

DOUGLAS

PRESS RELEASE

THE CODE BEHIND BEAUTY –

With its new employer branding campaign, DOUGLAS is introducing an innovative form of recruitment

- IT, online marketing and e-commerce employees at DOUGLAS are, quite literally, 'THE CODE BEHIND BEAUTY' and the faces of the new digital employer branding campaign.
- 'THE CODE BEHIND BEAUTY' kicked off on 21 December 2021 with the launch of a career page for digital job openings at DOUGLAS, signalling the beginning of a new series of employer branding campaigns for the entire company.
- With more than 20 testimonials from DOUGLAS employees, the HR campaign creates awareness of digital disciplines at Europe's leading premium beauty platform.

Düsseldorf, 22 December 2021. Product owners, UX designers, display marketing managers: DOUGLAS, Europe's top premium beauty platform, relies on a diverse team of talented people who make its digital success possible. DOUGLAS is using 'THE CODE BEHIND BEAUTY' to train the spotlight of corporate communications on digital business areas and the people who work in them, using the format of a creative employer branding campaign. The leading beauty product retailer has evolved over the years into a fully integrated European beauty platform - and one of the most relevant employers for people seeking jobs in the digital arena.

"We are using our 'THE CODE BEHIND BEAUTY' campaign to revolutionise recruiting: We put people on centre stage as part of our company-wide employer branding campaign," says Vanessa Stütze, CDO of the DOUGLAS Group. "This will help us to further carry out our holistic digitalisation strategy. I am especially proud of the creative way we have implemented the campaign. This work was shaped and carried out mostly by our own employees. It is brimming with our digital DNA as a result."

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Until now, little was known about the digital world of work at DOUGLAS or the associated job profiles. The campaign 'THE CODE BEHIND BEAUTY' not only reflects the company's strategic digital orientation; but also focuses on the individual people and their areas of responsibilities in the digital workspace. At the same time, the campaign also marks the launch of a new type of employer branding campaign at DOUGLAS, one that is aimed at improving the company's visibility as a digital and diverse employer. "We have evolved into a digital company that also happens to operate a stationary business over the past few years," says Ingo Mommertz, Vice President Product/IT and CTO of the DOUGLAS Group. "The development of our data-driven premium beauty platform is another reflection of this transformation. A team of more than 250 employees oversee the programming and enhancement work. We intend to continue growing here and are scouring the market in our search to find the best people."

With elaborate make-up, styling and visual effects, DOUGLAS persuasively brings beauty and the digital world together in the new campaign. The exciting job openings in the innovative and future-oriented DOUGLAS beauty world unite team spirit and passion - the two driving forces discussed by DOUGLAS employees and creatively and authentically portrayed in the powerfully evocative HR campaign.

"With 'THE CODE BEHIND BEAUTY', DOUGLAS is introducing an authentic form of employer branding and driving digitised, intuitive recruitment forward - with the aim of inspiring potential applicants for all areas of the company to an equal extent," says Mareike Mende-Ratnam, SVP Group HR at DOUGLAS.

The career page for technical and digital jobs at DOUGLAS went live on 21 December 2021 with its own landing page at www.behindbeauty.de. The new page offers interested parties the opportunity to obtain in-depth information about the digital world of work and the people behind it at Europe's leading premium beauty platform. The site follows the "mobile first" principle, offering an optimised candidate journey in line with the mobile user behaviour of today's applicants as employer branding becomes more and more intuitive. That could even include direct messages via LinkedIn, Twitter or Instagram, as the recruitment process will spread across an increased number of channels in the future.

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Campaign credentials:

DOUGLAS: Tina Müller: CEO DOUGLAS Group; Susanne Cornelius: CMO DOUGLAS Group; Vanessa Stütze: CDO DOUGLAS Group; Marion Lange: Consultant; Ingo Mommertz: Vice President Product/IT, CTO; Mareike Mende-Ratnam: SVP Group HR; Marvin Kühl: Manager Employer Branding

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Photography & Filming: Stephanie Pistel

Website Design & Digital Execution: vlow studio, Düsseldorf: Simon Gollan: Video & Motion Design; Katharina Willner: UI/UX, Digital Art Direction; Lina Groenenstijn: Motion Design & Digital Art Direction; Paul Mura: Frontend-Development

ABOUT DOUGLAS

DOUGLAS is the leading premium beauty platform in Europe. Offering more than 160,000 beauty and lifestyle products in online shops, the beauty marketplace and over 2,000 stores, DOUGLAS inspires customers to live their own kind of beauty by offering a previously unparalleled assortment. The continued expansion of the fast-growing e-commerce business is the focus of the #FORWARDBEAUTY.DigitalFirst strategy programme. In fiscal year 2020/2021, DOUGLAS generated sales of 3.1 billion euros in the areas of perfumery, decorative cosmetics, skin and hair care as well as nutritional supplements, health and accessories.

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