

Pitch Presentation for DHL

Strategic communication plan with a focus on employer branding, AI and DEI

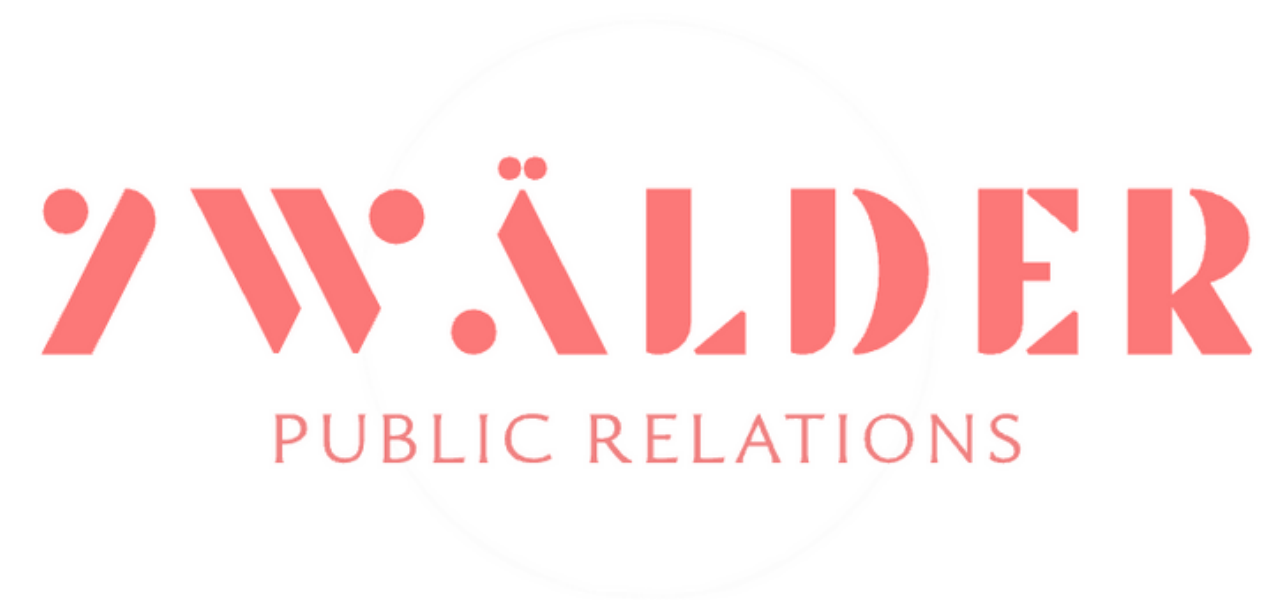
About 7Wälder

At 7Wälder, our commitment to excellence extends beyond traditional PR practices. Nestled in the vibrant city of Frankfurt, Germany, we stand at the forefront of the industry, weaving narratives that not only elevate brands but also champion values of Diversity, Equity, and Inclusion (DEI), Sustainability, and Environmental, Social, and Governance (ESG).

We understand that each client is unique. We are not just storytellers; we are architects of perception, meticulously crafting narratives that elevate brands and leave an enduring impact.

As the pioneer in strategic communication since 1986, 7Wälder embraces the power of storytelling to drive positive change in a new era of purpose-driven communication.

Partnership with 7Wälder is a trademark of trust.



Our references



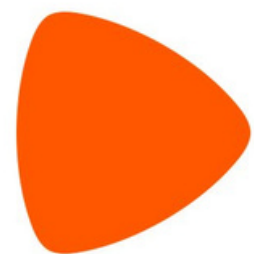
Press conferences, corporate events, media relations, content development, internal communications, market research and analysis



Crisis communication, social media management, brand positioning, partnership management, online reputation management



Rebranding, repositioning, thought leadership, product launches, measurement and analytics, media relations, CSR initiatives



zalando

Content creation, digital PR, social media management, community relations, influencer marketing

How does DHL deliver excellence?

A true story...

Back in 2004, the owner of a small business in Istanbul sends an important package to Shenzhen, China...

People are DHL's most precious legacy.

