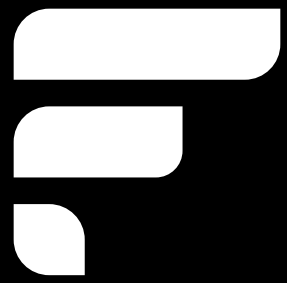


EMPLOYER BRANDING

IN THE CONSTRUCTION SEGMENT

FUNKITMARKETING



Let's get
authentic

ABOUT US



8



EXPERTS

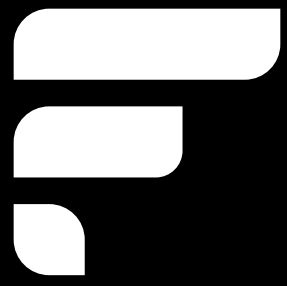


ENTHUSIASTS



CREATIVE MINDS

BASED IN MURSKA SOBOTA



WHAT WE DO

EVENTS PROMOTIONS
BRAND DEVELOPMENT

GRAPHIC DESIGN
WEB

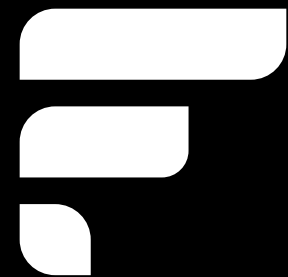
SOCIAL MEDIA
DIGITAL MARKETING

PHOTO & VIDEO CONTENT
EVENTS & PROMOTIONS

ATHLETE MARKETING MANAGEMENT
CONTENT MARKETING

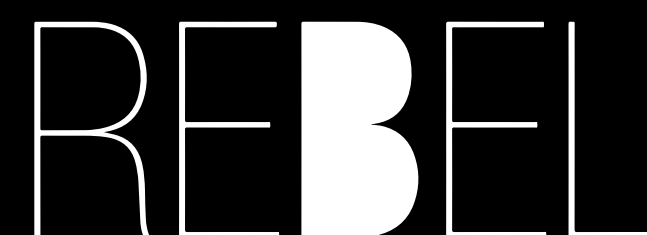
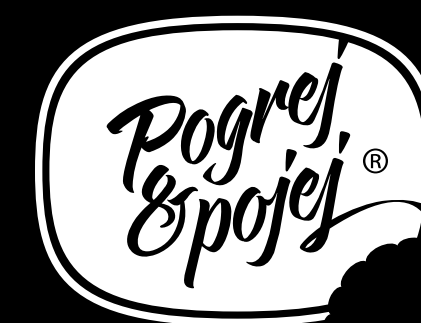
Let's get
authentic

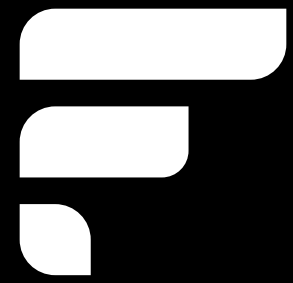




WHO WE WORK WITH

Let's get
authentic

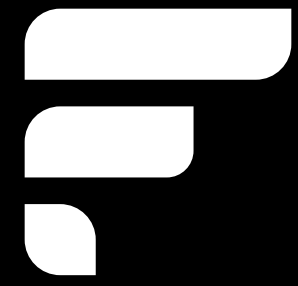




OUR CONCEPT STRATEGY

Let's get
authentic

STAY
REFINED
OR GO
BOLD



EMPLOYMENT CAMPAIGN

Let's get
authentic

CLIENT:

POMGRAD

GOAL:



TO FIND ADEQUATE CANDIDATES



EMPLOYER BRANDING

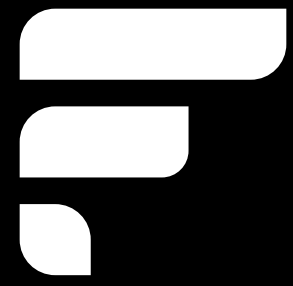


Let's get
authentic

WE DO

NOT

HAVE THE FACTS.



Let's get
authentic

ASK, LISTEN, ADAPT.

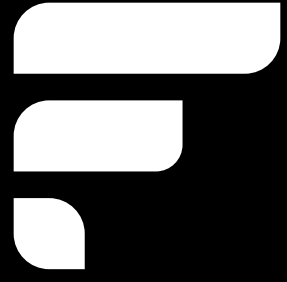
WHAT ARE THE PROBLEMS WITH CURRENT TALENT?

HOW DID YOU RECRUIT SO FAR?

WHAT ARE CHANGES IN THE STAFF MINDSET?

CAST A WIDER NET.

