



STUDENT BRIEF

CREATE A HIGH-PERFORMANCE EMPLOYER BRANDING CAMPAIGN FOR HARRODS

Harrods

Summary

Harrods, the iconic luxury department store, wants to craft a campaign called 'Unapologetically Harrods' to showcase its high-performance culture as an employer. Your task is to develop creative assets and a strategy that position Harrods as a leader in workplace excellence, appealing both to current employees and prospective talent. You'll need to combine insights on luxury retail, employer branding, and generational workplace trends to produce a compelling proposal with digital mockups, messaging concepts, and a draft guide to Harrods' culture.

KEY WORDS

Luxury retail, employer branding, high-performance culture, workplace trends, digital marketing, creative campaign design, AI tools.

INDUSTRY

Luxury retail, fashion, employer branding.

FOCUS

- Differentiating Harrods' employer brand in the luxury sector.
- Communicating high-performance culture to younger talent.
- Designing creative assets that align with a luxury aesthetic.
- Balancing internal and external messaging strategies.
- Exploring AI tools for campaign design and delivery.



Brief

I'm part of the team at Harrods responsible for employer branding — essentially, making sure we attract and retain the very best people for our business. Right now, we're thinking hard about how to articulate what it means to work at Harrods, not just as a job but as a career in a high-performance environment. The luxury retail industry is competitive enough when it comes to customers, but it's also





fiercely competitive when it comes to talent. We need to stand out.

Here's the context: Harrods is known globally for offering excellence. Our customers expect it, and so do we from the people who work here. But we also know that the next generation of employees — particularly younger people entering the workforce — care about more than just prestige. They want a workplace that inspires them, pushes them to grow, and aligns with their values.

Your job is to design a campaign called 'Unapologetically Harrods' that communicates what makes working at Harrods unique. This isn't just about listing benefits or perks; it's about telling a story. What does high performance look like here? What does it feel like to be part of a team that sets the standard in luxury retail? And how do we make sure that message resonates with both our current employees and the prospective talent we want to attract?

I'd like you to focus on three deliverables. First, you'll create digital mockups of campaign materials — think social media posts, banners for our careers page, or even content ideas for platforms like Instagram or LinkedIn. Second, I want a draft of a high-performance culture guide that could be used internally or shared with candidates. This should be more than just abstract statements; it needs to feel real and specific to Harrods. Finally, outline a short advertising campaign concept that targets both internal and external audiences, with messaging that ties into the 'Unapologetically Harrods' theme.

A few things to keep in mind. We're a luxury brand, so everything you create needs to feel premium. If you were a customer walking into Harrods, you'd expect elegance, attention to detail, and quality — that's the same standard we'll apply to this campaign. We're also open to innovative ideas, including how digital tools or AI might help us deliver the message more effectively. For example, could AI help personalise content for different audiences?

Finally, I'm looking for work that's grounded in real-world insights. Use publicly available sources to back up your ideas — whether that's industry trends, generational research, or best practices in employer branding. Avoid generic suggestions or anything that feels like it could apply to any company. This is about Harrods, and we're unapologetically unique.

I'm looking forward to seeing how you'd bring this to life.