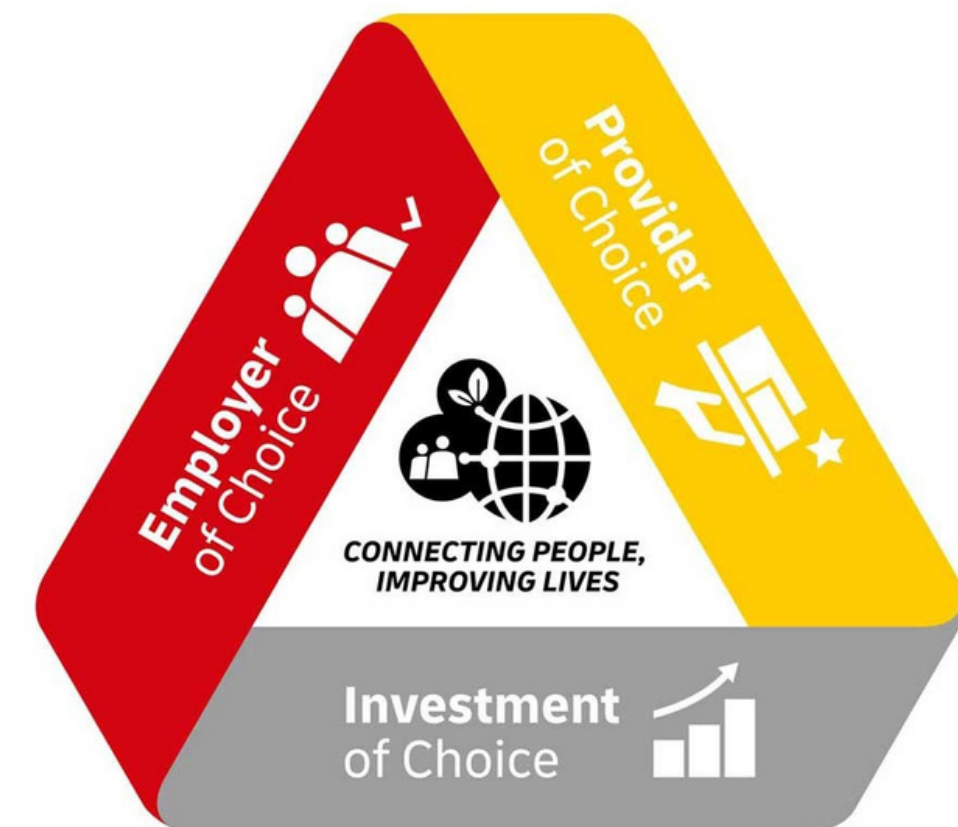
When Deutsche Post acquired DHL in 2002, it did not just acquire a company; it also took over the most qualified, competent and experienced logistics professionals in the world.

With 600.000 employees in over 220 countries, investing in **people** is of paramount importance for DHL's promise: "**Excellence. Simply delivered.**"

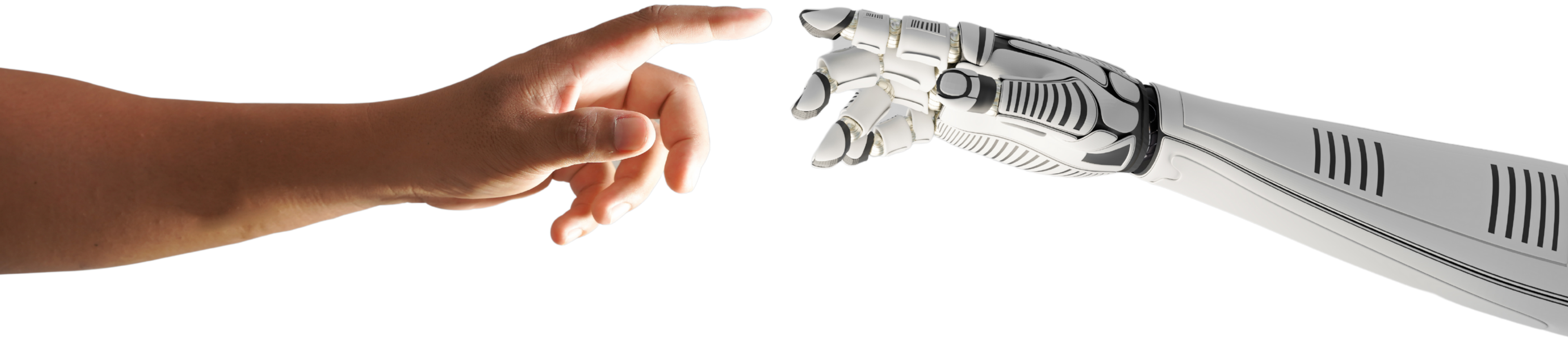
Creating value for all of DHL's stakeholders toward one ultimate purpose: "**Connecting people, improving lives.**"

DHL's **committed** employees take care of customers' goods as if they were their own.

