

# CEO for One Month

Hannah Mourney's Journey | Adecco Group Australia

**“Like being given the keys to your dad’s car before even knowing how to drive, the Adecco Group’s ‘CEO for One Month’ program is a powerful eye-opener for those who take part.”**



Adecco Group Luxemburg

Adecco Group Belgium

# Mercedes Benz & CEO for One Month Australia

- **Aim:** Showcase the exclusive experience of CEO for One Month with the premium brand image of Mercedes Benz in a digital campaign during Hannah's month with Adecco Group.
- **About:** Mercedes Benz values Pride, Passion, Integrity, Excellence, Discipline, Respect similar characteristics we aim to attain with the CEO for One Month intern.
  - Their slogan '*The Best or Nothing*' matches the exclusive experience in being the CEO for One Month amongst thousands of applicants.
  - We describe the CEO for One Month experience in Press using the car analogy... "Like being given the keys to your dad's car before even knowing how to drive, the Adecco Group's 'CEO for One Month' program is a powerful eye-opener for those who take part."
- **About our partnership:** With **over 20,000 followers** across our social accounts and **over 100,000** with Mercedes Benz. We should see an extensive reach online with our content being advertised to other businesses, prospective customers, clients, and candidates.
- **PR Opportunity:** On **Monday, 16 July** at the signing for the vehicle we will look at labelling the car at the same time with a Mercedes Benz representative, CEO, Rafael Moyano and Hannah. There will be an opportunity for comments and photos as per the examples from Luxemburg and Belgium.



**About the vehicle:** The Adecco Group & CEO for One Month logo will be printed on an E-Class Vehicle. Mercedes Benz regard this vehicle as the “*Masterpiece of Intelligence*” due to the suite of automated safety and comfort features it comes with. This matched the CEO image we’re aiming to uphold with this experience.

# Thanks