



STUDENT BRIEF

CREATE A HIGH-PERFORMANCE EMPLOYER BRANDING CAMPAIGN FOR HARRODS

Harrods

Summary

Harrods is the London luxury department store known for its Knightsbridge flagship, Food Halls, restaurants and the world's leading fashion and beauty brands. I need one clear story for what "high performance" means here, and a campaign that shows it to our own people and to future hires. You'll research luxury retail, define the behaviours that matter, and turn that into a joinedup message with sample assets. You'll finish with a short handbook, mockups for internal and external channels, and sourcebacked reasoning.

KEY WORDS

luxury retail, employer brand, internal communications, recruitment marketing, high performance culture, Gen Z, messaging, copywriting, visual design, benchmarking, social media, AI tools, research, Canva, Figma

INDUSTRY

Luxury retail, Fashion, Marketing & Communications, Human Resources

FOCUS

- Defining "high performance" in luxury retail roles
- Benchmarking employer brands (Harrods vs Selfridges, Harvey Nichols, Liberty, Fortnum & Mason, NetaPorter)
- Crafting a single story with clear behaviours and proof
- Creating sample assets for careers channels and instore/internal touchpoints



Brief

I work in the Employer Brand team at Harrods. We've got lots of good messages about careers, but they're a bit scattered. I want one clear definition of "high performance" that fits Harrods and a simple, elegant campaign we can use on our careers site, LinkedIn and inside the store.

Here's the reality. We serve a global audience in Knightsbridge and online, across





fashion, beauty, food and hospitality. Service has to be precise, discreet and fast, especially at peak times like Christmas. Product knowledge matters. Teamwork between shopfloor, stock, back office and restaurants matters. So does pride in detail, from presentation standards to how we look after each other. Your job is to turn that into a story people can recognise and act on.

Tasks

1) Define high performance for luxury retail

- From public sources (e.g. Business of Fashion, Bain/McKinsey State of Fashion, UK ONS labour data, CIPD), draft a onepage definition of “high performance” in luxury retail. List 6–8 observable behaviours (frontofhouse and support roles). Include 3–4 risks to avoid (e.g. chasing speed over care) and why they matter.

2) Benchmark the market

- Audit publicly available Harrods materials (careers pages, job ads, LinkedIn, press articles). Compare with at least three competitors (e.g. Selfridges, Harvey Nichols, Liberty, Fortnum & Mason, NetaPorter). Create a simple table: core message, tone, proof points, talent appeal, gaps. Finish with three ways Harrods can stand apart, grounded in public evidence (heritage, scale, training visible in job ads, personal shopping services, H beauty expansion).

3) One clear story and message map

- Write a onesentence definition of high performance at Harrods and three supporting pillars. For each pillar, add 2–3 behaviours and a public proof point (e.g. press coverage of service standards, store accolades, brand partnerships). Build a message map with sample copy for: internal poster, shopfloor briefing slide, careers site hero, LinkedIn post, and a 15second video storyboard.

4) Bring it to life

- Create mockups: a careers site banner, a LinkedIn employer post, an Instagram carousel for early careers, and an internal poster or screensaver. Keep it luxury: Harrods green and gold tones, clean layout, plenty of space, minimal text, sharp headlines. Draft a 6–8 page minihandbook outline (page titles, 1–2 paragraphs per page, suggested images). Note any AI tools you used for research or firstdraft copy, and show how you edited for tone. Cite at least 3 sources at the end.

Strong work will feel simple and confident, with clear behaviours, distinctiveness vs competitors, tight copy, and visuals that match a luxury brand.

Thanks,
Employer Brand, Harrods