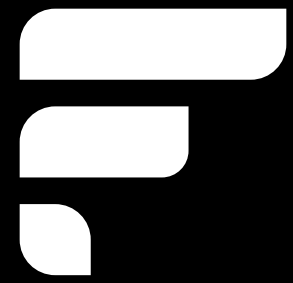
BUILD OR BUY TALENT?



Let's get
authentic

DIVERSIFYING TALENT SOURCES.

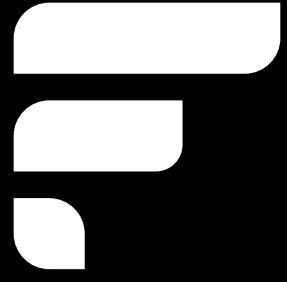
LOOKING BEYOND EDUCATION AND FIELD.



Let's get
authentic

SEARCH FOR MINDSET

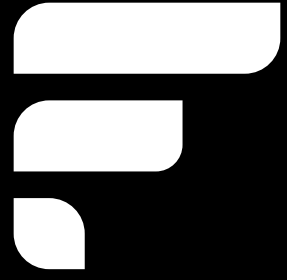
(NOT ONLY QUALIFIKATION).



Let's get
authentic

IT'S NO LONGER ABOUT THE MONEY

IT'S ABOUT THE **HOW** AND **WHY**



Let's get
authentic

POMGRAD

ABOVE AVERAGE PAY

POMGRAD'S STRONG POINTS

JOB STABILITY

UP TO 3X MORE PAID VACATION DAYS

EMPLOYEE REWARDS AND ACTIVITIES

REGIONAL BEST EMPLOYER AWARD



STRATEGY:

Let's get
authentic

LET'S GO

BOLD!

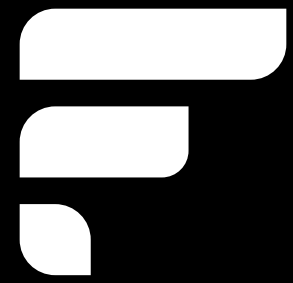
UNCONVENTIONAL

UNEXPECTED

PROVOCATIVE

FUNNY

NOTICEABLE



POMGRAD

Let's get
authentic



**KJER BOSTE
ŽE PRVI DAN
SLUŽBE
NA CESTI.**

ZAPOSLUJEMO

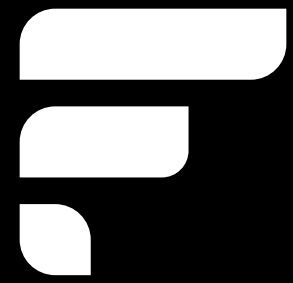
ZAPOSLUJEMO



**WHERE YOU'LL
LAND ON
THE STREET,
ON YOUR
FIRST DAY
ON THE JOB.**

WE'RE HIRING

HIRING



POMGRAD

Let's get
authentic



**KAJ BI PA
VI POČELI,
ČE BI IMELI
V POVPREČJU
80 DNI
DO PUSTA?**

ZAPOSLUJEMO

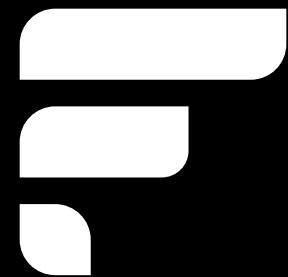
ZAPOSLUJEMO



**WHAT WOULD
YOU DO
WITH 80 PAID
VACATION
DAYS?**

WE'RE HIRING

WE'RE HIRING



POMGRAD

Let's get
authentic

IŠČE SE Človeški cement.

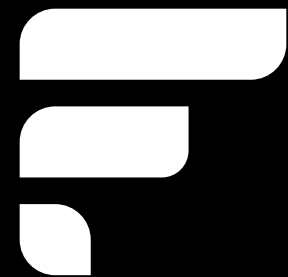
Za povezovanje sanjske ekipe gradbenikov.

POMGRAD
Zanesljivi temelji. Celovite storitve.

LOOKING FOR human cement

to hold together a dream team of constructors.

POMGRAD
Zanesljivi temelji. Celovite storitve.



POMGRAD

Let's get
authentic

NE ZAPOSLUJEMO KOROŠCEV.

Niti Ljubljančanov,
Primorcev,
Prekmurcev,
Štajercev,
Dolenjcev
ali Gorenjcev.

Samo dobre gradbene inženirje.

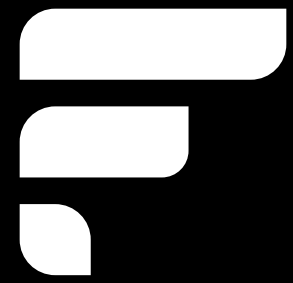
POMGRAD
Zanesljivi temelji. Celovite storitve.

