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Communication campaign to build TMK's HR brand

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Building a company's brand is a long-term and multitasking process. In addition to building the loyalty of key target audiences, it is important for the organization to consider other communication objectives, such as raising awareness of employment opportunities among potential employees and building a sustainable positive image in their perception.

TMK's HR-branding communications campaign was developed by students of the Higher School of Media and Public Relations of Humanities institute of the Peter the Great St. Petersburg Polytechnic University as part of the case assignment of the first All-Russian Student Public Relations Competition "Luchnik Future".

TMK is the Russian pipe industry leader in the production of innovative pipes. The company develops new products for the nuclear and hydrogen energy, is at the forefront of technological development, cares about ecology, accompanies its employees on their career path thanks to Corporate University, develops industry science and has a powerful scientific and testing base.

The goal of the campaign is to shape the image of TMK as an innovative high-tech company with a youth audience (young people aged 16-25 years old, students and graduates of universities and colleges, young professionals). Geography of the project covers all regions where TMK has a presence.

Analytical activity became the initial stage of our work. We analyzed TMK's work with the youth audience that has already been completed, conducted competitive analysis of similar PR campaigns by key representatives of a large industry (ROSATOM, Severstal, NorNickel, etc.). For better understanding needs of our target audience, we conducted a survey among SPbPU students, the purpose of which was to identify the main criteria for choosing an employer. The result was the following set of values: reliability, respect, honesty, innovation.

In addition, we developed an avatar of a representative of our target audience. He is a 21-year-old student, Sergei, who lives in Taganrog, the city of TMK's presence. His interests are technology, engineering, and design activities. The value for him are quality education, self-realization, and protection of the environment of his home region.

The analytical work formed the basis of our communication concept. Its name is "PIPS in a new way: OBJECTIVE reality". Within this concept, we offer young people a look at the objective reality of employment in the heavy industry through the lens of TMK. The main key messages of our concept are three key words: high-tech, environmentally friendliness, reliable. These words describe TMK as an employer of choice for young professionals.

We developed the following communication tools to communicate our concept.

1) A media content competition and exhibition. The task of the participants is to find creative objects/installations in their environment that resemble pipes. The competition is intended to demonstrate the company's willingness to look at pipes in a new way - through the

eyes of young people. At the end of the competition, the best works are exhibited in the art space in the form of a real pipe (tool no. 6).

2) Skate park in a pipe. We propose to locate the object - a large pipe with a diameter of about 5 meters, in Mayakovsky Park in Ekaterinburg. There is a skate park in the pipe, and inside and outside the pipe is decorated in TMK style: sparks, workers, company logo in graffiti style and in corporate colors. With this tool, we attract the attention of sports fans and visitors to the city park, and also broadcast TMK's concern for the leisure time of young people, its future professionals.

3) VR presentation of the plant. Participation in career guidance events (e.g. job fairs) is an important tool for finding new professionals. We suggest introducing VR technology to the company's stands to stand out among other employers at the fair, to demonstrate the high-tech nature of the company and to give young people a glimpse of work through their eyes.

4) AR working day. The website is the most informative source of information about the employer. We want to enable the general public to get acquainted with the specialist's working day by means of AR technologies. Visitors of the website will be able to go step by step through the specialist's working day and at the same time learn about high-tech production solutions, safety of employees and their work, solutions aimed at taking care of the environment.

5) Video content in TIK-TOK. We decided to use the most trending social network of recent years. We analyzed the already existing Tik-Tok account of TMK, developed a content plan, and thought of creative solutions to improve work with the target audience within this network.

6) Art exhibition in a pipe. An object in the form of pipes lined with the acronym TMK, located in Chelyabinsk. Inside each letter is an exhibition of contemporary art dedicated to key messages (eco-friendliness, reliability, high-tech), as well as works by winners in a media content competition.

These tools formed the basis of our PR campaign to increase TMK's brand awareness among young audiences. In creating it, we relied on building a new way of thinking about the pipe industry among young professionals. We believe that our solutions will enhance TMK's competitiveness in the job market and lead to the following results:

1. Increasing the visibility of TMK among the youth community.
2. Increase in the number of references to vacancies for young professionals.
3. Increasing the association of TMK with such values as high-tech, environmental friendliness, reliability.

The implementation of the proposed solutions will allow TMK to strengthen its image as a socially oriented employer providing all the necessary conditions for the harmonious development of specialists starting their career and as a company that cares about the development of society as a whole.