



# WORK SPACE15

Content and process  
of creating a  
multimedia profile on  
the WORKSPACE15  
platform

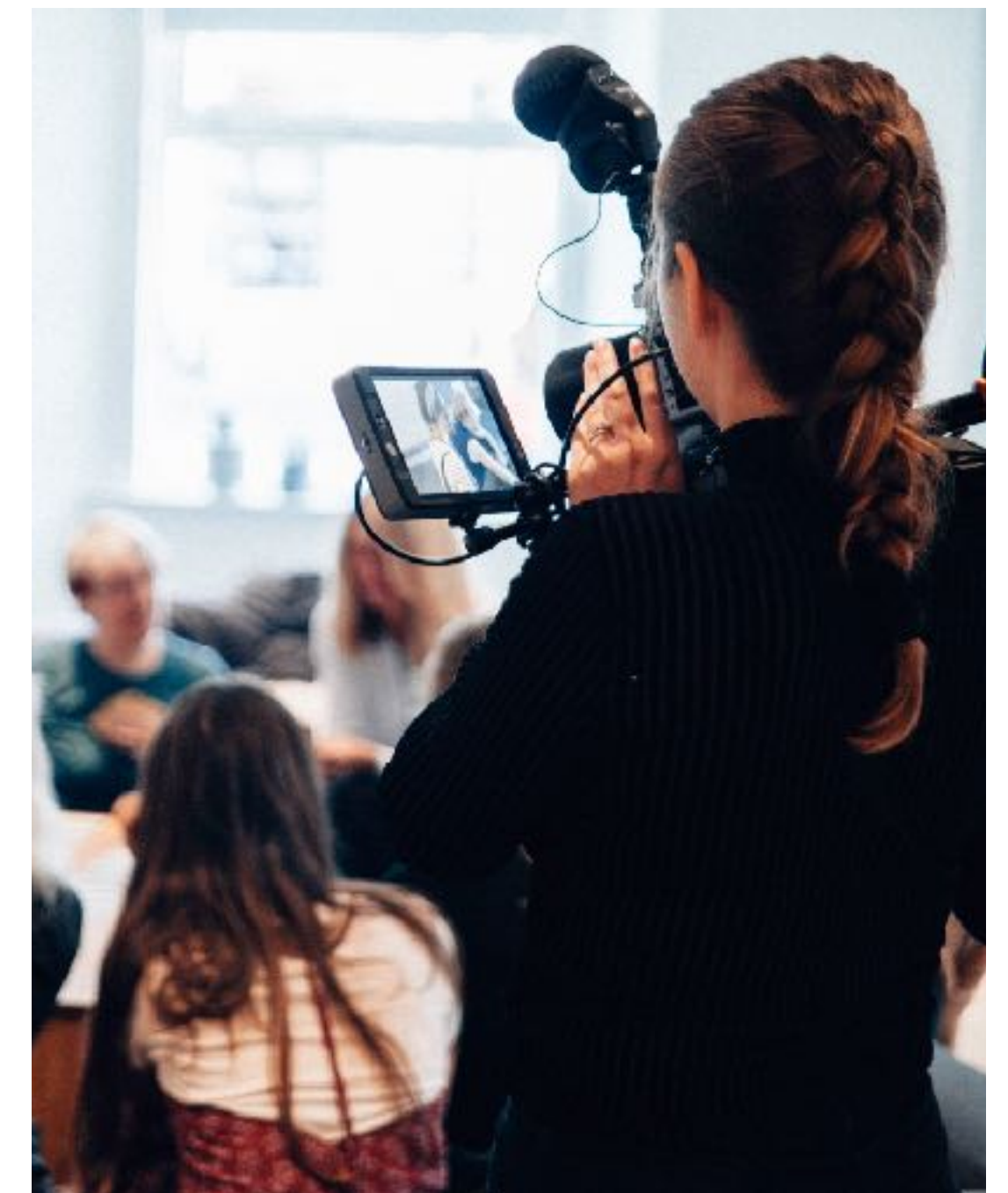


# VIDEO CONTENT IS THE KING

We follow the trends. Therefore,  
we base the storytelling of  
profiles mostly on videos.

Thanks to social sites, receiving information in the form of video is becoming more and more natural. We approach the profile content at WORKSPACE15 in the same way – video content is becoming our primary domain. **Journalist approach and deep insight into the company are the fundamental building blocks of our cooperation and it projects into various dynamic video formats.**

Thanks to that, our visitors might learn everything important to them in an attractive form.

