

Company: Noguchi & Peters Ltd.

Company Description: Established in 1996 in Hungary by PR professionals, we are one of the market leaders among over 200 consultancies. We are also a network member of the Porter Novelli group, since 2004. Our main fields of expertise are corporate communications, PA and consumer/brand PR with a deep understanding of strategic planning, media relations, crisis & issues management, digital & social media.

Nomination Category: Corporate Communications, Investor Relations, & Public Relations Categories

Nomination Sub Category: Communications or PR Campaign of the Year - Public Service

Nomination Title: The Human Side (The Human Site) Project 2024

1. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

2024.03.13.

2. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 184 words used.

In Hungary, a worrying trend has emerged over the past 14 years: **society's social responsiveness and willingness to help others have steadily declined**. Discrimination against minorities and people with disabilities continues to plague the labour market, creating barriers to inclusion and opportunity.

As the **Hungarian market leader in job opportunities**, Profession.hu decided it was time for change. In 2020, we launched the "**Human Side**" project, a multi-year CSR initiative aimed at challenging these prejudices and creating a more inclusive labour market.

Every year, we focus on a different group facing challenges in employment. **In the wake of the COVID-19 crisis, we supported workers who lost their jobs**. The following year, our attention turned to **jobseekers with disabilities**. Now, in 2024, we are championing the **labour market integration of parents returning from maternity leave**.

Our campaigns are built on three pillars: **nationally representative research, the expertise of our Profession.hu team**, and partnerships with leading foundations in the field.

At the heart of our efforts is **azemberioldal.hu**—a comprehensive resource hub offering vital labour market, legal, and social insights for both workers and employers.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 219 words used.

We believe a CSR campaign is successful when it: **Truly helps, Is authentic and credible, Aligns with the client's expertise, Is highly visible, Easily recognizable, And makes a real impact**.

Profession.hu, operating for 20 years in Hungary, is **the most visited thematic job portal in the country**. It aims to connect jobseekers with employers. They are the **perfect experts to identify the real problems of the labour market and provide the right tools to solve them**.

To ensure the credibility of our campaign and address the issue from a sociological perspective, we have partnered with a foundation as our professional collaborator each year. For those affected by the coronavirus crisis, we worked with the **Maltese Charity Service**, which provides emotional support services. For people with disabilities, we collaborated with the **Hand in Hand Foundation**, and in 2024, we joined forces with the **Hungarian UNICEF** to support young parents returning to work.

The campaign was preceded by a nationwide, representative survey that examined and compared the experiences, opinions, and attitudes of three key groups—parents with young children, colleagues, and employers. The research focused on the challenges and solutions before, during, and after parental leave and revealed that **four out of ten women returning from maternity leave found themselves in a situation where their employer did not take them back**.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 242 words used.

The 2024 campaign's structure was designed around the three main stages of parenthood, analysed from both the employer and employee perspectives:

1. Planning for parenthood
2. The pregnancy period
3. Returning to the labour market as a new parent

Our dedicated microsite (<https://azemberioldal.hu>) offered valuable resources for those affected, including: labour law information, social security expert advice, childcare benefit calculators, checklists for preparation, financial guidance, workplace tips, open positions relevant to parents with young children, and findings from our research. Visitors are directed to the site through press communication and digital tools.

To make it easier for parents with young children to find suitable jobs—and for companies to recruit valuable talent—**Profession.hu** introduced a new label. This allows employers to highlight positions specifically suited for parents, such as those offering flexible working hours or remote work opportunities.

The centrepiece of our integrated campaign is the microsite, which we promote through nationwide press communication, B2B newsletters, and our social media platforms (Facebook, Instagram, YouTube, LinkedIn), as well as our thematic blog, **HRFeed**.

We organized interviews, presented at the **recreuTECH conference**, educating blue-collar employers on the topic, and even produced a podcast episode. Insights from our representative research were shared through press releases, attracting attention from leading public and economic platforms, radio stations, and high-reach regional and lifestyle media outlets nationwide. These efforts drive traffic to the microsite, where employers and employees can find valuable information. Our PR communication focuses on raising awareness and education.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 192 words used.

Measurable Impact: metrics and results of 2024

Thanks to the campaign, the issue gained nationwide attention, allowing **Profession.hu** to fulfil its responsibility as a market leader. This strengthened the company's reputation and reinforced its multifaceted role in the labour market.

In 2024 **over 1,300 job postings** tailored to parents with young children have been collected on **Profession.hu**, making their job search easier.

We issued **5 press releases**, resulting in **117 media appearances** and **4 radio interviews**, achieving a total reach of **25.2 million**. This ensured visibility for the target group's cause, raised awareness of the issues nationwide, and proposed tangible solutions.

The introductory video has been viewed by more than **750,000 people**.

Highlights of our CSR platform

Since 2021 in a country of 10 million,

we achieved a **35 million OTs**.

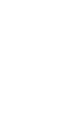
More than **200 organic articles** in leading media outlets highlighted the key messages of our campaign.

We have already **supported 87,000 disadvantaged jobseekers**.

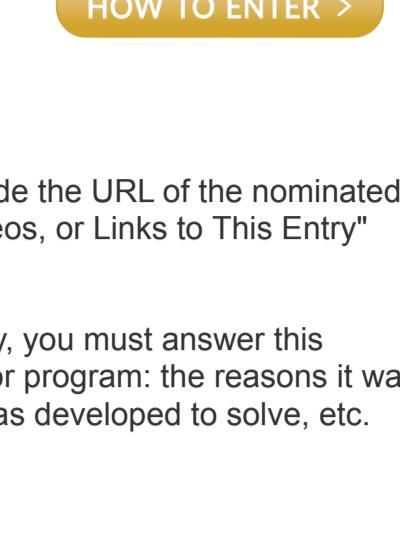
By addressing systemic challenges in the labor market, the **Human Side** project is not just improving individual lives—it's driving societal change, fostering inclusion, and shaping the future of work in Hungary.

Attachments/Videos/Links:

[The Human Side \(The Human Site\) Project 2024](#)



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