

MAYBE YOUR EX
WASN'T THAT BAD?



600 colleagues have returned to work at Danske Bank.

Campaign's messages

(visuals shown in the following pages)



Nr	Value proposition	Catch phrase	Key message
1.	Increasing returns	Maybe you ex wasn't that bad?	600 colleagues have returned to Danske Bank
2.	Growth	Maybe ex encourage you to achieve your goals?	Returned colleagues appreciate the career opportunities at Danske
3.	Meaningful work	Maybe you find purpose with your ex?	Returned colleagues implement sustainable projects at Danske
4.	Community	Maybe you were never bored with your ex?	Returned colleagues enjoy Danske's 20+ internal clubs & communities
5.	Benefits: bistro	Maybe your ex is a good cook?	Returned colleagues enjoy breakfast and lunch at the Danske office bistro
6.	Benefits: campus	Maybe your ex has a nice apartment in the center?	Returned colleagues enjoy the modern Danske campus
7.	Stable organisation	Maybe you always felt safe with your ex?	Returned colleagues appreciate Danske's stable and mature organisation
8.	Important work	Maybe your ex have ambitious goals?	Returned colleagues implement meaningful projects in international teams at Danske

Danske Bank

GAL
TAVO EKS
VISAI
NIEKO?



600 kolegų sugrįžo
dirbti į Danske Bank.

Prisijunk: danskebank.lt/karjera

Danske Bank

GAL SU
TAVO EKS
NIEKADA
NEBUVO
NUOBODU?



Į Danske sugrįžę kolegos
renkasi laisvalaikį
viename iš 20+
bendraminčių klubų.

danskebank.lt/600sugrizusiu

Danske Bank

GAL
TAVO EKS
SKANIAI
GAMINA?



Į Danske sugrįžę kolegos
pusryčiauja ir pietauja
biuro bistro.

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Danske Bank

GAL
TAVO EKS
TURI
AMBIGINGŲ
TIKSLŲ?



Į Danske sugrįžę kolegos
įgyvendina prasmingus
projektus tarptautinėse
komandose.

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Danske Bank

GAL
TAVO EKS
TURI
JAUKŲ
BUTA,
CENTRE?



Į Danske sugrįžę kolegos
mėgaujasi darbu
moderniame Danske
miestelyje.

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Danske Bank

GAL
TAVO EKS
SKATINO
SIEKTI
SAVO
TIKSLŲ?



Į Danske sugrįžę kolegos
vertina karjeros
galimybes.

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Danske Bank

GAL SU
SAVO EKS
MATEI
PRASME?



Į Danske sugrįžę kolegos
įgyvendina tvarią ateitį
kuriančius projektus.

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Danske Bank

GAL SU
SAVO EKS
VISADA
JAUTEISI
SAUGIAI?



Į Danske sugrįžę kolegos
vertina stabilią ir
brandžią organizaciją.

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