Employer of Choice as per the Common DNA Scheme: Motivated and skilled employees deliver exceptional quality (Know your people).



What awaits DHL in the future as an employer?



The context

Situation: DHL is situated as a people-oriented company with a keen appetite for AI investments. At the same time, DHL wants to stay relevant and in touch with its employees while integrating DEI and AI into its branding strategy.

Complication: The workforce in Germany is getting older, making deriving value out of an aging workforce difficult. Also, retaining Gen Z is another challenge. Most employees are critical of AI because they believe it will steal their jobs.

Question: How can DHL continue to be an attractive and popular employer for all generations and stay at the top of the game in the marketplace as an AI-powered and age-diverse logistics company?

Answer: “#ForeverYoung with AI” employer branding strategy, coupled with a 15-year strategic communication plan for 2039, which marks DHL’s sixtieth anniversary with a focus on age diversity and AI adoption.

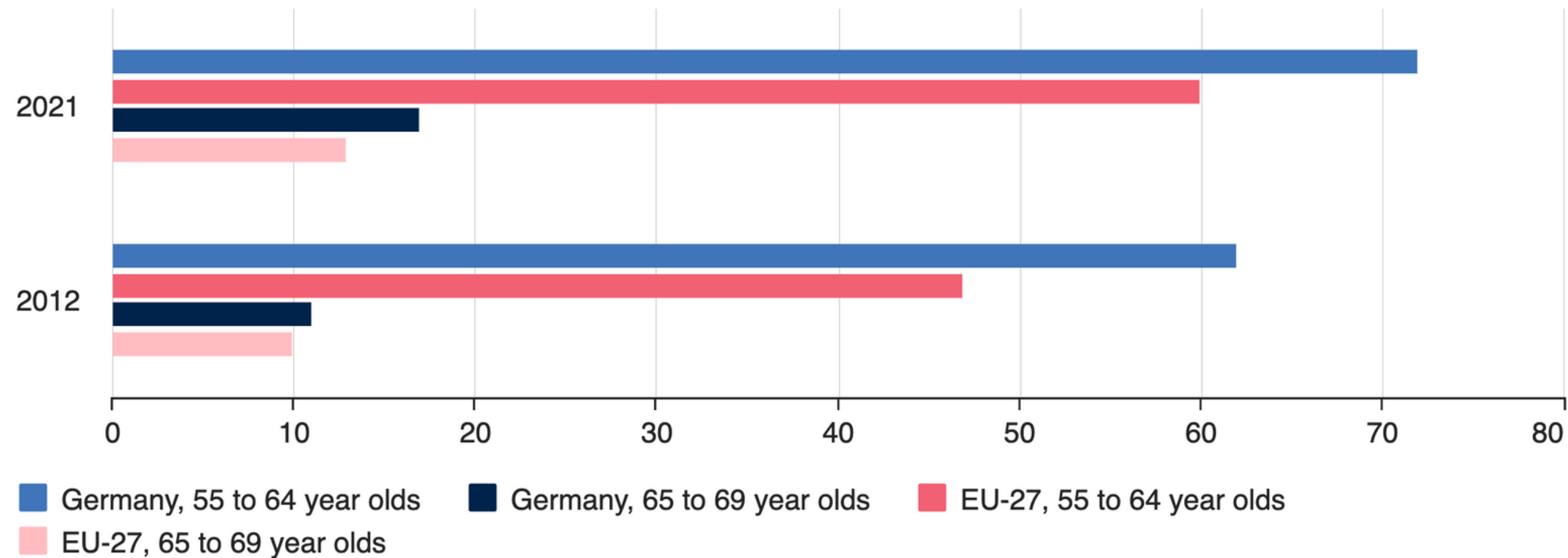


SITUATION ANALYSIS

More and more older people are in employment.

Employment by age group

Percentage



Source: EU labour force survey, Eurostat

© Statistisches Bundesamt (Destatis), 2023

https://www.destatis.de/EN/Press/2023/01/PE23_N003_13.html

Germany is lacking in digital competency.

