

Company: Lounge Group, Budapest, Hungary

Company Description: Lounge Group is one of the biggest full service communications agencies in Hungary, operating as a coordinated organization, so it can quickly and efficiently manage comprehensive integrated campaigns.

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

Nomination Sub Category: Communications or PR Campaign of the Year - Brand / Reputation Management

Nomination Title: BUD - You Soar When You're at the Right Place

1. 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

2. 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.
3. 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:

29 May 2024

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 229 words used.

In 2023, Budapest Airport reached record-breaking passenger and cargo volumes - but struggled to attract and retain the talent required to sustain this growth. Despite the airport's strong internal culture, external employer perceptions were weak, particularly among Gen Z and urban blue-collar job seekers in the Budapest and Central Hungary region.

Research revealed a deeper issue: most applicants had little awareness of airport roles - or of their own strengths. Misaligned applications were frequent, with 3 out of 10 candidates unsuitable for the roles they applied to. The traditional recruitment messaging was no longer effective in this complex labor market.

In response, the HR and communications teams initiated a campaign that would go beyond vacancy promotion. They set out to redefine how people—especially younger audiences—understood careers at the airport. The campaign's core mission was twofold: to reshape employer brand perceptions and to activate better, more meaningful connections between candidates and career paths.

To do this, the team developed the *Career Compass* - a self-awareness tool that helped job seekers discover airport roles aligned with their personality. This marked a shift from transactional recruitment to purpose-driven talent attraction, rooted in personal growth, emotional insight, and career alignment.

The campaign was not just a marketing initiative - it was a strategic response to structural workforce challenges, designed to build long-term resilience, relevance and reputation in one of Hungary's most dynamic 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 243 words used.

The campaign was developed in response to a pressing HR challenge: how to attract qualified candidates to Budapest Airport in a highly competitive labor market. The planning process began with in-depth qualitative research, including employee interviews and focus groups, which revealed a key insight: job seekers - especially Gen Z—lacked both self-awareness and understanding of airport roles. This led to a strategic pivot from simple recruitment messaging to purpose-driven, emotionally intelligent employer branding.

A multi-disciplinary team of HR professionals, employer brand specialists, creative producers, and organizational psychologists co-developed the *Career Compass*, an airport-specific self-awareness tool designed to guide job seekers toward roles aligned with their personality. This became the heart of the campaign's creative strategy.

Two clear campaign goals were set:

1. Strengthen employer brand affinity among Gen Z and blue-collar workers in Central Hungary.
2. Increase the volume and quality of applications via meaningful engagement and improved candidate-job fit.

The creative concept was built around the slogan "*You soar when you're in the right place.*" The campaign unfolded in two main phases:

- **Phase 1 (Awareness):** Launch of a cinematic image film featuring a Gen Z-favorite rock band, conveying teamwork and purpose through music.
- **Phase 2 (Engagement):** Activation of the *Career Compass* via national media, influencer marketing, and employee storytelling.

A unified visual identity and consistent tone ensured the campaign was recognisable, relatable, and aspirational across all platforms. The initiative evolved into a long-term employer brand framework now embedded in the airport's HR strategy.

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 252 words used. If the word count is more than 25 words over the limit, please deduct one (1) point from your score.

The campaign combined strategic brand development with immediate recruitment goals, significantly exceeding all predefined KPIs.

Employer Brand Image Film & Employee Video Series

The video aimed to increase employer brand awareness, with the main KPI being the number of views. During the campaign period, the film and employee videos achieved a total of 5 million views - approximately 50% of Hungary's population.

These results exceeded expectations, proving the film's effective reach, contributing to a significant increase in brand awareness.

Native Content and Paid Media Performance:

Native content on prominent sites reached over 165,000, banner campaigns on leading magazine platforms, Spotify and Reddit generated more than 60 million ad views (6 times the population of Hungary).

Influencer Engagement and Reach:

Influencers' social media activity generated 334,700 unique reach on TikTok and Instagram, focusing on target audience.

HR Results:

Career Compass test: 15,000 completions

The test had a strong activating effect, increasing site visits and registrations during the campaign period. Career Portal Traffic: 200,000+, representing a 23% increase compared to the monthly average on the career site in 2024. The number of registrations on the career site increased over sixfold in 2024 y-o-y. In the first two months of 2025 the total number of registrations exceeded the whole 2023 data by more than twofold.

The results highlight the real impact of the campaign, and due to its success, the employer branding film and the self-awareness test were made permanent content on the career page to continually enhance the candidate experience.

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):
BUD - You Soar When You're at the Right Place
No attachment available for this nomination.

