



## **New AIDA Employer Branding Campaign Launched: #PlaceToWe**

April 26, 2023

Blue seas, a colorful team, and a new dream location every day - a job at AIDA is anything but ordinary. The cruise company's new employer branding campaign now focuses on this uniqueness and especially on the team experience.

Anyone who has ever worked at AIDA knows that what makes it special is the team spirit that welds together the diversity of cultures, areas of responsibility and hierarchies at AIDA. With the new campaign, which AIDA Cruises developed together with the Düsseldorf-based employer branding agency CASTENOW, the search is on for the #PlaceToWe - the place where the team spirit is at home.

### **From your own story to a team experience**

"Find your Story!" was previously the slogan of AIDA's successful employer advertising, which focused on fulfilling one's bucket list. The new campaign is about the shared experience with friends.

The shared experience has always been part of the company's DNA. Consequently, AIDA turns the shared spirit into a brand: The #PlaceToWe is everywhere where the team goes through thick and thin together, masters challenges together, experiences sunsets on lonely beaches, travels to new countries and finds friends or maybe even the great love.

"Our campaign goal is for our employees to become AIDA ambassadors by providing insights into their jobs, their success stories, and AIDA togetherness. All of this reflects the AIDA cultural feeling and thus enables prospective job applicants to make their choice for us as an employer. The variety of jobs on board and ashore offers countless opportunities to start your career with AIDA," explains Sofie Kruse, Senior Manager Talent Attraction & Sourcing at AIDA Cruises.

### **Fast, colorful, cross-media**

The #PlaceToWe is told in numerous team motifs, short ads, interview formats and an emotional image film. Shoots were taken and filmed by employees on land and on board.

The visual language is tailored to the viewing habits of the young audience: In quick cuts, the employees pass the camera across all work areas, from IT to housekeeping to the captain, and give brief insights into their working world and their #PlaceToWe. The protagonists from all over the world speak their native language and show the internationality of the AIDA family.

The campaign is now being played out cross-medially on the web, on social media, on the AIDA careers page, and with outdoor advertising in Rostock, Warnemünde, Hamburg, and Berlin.

For more information, visit [aida.com/careers/PlacetoWe](https://aida.com/careers/PlacetoWe)

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