INDIC_IS	Individuals with basic or above basic overall digital skills ... ↑
GEO ↓	
Albania	23.80
Romania	27.82
Türkiye	30.12
Bulgaria	31.18
North Macedonia	34.62
Bosnia and Herzegovina	34.65
Serbia	41.30
Poland	42.93
Italy	45.60
Montenegro	47.21
Lithuania	48.84
Germany	48.92
Hungary	49.09
Slovenia	49.67
Cyprus	50.21
Latvia	50.80
Greece	52.48
European Union - 27 countries (from 2020)	53.92
Belgium	54.23
Slovakia	55.18
Portugal	55.31
Euro area (EA11-1999, EA12-2001, EA13-2007, EA15-2...	56.34
Estonia	56.37
Czechia	59.69
Malta	61.23
France	61.96

According to **Eurostat** data, 48.92% of the German population has “basic or above basic overall digital skills,” which is below the European Union average of 53.92%.

https://ec.europa.eu/eurostat/databrowser/view/isoc_sk_dskLi21/default/table?lang=en

Robots could solve Germany's labor shortage.

GERMANY: ENGINE OF EUROPE

Germany has a plan to tackle a rapidly aging workforce: recruiting robots

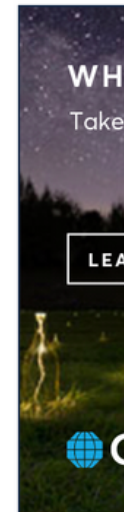
PUBLISHED MON, MAY 1 2023-1:43 AM EDT | UPDATED TUE, MAY 2 2023-3:22 AM EDT

Hannah Ward-Glenton
@HANNAHSWG

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KEY POINTS

- Digitalization could be key in solving Germany's labor shortage crisis, as the country feels the effects of having Europe's most aging population.
- There won't be major job losses as a result of digitalization, according to Ulrich Walwei, vice director of Germany's Institute for Employment Research.
- "There is this automation effect that means, of course, labor can be saved ... But, on the other hand, it gives consumers and also firms opportunities to use their resources in a different way," he said.



TREND

Digitalization also allows repetitive work to be automated, giving employees the chance to take on more mentally challenging tasks, says Cagri Pehlivan, CEO of robot services provider Robot4Work.

"Our robots can free up human workers to focus on more complex and creative work, leading to more fulfilling and engaging jobs," Pehlivan told CNBC via email.

Outsourcing more physically intensive tasks to robots also facilitates older employees to stay in the workplace longer, Pehlivan said.

Gen Z is dissatisfied, but are they to blame?

Gen Z – We don't have a generation problem, we have a transformation problem.

It's a nice narrative for some companies, executives, recruiters and consultants to shimmy along: Gen Z and their heavy-handed approach to work.

By **Angelika Ballosch** – On **May 11, 2023**

What if there are no generational differences at all? And much more exciting: What happens when employers and managers look at the unifying elements of all employees and promote them within the management system and the organization?

If you ask Germany's employers, young people are lazy. In a **survey** conducted by the German Chamber of Industry and Commerce (DIHK), they criticize Generation Z. That is, those born between 1995 and 2012, which is about 13 million young people across Germany. Every year, the DIHK publishes a training survey in which employers are asked about the behavior of young employees. The result of the 2022 edition: 63 percent of all young people lack motivation, willingness to perform and the ability to work under pressure.

Generation Z are "the most disloyal jobbers of all time," according to a recent headline in Der Spiegel.

