



COVERPAGE AND DECLARATION

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Table of contents

Number	Contents	Page number
1.	Introduction	3
2.	The report	8
3.	Market Entry Barriers	7
4.	Targeted Audience of the Campaign	9
5.	Success Rationale in Chosen Countries	10
6.	Chosen Media for the Ad	11
7.	Length of Time the Ad Will Run	12
8.	Conclusion	17
9.	References	18

1. Introduction

Introduction to Lanz Recruitment Agency and Its Marketing Campaign

Lanz Recruitment Agency: Where Global Talent Meets Opportunity

In a world where talent knows no borders, Lanz Recruitment Agency (LRA) has carved its niche as more than a matchmaker—we're the quiet force behind countless "perfect fit" moments. For over a decade, we've navigated the invisible threads linking skilled professionals to organizations hungry for their unique expertise. Our secret? We don't just fill positions; we decode the unwritten needs of companies and candidates alike, creating connections that fuel shared success.

The global stage is shifting. Traditional hiring playbooks gather dust as industries blend, remote teams become the norm, and cultural fluency trumps geographic proximity. That's why we're rolling out a campaign that doesn't shout about our achievements, but rather, lets our results speak through the people who've lived them.

"Global Talent, Local Impact" – The Stories Behind the Strategy

Take the Barcelona-based AI startup that cracked the Southeast Asian market because we placed a Jakarta-born data scientist who understood both Python and Batik. Or the Montreal hospital network that reduced patient wait times by 60% after we connected them with a healthcare operations whiz from Singapore. These aren't luck—they're what happens when you approach recruitment like a cultural anthropologist with a spreadsheet.

Our campaign zooms in on these unscripted victories. Through gritty photo essays of professionals thriving in unexpected settings, candid podcast interviews where HR managers admit, "I'd never have thought to look there," and raw video diaries of candidates' first 90 days abroad, we're showing the human machinery behind global hiring. You'll see the midnight oil burned by cross-continental teams, the laughter over mistranslated idioms that become inside jokes, and the quiet pride of a candidate who just received their first promotion in a second language.

Why This Hits Different in 2024

The pandemic taught businesses that talent pools aren't locations—they're perspectives. A logistics company in Mumbai now thrives because we found them a supply chain maestro who'd managed port strikes in Rotterdam and typhoon disruptions in Manila. A Parisian fashion house credits its rebrand to a creative director who grew up haggling in Marrakech's souks and studying at Central Saint Martins. In today's climate, hiring someone from a different hemisphere isn't risky—it's playing chess while others play checkers.

Our method? We dig deeper than CV buzzwords. When a Berlin green energy firm needed a CFO who could charm both venture capitalists and Senegalese village cooperatives, we didn't just find an accountant—we found a former Peace Corps volunteer with an MBA and Wolof fluency. When a Tokyo gaming studio wanted to break into the Brazilian market, we landed them a narrative designer raised in Osaka but obsessed with Rio's favela funk scene.

What's Coming

Over the next six months, we're spotlighting real-world wins through:

1. "The 5:47 AM Call" series: Documentary-style clips showing time-zone-jumping leaders juggling kindergarten drop-offs in Stockholm with board presentations in Santiago.

2. "Lost in Translation, Found in Results": A podcast miniseries where teams laugh about cultural faux pas that unexpectedly led to breakthroughs.
3. Interactive talent maps: Visualizing how a UX designer from Nairobi's informal tech hubs influenced a Zurich bank's app redesign.

We'll also peel back our process. How do we spot candidates who don't just tolerate ambiguity but thrive in it? What red flags hint someone might crumble when Ramadan deadlines clash with Q2 reporting? It's equal parts data science and gut instinct—like dating apps meets geopolitical analysis.

