# AN INTERNATIONAL SOCIAL MEDIA MASTERCLASS FOR PLACEBRAND LEADERS 

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## BURNING PLATFORM

## Denmark is in need of highly skilled labor, as is the case for many European countries.

- $38 \%$ of Danish IT/Tech companies say that they find it difficult to find employees with digital skills.
- 61 \% of the country's privately-employed engineers have either been headhunted or tried to get a new position within the last 12 months.

- Denmark has the lowest unemployment rate in many sectors since before the crisis.


## CAMPAIGN ECOSYSTEM



## CAMPAIGN LEAD-JOURNEY





4,9 mill.
Twitch stream unique viewers in peak time

## 5 mill.

social reach (including Pro-players sharings)

14
Times shown in
Twitch stream

## IT／TECH CAMPAIGN 2018

19，998，000
Times was the campaign viewed（excluding Twitch）

94，000



20 Sep 2018 － 19 Nov 2018 Campaign duration

## CAMPAIGN BUDGET

| Campaign cost | Budget <br> US dollers |
| :--- | ---: |
| Content development | 30,000 |
| Media spend | 60,000 |
| Marketing responsible for contacts + project management | 37,000 |
| Business responsible for incoming leads | 37,000 |
| Execusion of campaign | 16,000 |
| TOTAL | $\mathbf{1 8 0 , 0 0 0}$ |



