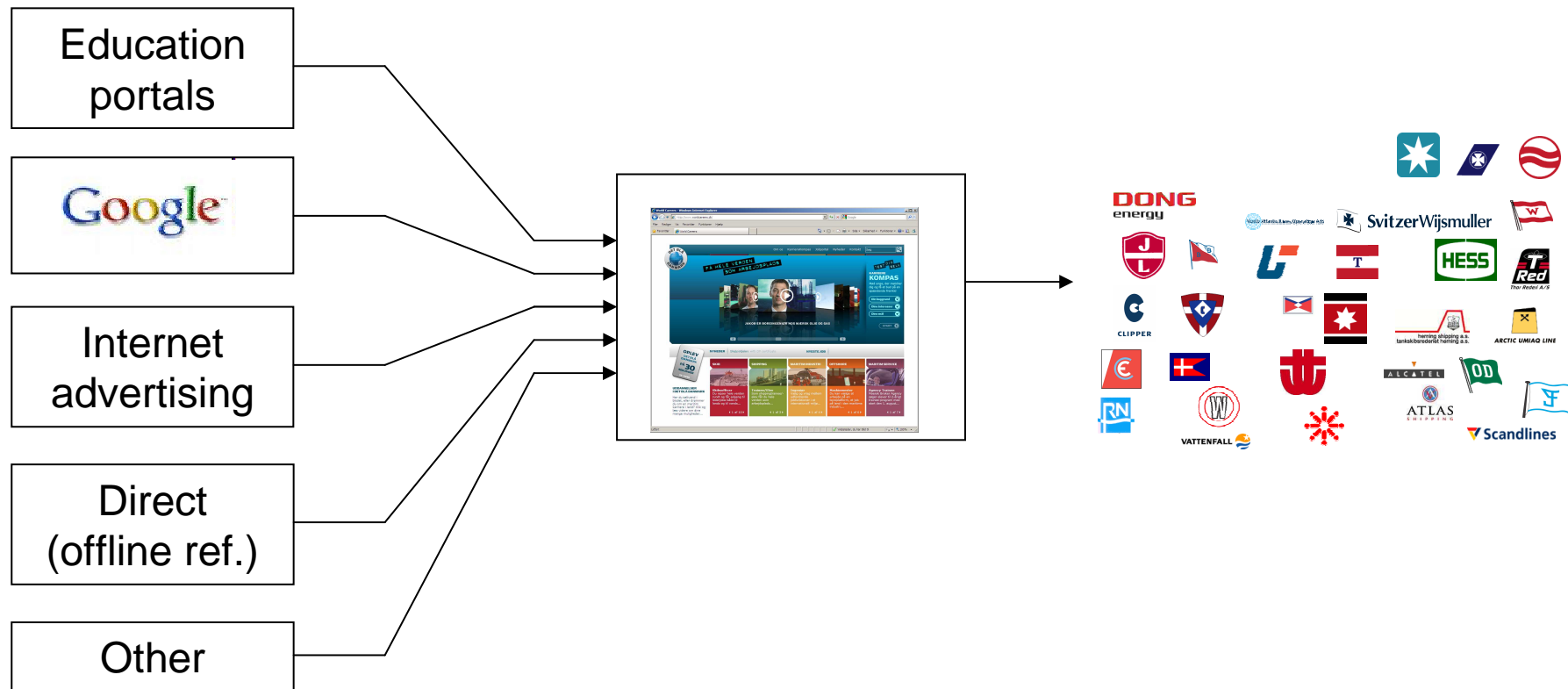


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Examples

World Careers:

Primary purpose: inform and excite visitors, and pass them on to relevant companies



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Examples

Marketing efforts:

Mother's campaign



Directed at mothers of teenagers in targetgroup

Made in recognition of the fact that teenagers in many cases seek their mother for advise on education.

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Examples

Marketing efforts:

Campaign 2010'



TAKING THE LEAD
(VÆR MED TIL AT FASTHOLDE DANMARKS FØRERPOSITION PÅ VERDENSHAVENE)

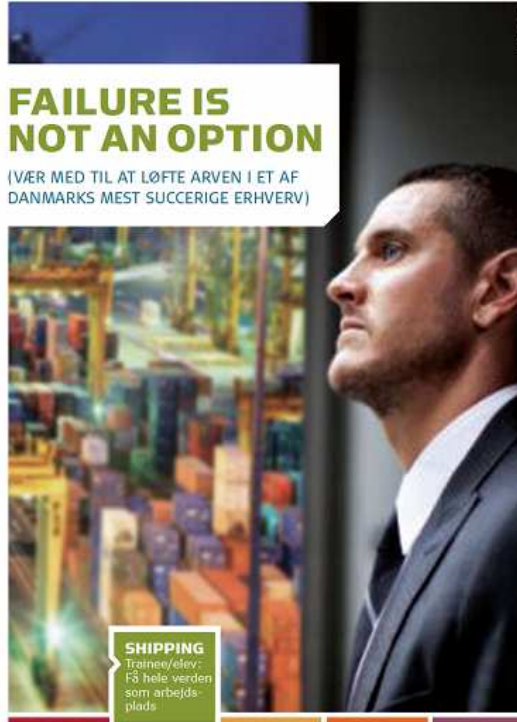
SKIB
Tag en uddannelse indenfor moderne skibsfart

Vælger du søvejen, kan du blive alt fra maskinmester til styrmænd – fra kok til kaptajn. Her er muligheder for alle, der søger eventyret og udfordringerne i en af verdens førende handelsflåder.

