

MENU

STARTERS

For a quick bite: Video formats that grab attention and spark engagement

Video Messaging for Sourcing

Personalised video messages for the talent with the most potential

Effort: ★★☆☆☆

All it takes is a little courage on camera to get started. Just make sure your video data is safe, especially if you're not using a dedicated platform.

Impact: ♥♥♥♥♥

Higher response rates and genuine interest from the very first contact.

Video Vacancies

Everything candidates need to know about your role all in one engaging video.

Effort: ★★☆☆☆

Whether it's shot on the fly with your phone or carefully produced: what matters most is showing what it's really like to work with you. The right tools and a few reusable video building blocks can make that much easier.

Impact: ♥♥♥♥♥

Higher conversion rates and better self-selection. You attract exactly the candidates who are the right fit for your team.

➤ Easy to repurpose: On your career site, in a job ad or as a LinkedIn post: this video format works in (almost) every channel.

MAINS

Your main course in the selection process: Video formats that help you spot potential beyond the CV.

Video Application

An optional pre-recorded introduction from candidates as part of their application.

Effort: ★☆☆☆☆

Hardly any effort for the hiring team—but a lot of pressure for candidates.

Impact: ♥♥♥♥♥

Tough to compare across applicants and prone to subjective impressions.

Pre-recorded video interview

A structured, on-demand interview where candidates respond to set questions by video—in their own time, at their own pace.

Effort: ★★☆☆☆

Record your questions once—and review as many interviews as you need.

Impact: ♥♥♥♥♥

It's fair, consistent and efficient: the same interview for everyone, fewer delays in the process, and more confidence in your hiring decisions.

Live video interview

A real-time conversation over video, typically with a recruiter, hiring manager or future team.

Effort: ★★★★★

It requires scheduling and some preparation, but it can be structured and works well in a digital setup. Reliable tech is key on both sides.

Impact: ♥♥♥♥♥

A fast and direct way to connect. It creates space for follow-up questions and gives both sides a sense of cultural fit.

DESSERTS

The cherry on top: Videos that support retention and make onboarding feel personal.

Video messaging for Pre-/Onboarding

Personal video messages sent after contract signing or ahead of the first day—recorded by the team, manager or buddy.

Effort: ★★☆☆☆

Easy to create with a smartphone, no big production needed. A great fit for small teams or distributed setups.

Impact: ♥♥♥♥♥

These videos build connection from day zero, ease first-day nerves and help new joiners settle in faster. A real boost for retention and time to productivity.

➤ Especially useful when there's a longer gap between contract signing and start date.

DRINKS

The perfect add-ons to your video menu: Because the right extras bring out the best in every dish.

ATS integration

Connecting your videos to your applicant tracking system keeps your process clean and reduces manual work.

Data protection

Yes, you can start using video in recruitment pretty quickly. But when things get more serious, a dedicated platform helps protect both you and your candidates—GDPR-compliant, secure and reliable

Employer branding alignment

A consistent look and feel makes every video more credible. From logo and colours to background and tone—the more aligned your videos are, the stronger their impact.

**LET'S TALK ABOUT HOW
VIDEO COULD SUPPORT YOUR HIRING**