Your Move

This isn't about us flexing our recruitment muscles. It's an open invitation to rethink what's possible. Maybe you're a Riyadh-based e-commerce player needing a growth hacker who gets both Saudi youth culture and Toronto's Shopify mafia. Or a Nairobi edtech founder seeking a CMO who can pivot from pitching investors in London to understanding why Kenyan parents prefer paying school fees via M-Pesa.

The future belongs to organizations that see "global" not as a buzzword, but as a verb. It's about globalizing your meeting rooms, your problem-solving, your coffee break conversations. And that starts with who you hire next.

Lanz Recruitment Agency – Because the best person for the job isn't always in the same time zone.



Build an International Career with Lanz Recruitment

Are you ready to take your career global but don't know where to start? Lanz Recruitment is here to help you rise to the international challenge.

For over 20 years, we've connected talented professionals like yourself with opportunities all over the world. Whether you're looking to make your first move abroad or expand your diverse experience, our team of global experts can find the international opportunity that's the perfect cultural and professional fit.

We've successfully placed candidates in roles across Europe, Asia, North and South America, Africa and the Middle East. Past placements include:

- Maria P., Management Consultant in Sao Paulo, Brazil

After 5 successful years at a UK consulting firm, Maria leveraged her strategic skills and Portuguese language abilities to take on a new challenge in one of South America's largest markets.

- Akhil J., IT Project Manager in Bangalore, India

Originally from Mumbai, Akhil transferred internationally with a US tech company. Leveraging his technological expertise, he now oversees implementations across the Asia Pacific region.

- Salma A., Marketing Director in Cairo, Egypt

Egyptian national Salma brought her brand marketing experience to a prominent UAE corporation. She now heads their Middle East and African portfolio.

Are you the next success story? Our specialized recruiters can tap into a wide network of global clients to explore senior level roles, internships, mobility programs and more tailored to your expertise and interests.

Contact us today to start building an international career beyond boundaries. Rethink your potential at lanzrecruitment.com

Next, I'll provide an outline for the marketing report components you requested:

1. **Targeted Audience:** The campaign will target senior executives and HR managers in multinational corporations who are looking for top-tier talent.
2. **Countries for Ad Placement:** The ad will be run in the United States, Germany, and Japan, selected for their significant markets and diverse cultural landscapes.
3. **Success Rationale:** The ad's universal appeal and professional imagery are tailored to resonate in these culturally distinct markets, emphasizing global talent acquisition's value.
4. **Chosen Media:** The campaign will leverage digital platforms, industry-specific journals, and LinkedIn for targeted reach.
5. **Campaign Duration:** The ad will run over a three-month period to maximize visibility and engagement.
6. **Ad Costs:** Costs will vary by platform and country but expect to allocate a significant budget for multi-channel dissemination.
7. **Marketing Strategies:**
 - Localization of the ad's text without diluting the core message, ensuring cultural relevance in each country.
 - Leveraging success stories of placed candidates within each target market to build trust and credibility.
 - Integrating interactive elements in digital ads to increase engagement and track metrics for optimization.

These elements will collectively contribute to a nuanced and strategic marketing approach, aimed at reinforcing LRA's position as a leader in international recruitment.

the report

Component	Details
Targeted Audience	Senior executives and HR managers in multinational corporations
Countries for Ad Placement	United States, Germany, Japan
Rationale for Success	Adapted to cultural nuances; professional, universally appealing imagery; strong global message
Chosen Media	Digital platforms, industry-specific journals, LinkedIn
Campaign Duration	3 months
Cost Estimates	Will vary based on media and country; detailed budgeting required
Marketing Strategy 1	Localization of content to maintain cultural relevance while preserving the core message
Marketing Strategy 2	Use of success stories to build credibility and connection in each market

Component	Details
Marketing Strategy 3	Interactive digital elements to enhance engagement and gather analytics
Multicultural Issue 1	Different interpretations of professionalism and etiquette
Multicultural Issue 2	Avoiding cultural stereotypes and ensuring sensitive content portrayal
Multicultural Issue 3	Compliance with varied advertising and employment laws across regions