Bliv klogere på: www.worldcareers.dk/skib

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DET BLÅ DANMARK



FAILURE IS NOT AN OPTION
(VÆR MED TIL AT LØFTE ARVEN I ET AF DANMARKS MEST SUCCERIGE ERHVERV)

SHIPPING
Trainee/elev: Få hele verden som arbejdsplads

De danske rederier søger kompetente trainees til deres internationale shipping-uddannelser. Kom med i en dynamisk branche og vær med til at sikre vores handelsflåde en fortsat førerposition på verdenshavene. Bliv klogere på: www.worldcareers.dk

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DET BLÅ DANMARK



WORLD-CLASS ENGINEERS
(VÆR MED I UDVIKLINGEN AF CO₂-EFFEKTIVE TEKNOLOGIER)

MARITIM TEKNOLOGI
Bliv ingeniør i Det Blå Danmark

Den danske maritime sektor er en af de mest klimabevidste i verden. Vi har brug for de bedste hjerner, fra stort set alle ingeniørerbrødre, til at gøre verdenshandlen og energibranchen mere miljørigtig.

Bliv klogere på: www.worldcareers.dk/teknologi

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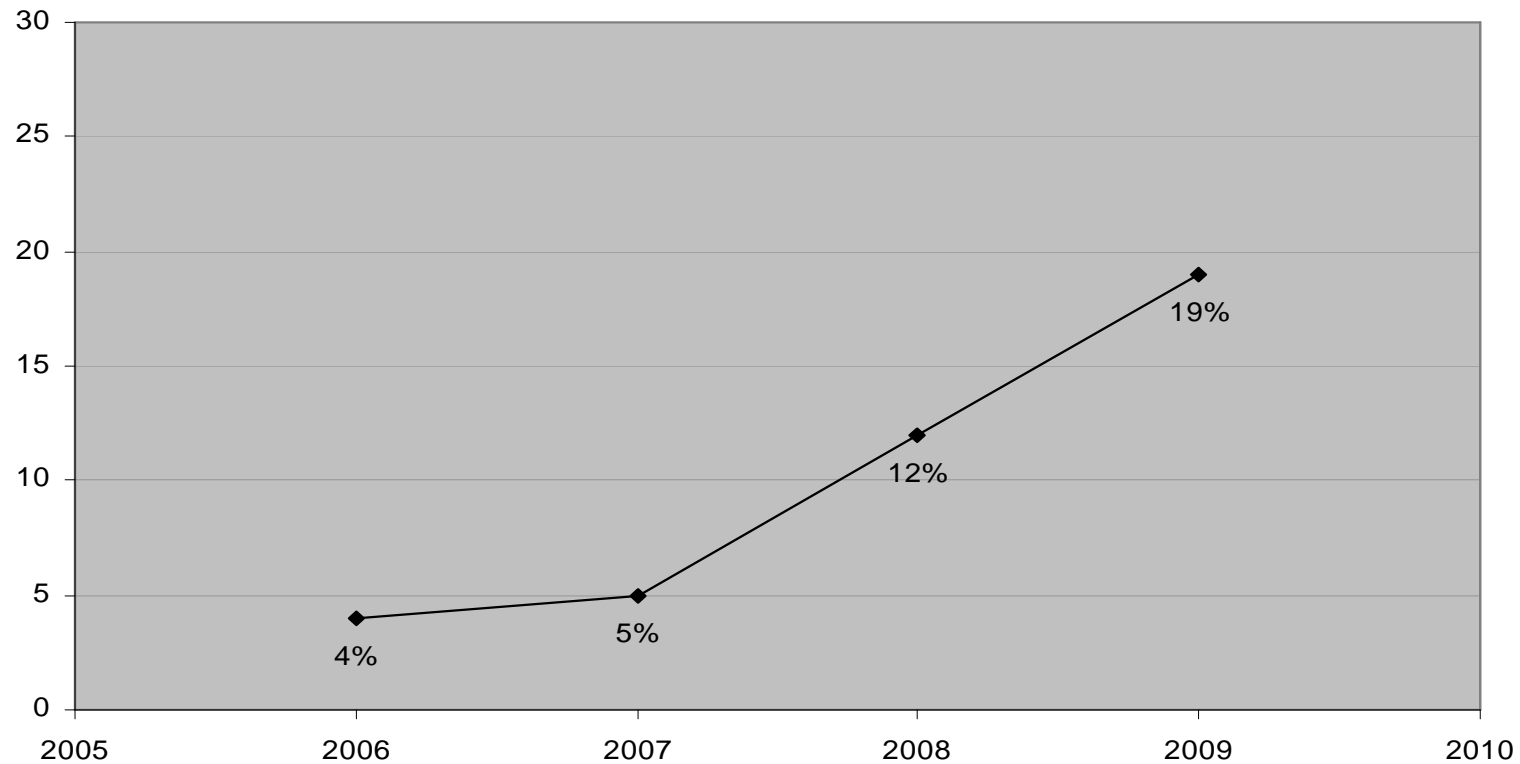
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State of affairs - Autumn 2010

- Increased number of visits at www.worldcareers.dk
- Increased interest from young people who participate in seminars and fairs
- Increased number of qualified candidates (cadets, shipping trainees, engineers, etc.)
- Increased knowledge/branding of The Blue Denmark



Knowledge/ Branding of The Blue Denmark



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Thank you for your time!

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