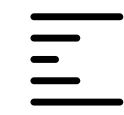




# OUR OFFER STEP BY STEP







**Textual company presentation**, key information for readers



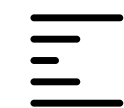
**2 video interviews with interesting personas of the company** > the main message in the video



**1 video survey with employees** > their perception of company culture and its values



**1 dynamic POV video** showing the company environment (office or another workspace)



**1 additional written article** on any topic (interview, report, etc.)



**Own professional photos, graphical visual elements**



**A large cross-media campaign** to support the profile and its individual parts

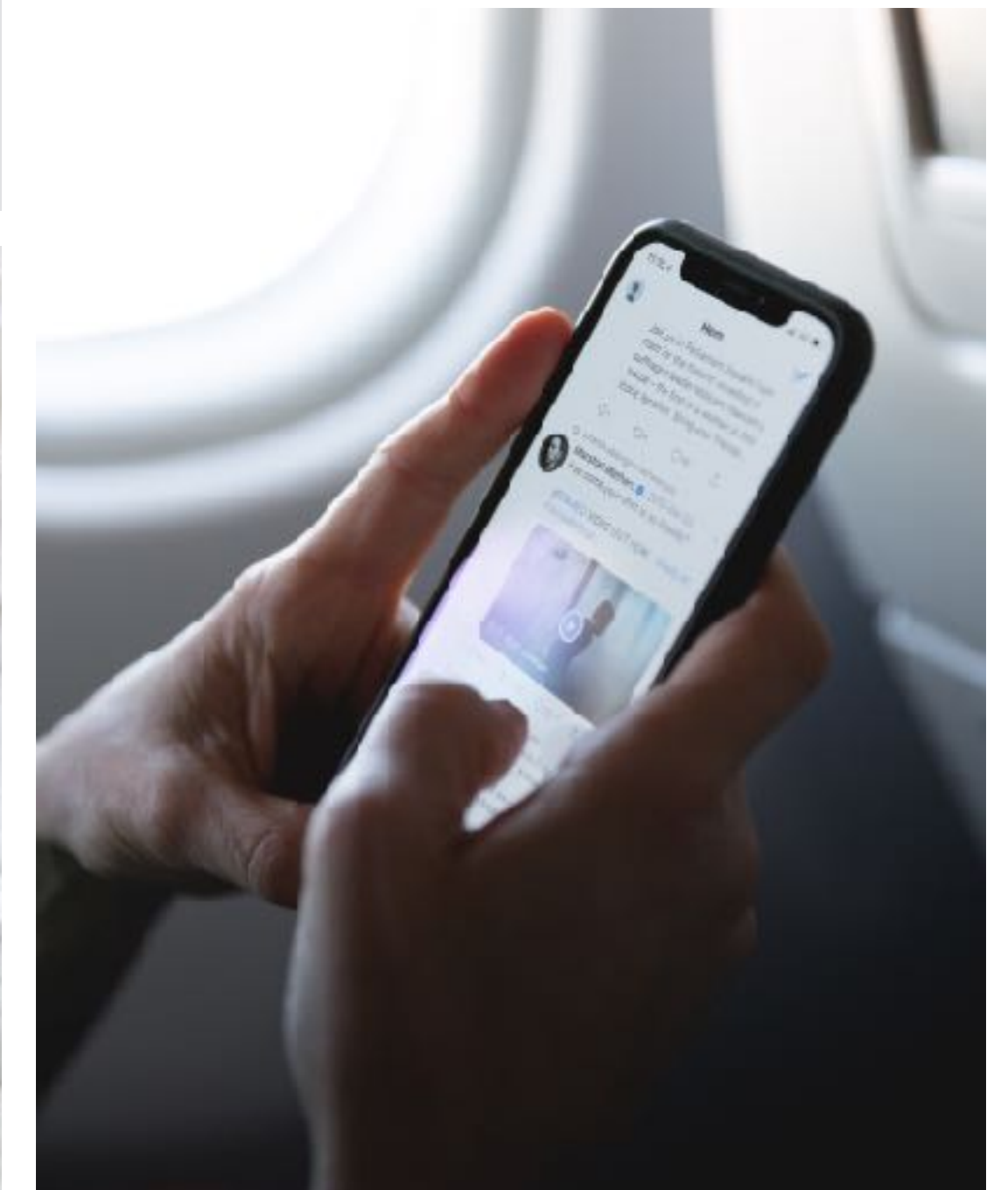
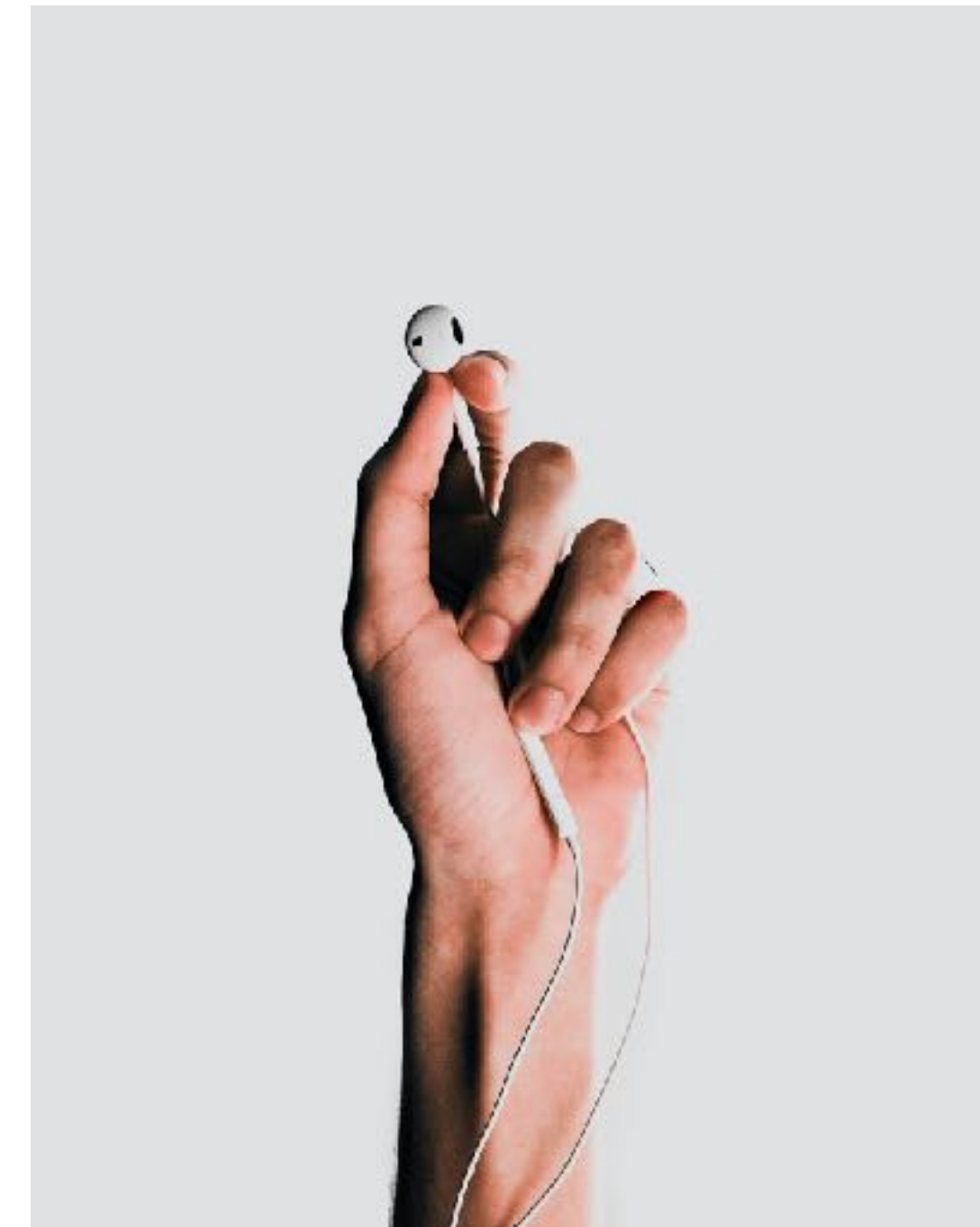