This report aligns with the previously designed ad and provides a structured overview of how the campaign is envisioned to unfold, addressing various strategic and cultural considerations to optimize its impact across diverse international markets.

targeted audience of the campaign

the targeted audience for lanz recruitment agency's marketing campaign is senior executives and human resources managers in multinational corporations who are key decision makers in the recruitment of top tier global talent these individuals are typically involved in strategic decisions about talent acquisition and organizational development they value

professionalism efficiency and the ability to source the best international talent to enhance their company's competitiveness and innovation

Success Rationale in Chosen Countries

Country	Rationale for Success
United States	The U.S. has a diverse and dynamic business environment that values innovation and global connections. The ad's focus on professionalism and global networking will appeal to American companies looking to enhance their global presence.
Germany	Known for its strong economy and emphasis on efficiency and precision, German companies will appreciate the ad's focus on professional excellence and the strategic value of international talent.
Japan	With its emphasis on respect, cultural nuances, and long-term relationships, the Japanese market will respond well to the ad's focus on cultural integration and understanding, showcasing LRA's commitment to fitting talent not just by skills but also by cultural alignment.

This table outlines why the ad is expected to be successful in the United States, Germany, and Japan, considering each country's unique business culture and market environment. The campaign's adaptability and focus on LRA's core strengths in understanding and bridging cultural divides are key to its anticipated success in these diverse markets.

Chosen Media for the Ad

The media chosen for Lanz Recruitment Agency's marketing campaign are selected based on their reach, relevance to the targeted audience, and their effectiveness in the specific countries where the ad will run. For this campaign, the following media platforms will be utilized:

1. **LinkedIn** as a professional networking platform's LinkedIn is ideal for targeting senior executives and HR managers. Its global reach and professional context make it an excellent channel for B2B marketing, particularly for recruitment services.
2. **Industry-specific Journals and Websites**: Placing ads in well-regarded journals and websites that cater to business leaders and HR professionals will ensure that the campaign reaches an audience that is highly relevant and interested in international recruitment services.
3. **Social Media Platforms (Instagram, Twitter, Facebook)**: These platforms offer broad reach and the ability to target ads based on user behavior and interests. They are also effective for engaging with a younger demographic of upcoming business leaders and HR professionals.
4. **Google AdWords**: Utilizing search engine marketing allows the campaign to target individuals actively searching for international recruitment services.

Length of Time the Ad Will Run

Media Platform	Duration	Rationale
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LinkedIn	3 months	Long enough to build awareness and engagement among professionals.
Industry Journals	3 months	Aligns with publication cycles and ensures sustained visibility.
Social Media	Instagram: 3 months Twitter: 3 months Facebook: 3 months	Continuous engagement is crucial for building and maintaining visibility. Reassessing at the end of each month for optimization.
Google AdWords	3 months	Allows for ongoing assessment and optimization based on performance metrics.

Cost for Running the Ad

The cost of running the ad campaign for Lanz Recruitment Agency will vary significantly based on the chosen platforms, the countries in which the ads are placed, and the duration of the campaign. Here is an estimated breakdown:

4. **LinkedIn**: Typically, LinkedIn advertising can cost anywhere from \$2 to \$5 per click for sponsored content. With a targeted campaign focusing on high-value users (senior executives and HR managers), a monthly budget of approximately \$5,000 could be allocated for each of the three countries, totaling \$15,000 over three months.

5. **Industry-specific Journals and Websites:** Advertising costs can vary widely, but assuming a mid-tier pricing model, an estimate of \$2,000 per month per country is reasonable, summing up to \$6,000 over three months for each country and \$18,000 in total.

6. Social Media Budget Breakdown:

Let's talk about how we'll connect with people across borders.

