

Future talent?

XpertHR | ANTWOORDBANK

“XpertHR Antwoordbank” is an online portal for managers and HR professionals, that gives quick insights on HR related questions and topics. XpertHR, a label of the publisher Reed Business, asked vandenbusken to come up with a creative way to create brand awareness for XpertHR Antwoordbank and to bring (difficult) HR related questions to the attention in a light-hearted way.

XpertHR Preparations

At first, we focused on finding enthusiastic children that wanted to be part of the video.

That's why we created a Facebook post, in which we asked parents to sign up their children for the shooting day.



Facebook post



Behind the scenes




Look at their faces.
It's a little bit exciting,
but a lot of fun!

XpertHR Video's

vandenbusken came up with the title 'what do future talents think about:'. In every video, this is the opening screen, followed by the topic of the video. We teamed up with a great interviewer, who made the children immediately feel comfortable to talk about anything. He carefully brought the questions to the topics we wanted to create content about.



		 YouTube	facebook
 <p>VIDEO 1 Choosing a job</p>	<p>Uploaded June 25, 2018</p> <p>8.304 views</p>	<p>Uploaded June 28, 2018</p> <p>2.602 views</p>	
 <p>VIDEO 2 Leadership</p>	<p>Uploaded July 12, 2018</p> <p>64.821 views</p>	<p>Uploaded July 12, 2018</p> <p>6.300 views</p>	
 <p>VIDEO 3 Dismission, firing</p>	<p>Uploaded July 25, 2018</p> <p>46.411 views</p>	<p>Uploaded July 25, 2018</p> <p>11.000 views</p>	
 <p>VIDEO 4 Retirement</p>	<p>Uploaded August 9, 2018</p> <p>1.520 views</p>	<p>Uploaded August 10, 2018</p> <p>18.000 views</p>	