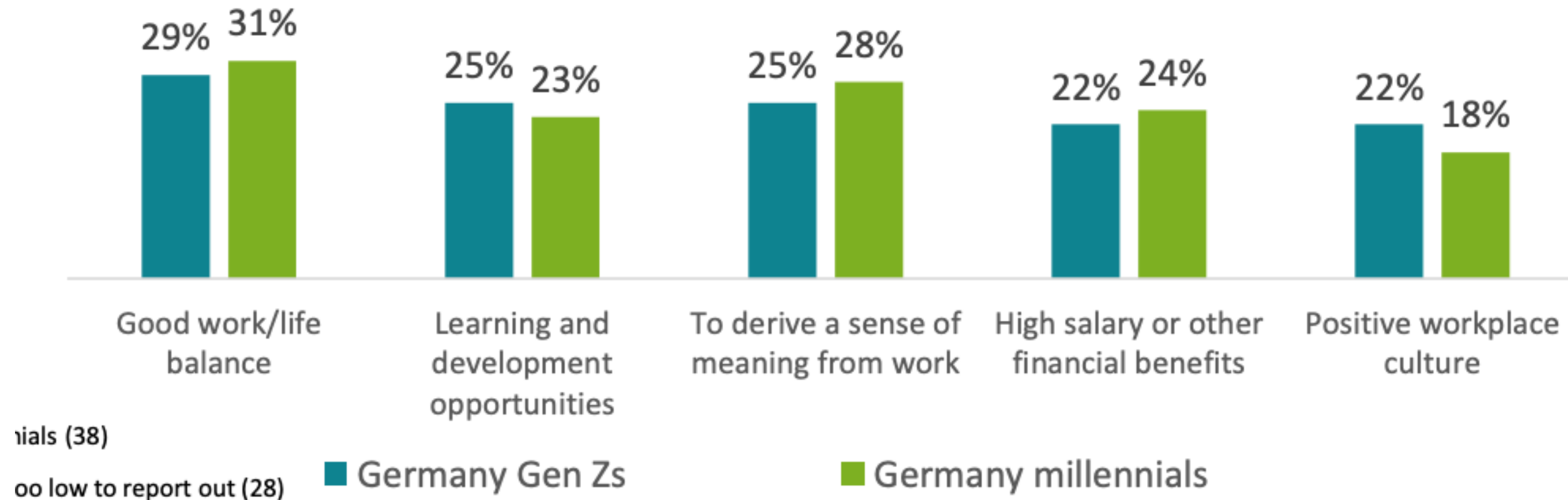
Dissatisfaction with employers is higher than ever among Gen Z. No wonder: needs such as job choice, working time flexibility and the like of this generation are allegedly currently given too little consideration.

<https://morethandigital.info/en/gen-z-we-dont-have-a-generation-problem-we-have-a-transformation-problem/>

The ideal employer for Gen Z and millennials




Top reasons Gen Zs and millennials choose to work for an organization:



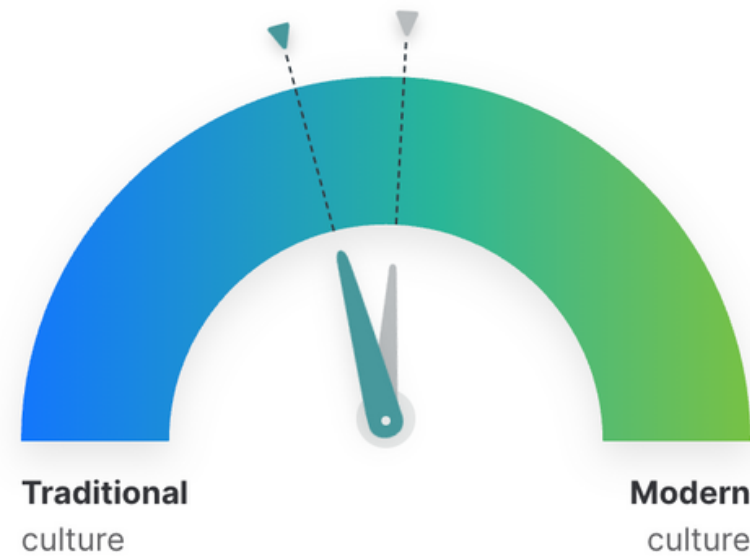
DHL's Kununu employer profile

3,8 ★★★★★
kununu Score
 13.235 Bewertungen

61% 
Weiterempfehlung
 Letzte 2 Jahre

Cultural compass - traditional or modern?

Based on data from 3,468 reviews, employees at Deutsche Post & DHL rate the company culture as more traditional, while the industry average is between traditional and modern. Satisfaction with company culture is 3.3 points on a scale of 1 to 5 based on 8374 reviews.



▼ German Post & DHL
 ▼ Industry average: Transport/Traffic/Logistics

The four dimensions of corporate culture

Company culture can be divided into four important dimensions: work-life balance, collaboration, leadership and strategic direction. Each of these dimensions has its own scale between traditional and modern.