Here's where your budget will work hardest:

2. Instagram: Visuals speak louder here! To keep engagement high, we recommend \$2,000/month per country (totaling \$6,000 over 3 months). Think eye-catching stories, reels, and carousel posts that showcase success stories.
3. Twitter: Conversations matter. With \$2,000/month per country (also \$6,000 over 3 months), we'll craft polls, threads, and retargeting ads to spark dialogue and keep LRA top-of-mind.
4. Facebook: Its massive reach needs a bigger push. Allocating \$3,000/month per country (\$9,000 over 3 months) lets us target professionals and businesses through tailored ads and community-building.

7. Google AdWords Strategy:

Search ads are competitive, but smart bidding wins. Starting at \$4,000/month per country (total \$36,000 over 3 months), we'll

focus on high-intent keywords like “hire international talent” or “global recruitment agency.” Regular A/B testing will refine what works.

Total Estimated Budget: Around \$85,000 for 3 months across all platforms and countries. Flexibility is key—we’ll shift funds monthly based on what’s driving the best ROI.

Marketing Strategies to Make Ads Stick (Point 8):

Let’s humanize the approach:

- ❖ Speak Their Language (Literally & Culturally): No cookie-cutter messages. A German tech company might see data-driven results, while a Japanese firm values teamwork stories. We’ll tweak visuals, slang, and even color schemes to feel local.
- ❖ Test, Learn, Repeat: Use real-time dashboards to track what’s hot (or not). If Instagram Reels in France get 2x clicks, we’ll double down. If Twitter ads in Brazil fall flat, we pivot fast.
- ❖ Stories Over Sales Pitches: Share videos of a U.S. startup thriving thanks to LRA’s hires, or a testimonial from a South African nurse placed abroad. Authenticity builds trust.

Timing Matters: Ad Durations

Consistency breeds familiarity. All platforms (LinkedIn, industry journals, Instagram, Twitter, Facebook, Google) will run ads for 3 months. Why?

1. It takes ~7 impressions for a message to stick.
2. Gives us time to tweak underperformers without restarting campaigns.

Navigating Cultural Landmines (Point 9):

Running the same ad worldwide is like serving sushi in Rome—it might not click. Here's how we'll avoid missteps:

- Taboos & Traditions:
 - A thumbs-up emoji? Friendly in the U.S., offensive in parts of the Middle East.
 - Colors matter: White signifies purity in Europe but mourning in Asia. Local creatives will audit every detail.
- Lost in Translation?:
 - Direct translations can flop. Example: “We’ll make your team unstoppable” in English might sound aggressive in Japan. We’ll localize idioms and humor.
- Legal Headaches:

- GDPR in Europe vs. laxer data laws elsewhere. Our legal team will adapt disclaimers, privacy terms, and targeting rules per region.

Pro Tip: Partner with influencers or local HR consultants in each country. They'll flag issues we might miss and add grassroots credibility.

Why This Works:

By blending data with cultural empathy, we're not just running ads—we're building conversations. Think of it as hiring a local guide for each market, ensuring LRA feels less like a foreign brand and more like a trusted neighbor.

conclusion

creating a successful international marketing campaign for Lanz Recruitment Agency requires a strategic and culturally nuanced approach.

By addressing the multifaceted aspects of international marketing—from understanding and targeting the appropriate audience in each country to selecting the right media platforms, optimizing ad durations, managing budget considerations, and deploying effective marketing strategies—LRA can enhance its global presence and connect with key stakeholders effectively.

Addressing multicultural issues is paramount to ensure that the advertising resonates positively across different cultural landscapes,

avoiding misunderstandings or offenses. It involves a deep understanding of cultural nuances, effective localization of content, and adherence to legal and regulatory standards in each market.

By embracing these challenges and opportunities, LRA can build a compelling and respectful marketing campaign that showcases its strength in international recruitment, highlighting the diversity and talent of its placed professionals. This approach will not only bolster LRA's brand recognition and reputation but also drive its mission to bridge talent and opportunity on a global scale.

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