WE DON'T HIRE PEOPLE FROM KOROŠKA.

neither Ljubljana,
Primorska,
Prekmurje,
Štajerska,
Dolenjska
nor Gorenjska.

Only top-notch engineers.

POMGRAD
Zanesljivi temelji. Celovite storitve.



POMGRAD

Let's get
authentic



Kjer si dela
nikoli ne boste odnesli domov.

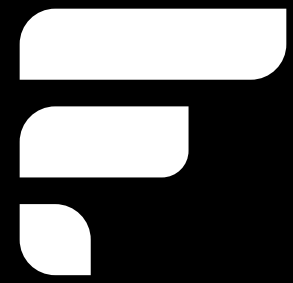
POMGRAD
Zanesljivi temelji. Celovite storitve.



Where you'll never
bring your work home with you.

POMGRAD
Zanesljivi temelji. Celovite storitve.

FUNKITMARKETING



POMGRAD

Let's get
authentic

Kjer lahko v službi

povaljaš vse.

Površine.

POMGRAD
Zanesljivi temelji. Celovite storitve.

We're going to

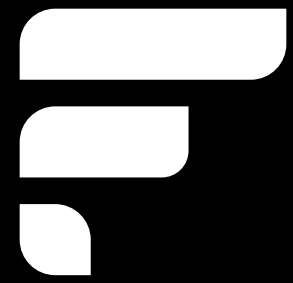
level with you here

- it's a great job.



POMGRAD
Zanesljivi temelji. Celovite storitve.

FUNKITMARKETING



POMGRAD

Let's get
authentic

Kot bi se igral z
lego
kockami,
ampak za denar

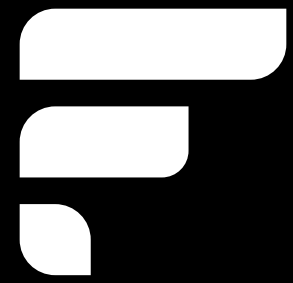


POMGRAD
Zanesljivi temelji. Celovite storitve.

It's like playing with
Lego's.
But for money.



POMGRAD
Zanesljivi temelji. Celovite storitve.

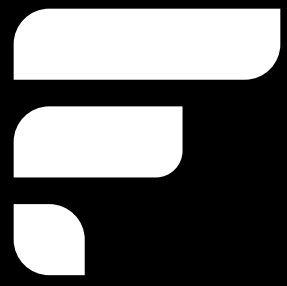


POMGRAD

Let's get
authentic



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Let's get
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RESULTS

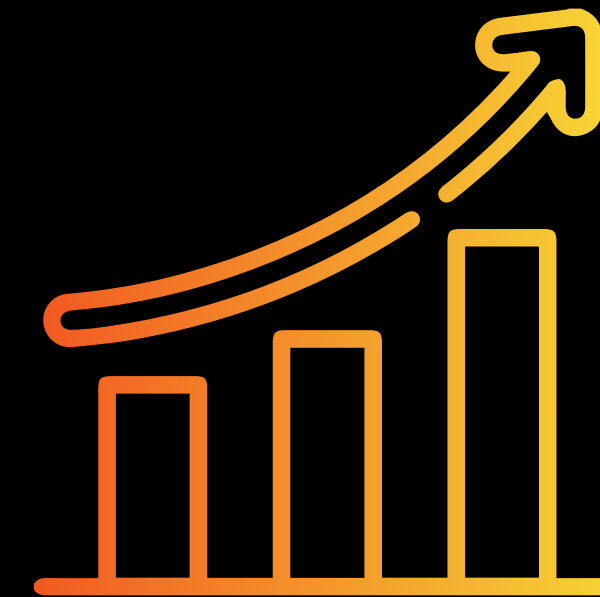
FOR POMGRAD



WIDE REACH



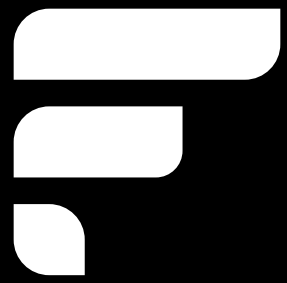
STRONG FEEDBACK



POSITIVE
BRANDING IMPACT



FILLED POSITIONS



Let's get
authentic



REACH OUT FROM
HR AGENCIES

RESULTS

FOR US

ENQUIRY FROM OTHER
COMPANIES, BRANDS:

