



CASE STUDY

The HR-Marketing Masterstroke: How Edel Assurance Turned HR Initiative into a Recruitment Goldmine!

Brand

EDEL ASSURANCE

Edel Assurance stands out as a distinguished and reputable company specialising in offering extended warranty solutions tailored to premium vehicles. With a steadfast dedication to customer satisfaction, Edel Assurance has established itself as a reliable partner in safeguarding the investments made in the high-end automobiles.

PREPARED BY:

Headlight Media Private Limited

CHALLENGE

Edel Assurance had implemented several strong HR initiatives to foster leadership and engage employees. However, these initiatives were often confined within the company, missing the opportunity to gain broader visibility and attract new talent.

SOLUTION

We recommended enhancing the visibility of these initiatives by documenting them in an engaging video format and strategically publishing them on social media. The goal was to extend the impact beyond the company's walls, showcasing Edel Assurance's commitment to leadership development and employee engagement to a wider audience.

EXECUTION

Edel Assurance launched the 'CEO for a Month' program, an initiative designed to identify and reward leadership potential within the company.

We advised on capturing this journey through a well-produced documentary-style video. The video highlighted the excitement and challenge of the program, the dedication of the participants, and the rewards. Once completed, the documentary was released on social media platforms.

RESULT

The video generated significant attention, quickly becoming a hit with a feature on Mad Over Marketing (MoM).

This new found visibility led to a over 300% increase in job applications, with prospective candidates drawn to Edel Assurance's unconventional and employee-focused culture.

Tap to see the video

www.headlightindia.com