



Young talent wanted: DHL launches recruitment webpage targeting esports community

- DHL explores new ways of employer branding with Dota 2 game
- DHL engages with esports community through content and live activities at ESL Gaming events
- DHL has been the Official Logistics Partner for ESL Gaming and provides all event-related logistics since 2018

Bonn, May 19: With the growth of the mobile gaming sector and online streaming platforms, DHL is combining esports and employer branding, building on the long-lasting partnership with ESL Gaming. Together with the online multiplayer game Dota 2, DHL is creating a customized webpage (<https://inmotion.dhl/esl/dota2-adventures/career>) for the younger and more dynamic target audience to inform of job openings at DHL, especially in the IT department. The employer branding campaign is being promoted for the first time through various activities (online content, booth and live talks) at the ESL One Stockholm Dota Major 2022 event from May 12th to 22nd. DHL has been the Official Logistics Partner for ESL Gaming, the world's leading esports organizer and production company, since 2018 and is responsible for event logistics.

For this year's esports season, the logistics expert is launching an employer branding campaign with the help of brand ambassador, SirActionSlacks, who is known for creating entertaining videos in the realm of the popular Dota 2 game. An official DHL Dota Career page is created where Dota fans can learn more about working at DHL and apply for jobs in IT. Moreover, fans can "apply" for the job as SirActionSlacks' assistant, offering the chance to feature in one of the episodes. This initiative encourages young talents from the esports world to get to know DHL as an employer brand. "We are always on the lookout for innovative ideas in recruiting and employer branding," says Meredith Wellard, Vice President Group Learning & Talent at Deutsche Post DHL Group. "The target audience match between esports and IT-jobs smartly combines two worlds with all kinds of opportunities."

"Not only is DHL a trusted partner of ours and a great supporter of esports through the years, they have also grown into one of the highest regarded ESL Gaming partners in the eyes of our fans," said Artem Bykov, General Manager, Game Management at ESL Gaming. "DHL has always gone above and beyond to connect with the audience and generate added value for fans both on-site at the arenas and at home, and this time is no exception."



ESL Gaming and DHL share a common mission, they want to inspire and connect people by creating unique and emotional moments. Being directly involved in the esports industry offers DHL a considerable opportunity to deliver its brand to new customers, consumers and employees. DHL is reaching a young fan community with an affinity for the internet and e-commerce that is usually difficult to reach via traditional channels because of changes in media usage patterns. DHL therefore intensely engages with the esports community through various content campaigns and live activities. For example, the DHL Dota Adventures series, which started in 2018, is a collection of Dota 2-related episodes with SirActionSlacks and his trusty DHL sidekick, EffiBOT. The series quickly became the most enjoyed content series at ESL tournaments. Additionally, at live events, DHL engages directly with fans with DHL DROP, an activity where one can win prizes when showcasing an original and creative message on their DHL DROP poster. For those who can't be in the arena but watch the Dota 2 tournament in the live stream, viewers can take part by entering “!DHLDROP” into the Twitch chat.

“DHL is celebrated and loved by the ESL fan community, which is the greatest compliment for a sponsor,” says Arjan Sissing, Head of Brand Marketing at Deutsche Post DHL Group. “For us, this emotional connection to esports fans around the world is the perfect way to connect with a huge community of digital natives with a high affinity for e-commerce.” The esports community is one of the fastest growing markets, which already counts more than 500 million people worldwide that follow the major gaming tournaments.

Over the past years, DHL has been building on a successful brand partnership with ESL by providing all transport and event logistics for Dota 2, Counter-Strike: Global Offensive, and mobile tournaments and leagues. DHL organizes the transport of the stage equipment and other needed supplies to all ESL Gaming's world-class events as well as manages merchandising shipments.

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Note to editors:

For more information about the DHL Dota Career Page, visit: <https://inmotion.dhl/esl/dota2-adventures/career>

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