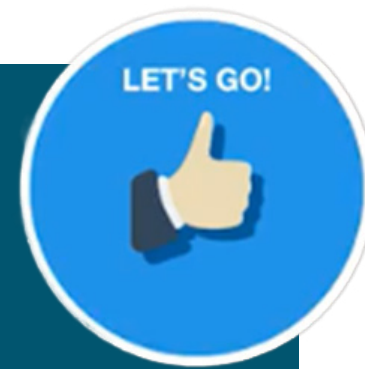
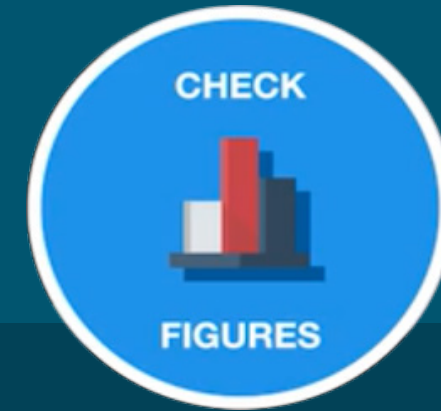
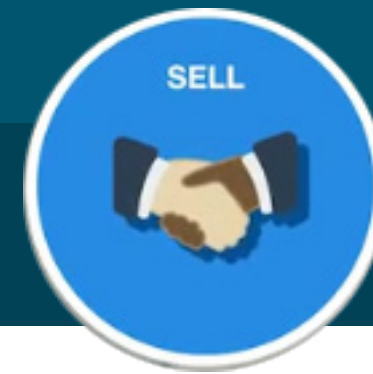


ALLIANZ GLOBAL INVESTORS CASE STUDY

THE INVESTMENT FACTOR



BRIEF

The crash of 2008 left widespread negative perceptions of the banking and financial services sector, leaving firms with a challenge in attracting and recruiting new talent.

AllianzGI chose to tackle this head-on, with the aim of broadening their talent pool to attract and recruit the brightest minds into a diverse set of roles by:

- Engaging with potential candidates who are currently switched off to the industry via LinkedIn and Glassdoor.
- Showcasing the culture and range of opportunities that a career at AllianzGI offers in a fun and memorable yet professional way.

STRATEGY ⁺¹

Welcome to the Investment Factor is a gamified interactive experience allowing potential candidates to play out their first day on the job as a Portfolio Manager.

Characters and scenarios were developed using AllianzGI's core values of *excellence*, *integrity*, *passion* and *respect* which are embodied in the organisational philosophy – 'Understand, Act'.

Experienced from the first person point of view, potential candidates are given an introduction to the firm before exploring the office. They meet a range of people from different departments, whilst learning about the company culture, desired behaviours, and the variety of roles available through their interactions and decisions.

Humour was incorporated to show additional elements of the company's culture. These elements are also interactive giving the characters personality and making the overall experience memorable and fun to explore.

The content is customised to the individual and the decisions they make throughout providing a personalised experience.

Points are awarded when the potential candidate exhibits behaviours required to become a successful Portfolio Manager.

RESULT

Welcome to the Investment Factor has proven highly successful in its appeal to new recruits. By producing a gamified interactive experience, AllianzGI were able to engage their target audience with their culture, behaviours and career opportunities through key target channels, LinkedIn and Glassdoor.

This longer exposure drove the desired perception changes, attracting high quality candidates that had not previously considered a career at AllianzGI. In addition, the LinkedIn post drove the highest engagement levels on the target channel. Comments in praise of the experience included: **“very innovative”** and **“perfect from the idea of the film up to the realisation”**.

“We absolutely delivered on the business case for investment which contributed to the HR value chain.”