## COMPANY PROFILE CONTENT



# YOUR PROFILE AT WS15

How will the  
production of  
individual parts  
proceed?







## Textual company presentation, key information for readers

- » Basic introduction of the company – the most important and interesting information about the company's operation and your projects.
- » Company culture, benefits and other things that potential job applicants might be interested in.





## 2 video interviews with interesting personas of the company

- » Videos make the information base of the profile. It may show C-level people, managers, or the owners of attractive projects.
- » From the interviews, the visitors shall learn what tasks you are working on, how you solve them, what kind of people you are looking for to deal with them or what they might find with you.
- » The content framework of the videos is created after the introductory interview at the kick-off meeting and it covers your HR or EB needs.





## 1 video survey with employees

- » Together, we shall choose several employees from your company who shall participate in dynamic video shooting of the survey focused on the company values and culture.
- » We shall ask heroes several quick questions and require quick answers – the questions shall concern their perception of the company culture and company values.
- » An authentic video which might tell the profile visitor a lot about the mood in your teams.





## 1 dynamic POV video from the company environment

- » A quick video shot from the viewer's point of view. One of the up-to-date social media trends.
- » The cameraman shall walk through the previously agreed route – takes coffee, shows chill-out zone, workspaces or interesting premises.
- » This video shall present to the visitor, in short, what it looks like inside your offices (or another workspace).





## 1 additional written article on any topic

- » These articles expand on and complement the main content of the profile. It might be constructed as an analytical article, report, interview, etc.
- » The articles are shown as trailers on the profile home page, it opens on a separate domain, in the same design.



# TOTAL PRICE OF COOPERATION

275 000 Kč



The price includes **all work on the production of unique content for your microsite, paid promo on social networks and visibility in the media.**





A photograph of a modern office interior. In the foreground, a group of people are seated around a wooden table, working on laptops. The office has large glass walls and a modern design. The text "WORKSPACE15" is overlaid in the center in a white, bold, sans-serif font, enclosed in a white geometric frame. The background shows a hallway with more glass walls and a person sitting on a chair.

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