



FUJITSU

Operation Fujitsu, cryptonym: KATE (KAT-Katowice, E-expansion)

In Łódź, Fujitsu Poland employs 2500+ specialists and has decided to open a second location in Katowice where competition for IT specialists is huge. The goal was to build a 500+ candidate database.

Implementation phase was divided into 3 parts: introducing ourselves (ATL, media relations, SM), getting to know each other (partners - Mioush, Media, Waywer) and meetings (job fairs, conferences).

FUJITSU

PEOPLE
COLLECTED CVS

2300 CVs

Number of people who applied
for a job in Katowice

COMPANY IMAGE
PUBLICATIONS IN THE MEDIA

200 publications

Number of publication in the
media about whole action

OTHER
UNIQUE USERS ON WEBSITE

14 000 UU

Number of unique users on the
recruitment website

From no brand recognition on the labor market, in less than
4 months we have built a strong employer branding visibility.
Every day we received 20 quality CVs and recruited
100 people in 3.5 months.

The team