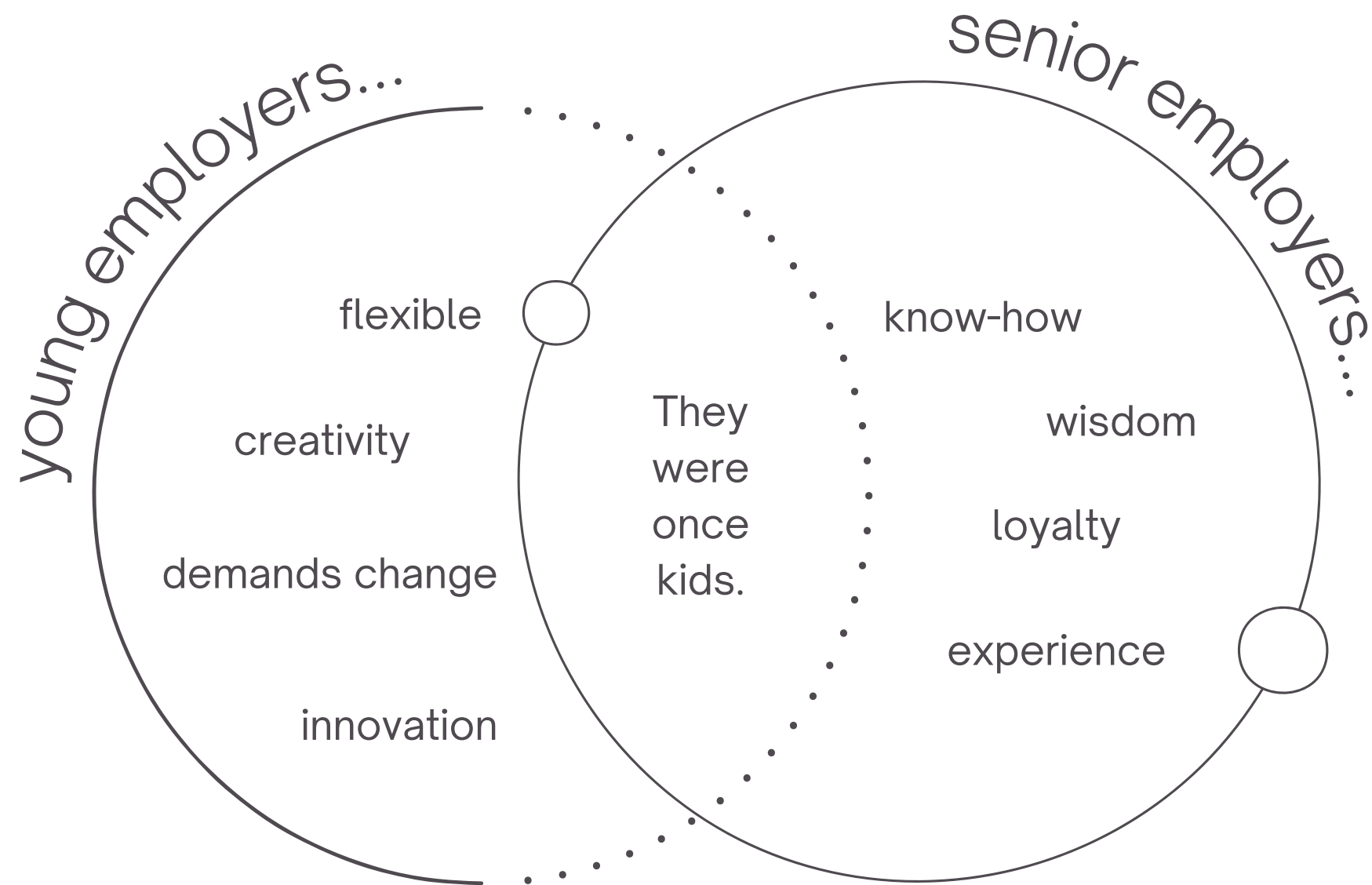


▼ German Post & DHL
 ▼ Industry average: Transport/Traffic/Logistics

<https://www.kununu.com/de/deutsche-post>

Target Audience

- Younger DHL employees (Generation Z and the Millennials)
- Senior DHL employees (Baby boomers, Generation X)
- Children and teenagers (Generation Alpha)
- General public





#FOREVERYOUNG WITH AI PR STRATEGY AND MEASURES

#ForeverYoung with AI - Key Messages

60 YEARS

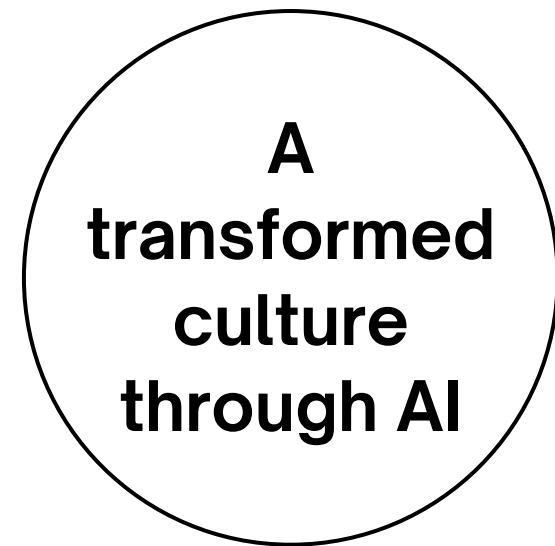
A 15-year all-encompassing strategic plan to be implemented until DHL Group's 60th anniversary in 2039, which aims to establish all DHL group companies as **an age-diverse and inclusive AI-powered workplace for all generations.**

