

TYPE

Digital tool

TOPIC

Fight against stereotypes and enhance business sectors and professions

OBJECTIVES

Present a professional business sector,

Break down stereotypes inherent to a business sector,

Use off-the-wall humour form to inform and call out clients.

BENEFICIARIES

Internet users, Mobile users, General Public, Partners in the fields of education and employment and from the economic world.



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Series of sectorial videos JOB'IN ACTION

► DESCRIPTION

« Job'in Action » is a concept of videos entirely produced by the Cité des métiers of Marseille and PACA. It has a striking form that answers to the lack of visibility and the negative stereotypes of professional sectors on the territory. "Job'in Action" incorporates the codes of the viral videos on the web: short format, dynamic set-up, humoristic quotes... without forgetting the content.

The videos allow to focus on some sectors such as metal industry, hotels and catering, sales and large retailers; and make it attractive in particular towards young people, great consumers of YouTube videos.

Standard content of a "Job'in Action video" :

- a short interview with up to 4 persons (a trainee, an employee, a person in career retraining, a head of a company);
- socio-economic data on the sector (number of hires, average wage, business sectors);
- information about work environments to make seem more concrete a sector that could seem vague;
- total duration of the video: 6 minutes maximum.

► KEY FIGURES

	Job'in Action INDUSTRY	Job'in Action Hotel
Date of realase social networks (FB – YT)	11/03/2019	01/04/2019
Impact Women/ Men	49 % W / 51 % M	42 % W/ 58 % M
Type of clients affected	13-17 years in majority 45-54 years	13-17 years in majority

► RESULTS AND IMPACT

7954 views for Job'in Action Industry (Facebook and YouTube)
5279 views for Job'in Action Hotels and catering (Facebook and YouTube).

Excepted results:

- sponsoring via social networks;
- produce from 10 to 15 sectorial video clips over 3 years;
- obtain a Cité de métiers handmade product in order to enhance

