



Generali Italia spotlights employees to attract new candidates

SUCCESS STORY

Generali Italia is the leading Italian insurance company. In an effort to raise awareness around the company's digital and technological transformation over the past several years, Generali Italia developed a brand ambassador campaign titled "Partner di Vita - Più di un Lavoro" ("Lifetime Partner - More than a Job") which was sponsored by their CEO, [Marco Sesana](#) and involved more than 1,200 employees across the company sharing in the ideation of the campaign as ambassadors. The wide promotion and sharing of these authentic experiences lead to increased candidate awareness, engagement and leads.



Increased Awareness

Using LinkedIn Sponsored Updates, Generali's social campaign achieved 371,000 impressions, with 30% of users viewing more than 50% of video content.



Increased Engagement & Leads

Generali Italia launched a campaign targeting Advanced Analytics, Digital and IT professionals and experienced a 4X increase in click through rate (CTR) and a 55% increase in leads.



Improved Perception

Annual research by Universum revealed a huge increase in talent attraction towards young professionals in STEM, a target demographic.



THE CHALLENGE

Increase candidate awareness

Generali, the leading Italian insurance company, wanted to increase their awareness to younger professional candidates. The team felt it could attract new employees by spotlighting the experiences of their current workforce and developed a series of videos and posts featuring more than 100 brand ambassadors as well as their CEO.

THE SOLUTION

Authentic company communication

Generali Italia used LinkedIn Sponsored Updates and Pipeline Builder to amplify their “Partner di Vita - Più di un Lavoro” (“Lifetime Partner - More than a Job”) campaign. In 12 months, Generali created over 50 posts on their LinkedIn Career Page dedicated to this campaign. Such posts included content about life and culture of Generali Italia, initiatives and events, digital hackathons, information about Generali Italia’s Employee Resource Groups, GirlsInSTEM programs and scholarships, and digital onboarding sessions where new hires could engage with Generali’s CEO. With the help of their employees sharing this content on their personal LinkedIn profiles, this campaign generated over 7,000 social reactions and, through an advertising campaign, 371,000 impressions and successfully attracted STEM. Digital and IT professionals and recent graduate candidates.



Our colleagues have incredible stories to tell and LinkedIn provided us with a channel to share their experiences with the world.



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