DHL continuously needs more tech-savvy and creative young employees who are capable of leveraging AI at work. Intense AI training and upskilling will render DHL **an even more attractive company for younger generations.**

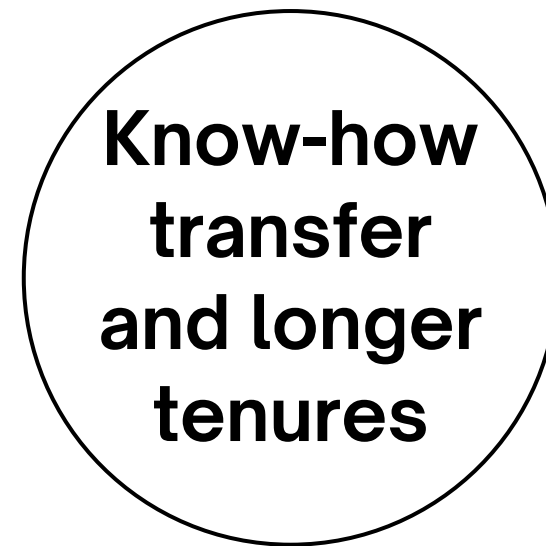
DHL is positioning itself as **an equal-opportunity employer for senior employees** by upskilling them to operate and integrate with AI and robots through dedicated training and recognition programs.

DHL is staying #ForeverYoung with AI as the global pioneer in AI-powered logistics. It makes sure that this transformation is not a "robot takeover" in the eyes of the public, but also **a solution to Germany's labor shortage crisis.**

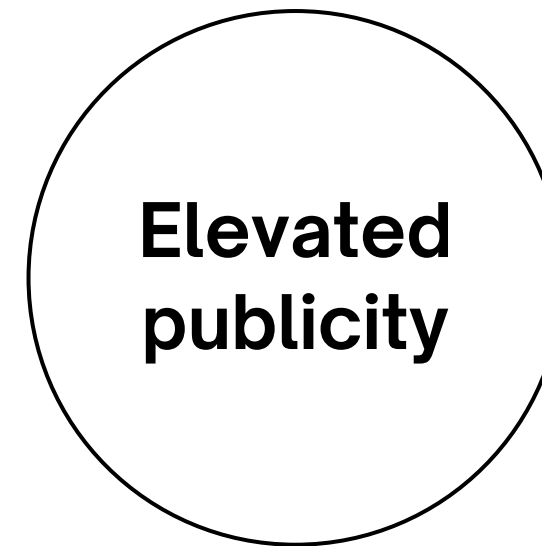
Objectives



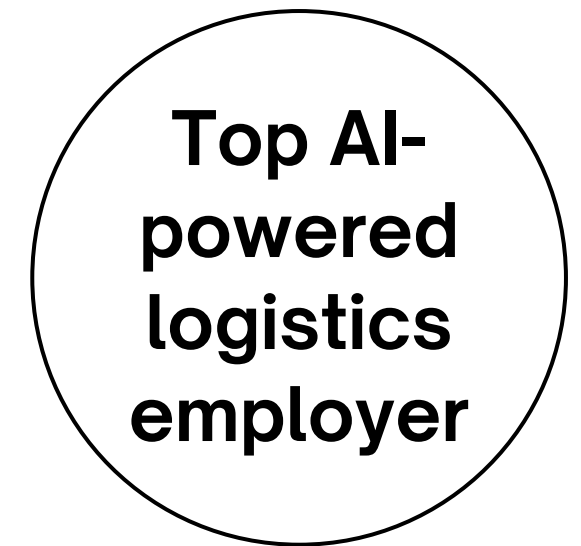
To attract and retain more young people and foster creativity in a transformed corporate culture with training and communication activities.



To leverage senior DHL employees' wisdom and encourage them to contribute more to the DHL community thanks to AI and robotics.



To communicate and represent the brand's #ForeverYoung initiatives in the media and across all stakeholders.



To establish DHL as the most attractive AI-powered employer in the logistics industry by 2039.