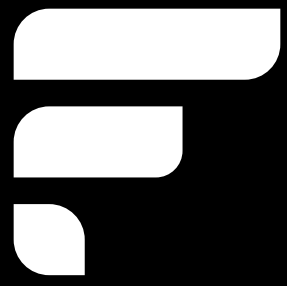


FIRST CLIENTS: **BIG COMPANIES**
(500+ EMPLOYEES)



NOW: **SMALLER BRANDS**
WHO ARE LOOKING FOR SPECIFIC TALENT

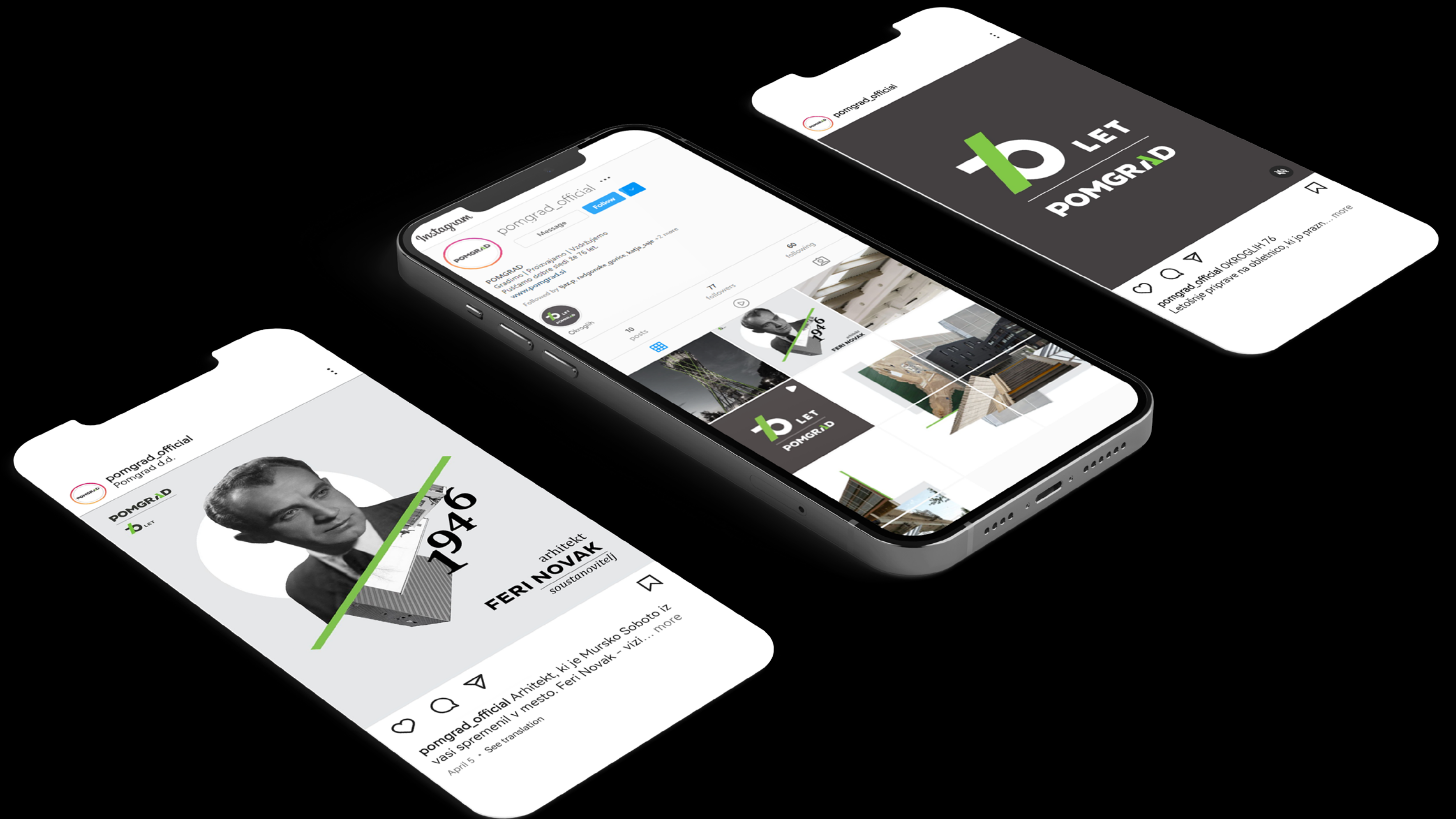
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CONTINUED STRATEGY

SOCIAL MEDIA **TAKEOVER**

- + BRAND AWARENESS
- + EMPLOYER BRANDING
- + COST EFFICIENT
- + GREAT REACH
- + DIRECT COMMUNICATION WITH POSSIBLE EMPLOYEES



Let's get
authentic

**THANK
YOU**

FUNKITMARKETING.COM