- Tony White, Head of L&D and Talent Management

Best LinkedIn Post

Highest engagement from followers to date

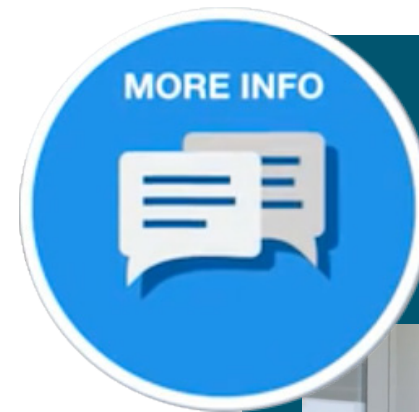
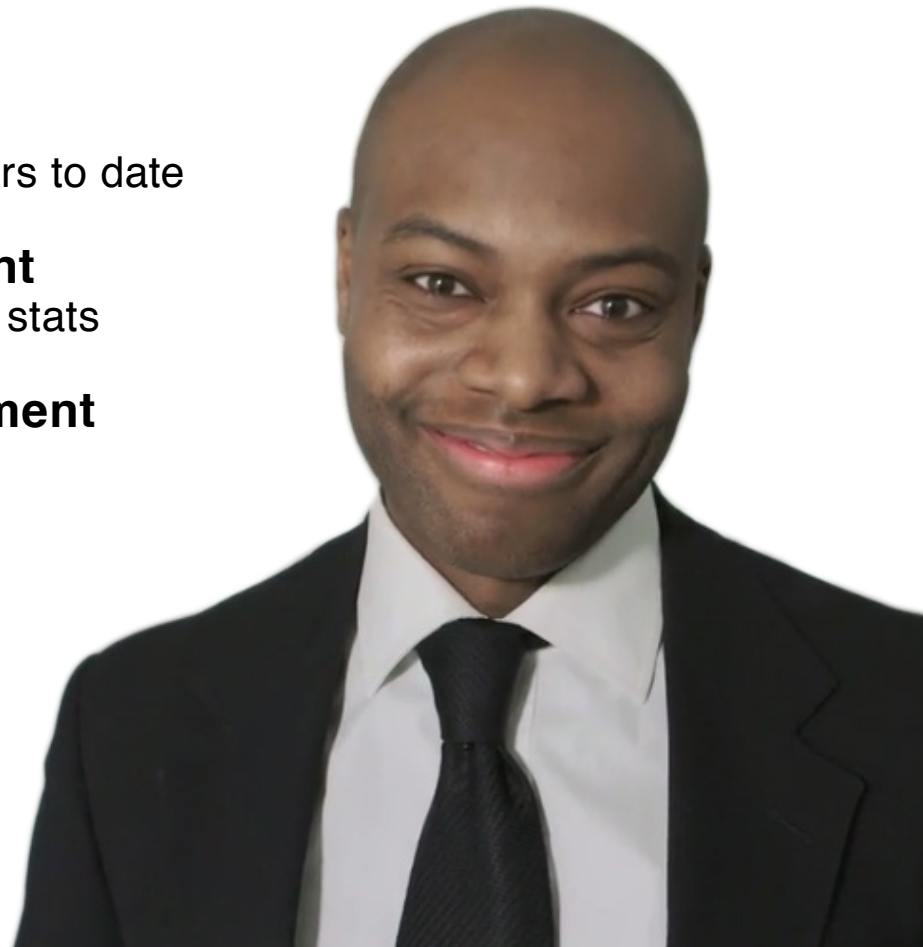
400% Increased Engagement

Over previous video engagement stats

8 Minutes Average Engagement

4 x average of standard video

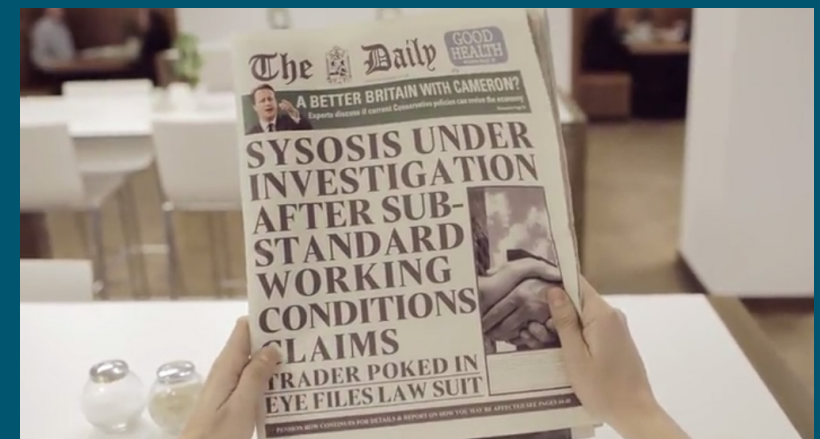
**TRY THE EXPERIENCE
FOR YOURSELF HERE**



GAMEPLAY STILLS



Interactive buttons appear throughout the journey.



Hidden clues and easter eggs can be discovered.