#ForeverYoung with AI - Employer Branding

AI Academy: Creating and transforming know-how. A specialized training center, offering tailored programs and workshops to equip employees with the skills needed to integrate and leverage artificial intelligence technologies in logistics operations. DHL AI Academy aims to foster continuous learning for young and older employees alike.

AI-powered logistics degrees: In collaboration with the University of Stuttgart, Kühne Logistics University, Coursera, Robot4Work and MetraLabs GmbH, DHL assumes thought leadership in AI through degree programs and internships.

Social recruiting: Optimizing platforms like LinkedIn with engaging content that showcases the company values, utilizing hashtags, leveraging paid advertising, and fostering employee advocacy and diversity initiatives to attract top talent.

AI recognition and bonus programs: In addition to tenure-based recognition programs, employees will also be rewarded for their AI adoption and creative ideas and encouraged to stay at DHL longer while continuing to create value.

#ForeverYoung with AI - Media and events

Corporate publishing: A people-oriented, online corporate magazine and platform both for employers and the general stakeholders. News from the four corners of Germany, with an emphasis on employee stories and AI at DHL.

Corporate TV: A renewed version. Everything employees need to know about life at DHL is found here. Employees can also share their own moments of interaction with AI and robots, thereby act as internal brand ambassadors.

Earned and paid media: Third-party mentions, op-ed articles and sponsored content in newspapers, blogs, and magazines (e.g. Harvard Business manager). The new employer brand is to be featured in case studies, webinars, etc.

Event management and sponsorships for:

- popular e-sports and other gaming events,
 - coding events for children aged 6-10, and
 - hackathons and ideathons in secondary education.
-



Corporate magazine by DHL UK

#ForeverYoung with AI - Community

Viral/Content Marketing and Merchandise: DHL Fashion, collections by young artists, gaming industry collaborations (e.g. Epic Games for Fortnite skin and accessories, also Roblox and Lego for children and teens).

Community Management: DHL's junior employees and young social media followers will act as brand ambassadors to promote DHL's #ForeverYoung corporate culture.

Influencer marketing: Brand ambassadors and influencers will be the mouthpiece of the AI transformation at DHL and create buzz. They will also be sharing fun memes and Reels (e.g. DHL fashion).

C-suite positioning via LinkedIn: Once per week, one of DHL's C-level executives, including the CEO, will publish an insightful post on LinkedIn to spread the word about how DHL aspires to incorporate DEI with AI.



“Not Your Average Grandpa/Grandma”

The strategic plan for 2039 will be supported by various digital PR and social media campaigns. One of the communication campaigns that aims to target older employees is called “Not Your Average Grandpa/Grandma.”

Through a series of films depicting the vivid and youthful side of working with AI and robots at DHL, the campaign will feature two unconventional senior DHL employees as the main protagonists to combat prejudice against AI.

One of these main characters will be male and the other female. The campaign videos will be shown as organic and paid content in short and long formats on YouTube, Facebook, Instagram, TikTok and LinkedIn.

The “Not Your Average Grandpa/Grandma” campaign will also be aired in prime-time slots on TV, in addition to OOH and publication placements.



Opportunities

- Many generations working together in harmony
- Higher technology adoption among senior employees
- Retaining younger employees
- A younger and more creative brand image
- Minimizing prejudice against AI
- Seamless workflows
- Maximizing business value
- Taking advantage of AI in higher numbers
- Better employee self-fulfilment and job satisfaction
- Becoming the pioneer in AI-powered logistics in the eye of the public



Partnership Recommendations

- Video production agency: Muthmedia
- Social media marketing: Saupe Communication
- Corporate publishing: DVV Media Group
- Robotics: MetraLabs GmbH, Robot4Work
- Generative AI: Claude
- Marketing Insights: Symanto
- Epic Games, Roblox
- Lego
- Kühne Logistics University
- Coursera
- Universität Stuttgart
- Bundesministerium für Bildung und Forschung

Budget

Service	Budget*
Exclusive PR communications 360* (Germany)	500.000 €
Social media marketing and maintenance (multi-channel)	480.000 €
“#ForeverYoung with AI” strategy development	400.000 €
Corporate publishing	250.000 €
Creative agency (viral/content marketing)	5.000.000 €
“Not Your Average Grandma/Grandpa” PR campaign	400.000 €
Event management (per event excl. operational costs)	50.000 €
Partnership consulting and mediation	100.000 €
TOTAL	7.180.000 €

*All figures are per annum, unless stated otherwise.

Thank you.