

PRESS RELEASE

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#OurFavoriteThings: new voestalpine image campaign with employees in the leading role

voestalpine launched its new brand and image campaign at the end of September. The ambassadors are the employees themselves, who sing about what they like and what they do in a voestalpine version of the international hit “My Favorite Things” from the movie “The Sound of Music”. The campaign tells the story of how the technology and steel Group contributes to modern, sustainable living from the perspective of the people working at voestalpine. It will be promoted nationally on TV, and in Austria and Germany on online and social media channels.

The new campaign is not designed as a form of entertainment but is instead a format for letting employees speak out and offer insights into the world of voestalpine and its approach towards innovation and sustainability. “As a B2B company, we do not come into direct contact with the end consumers of our steel products on a daily basis. Therefore, we want to show how the products we make play an essential role in modern life, for example by helping to make energy generation sustainable, by making cars safer, and air and rail travel more comfortable. At the same time, we want to present ourselves to the public as a Group with a bright future, and as an attractive employer. That is why our employees take center stage in our campaign—they are the basis of our success,” explains Peter Felsbach, Head of Communications at voestalpine Group, who, together with a team of 18 employees, is responsible for global communications activities and Group marketing. As part of the voestalpine team, Brand Manager Michael Sterrer-Ebenführer coordinated all activities related to the campaign.

Another campaign goal is to raise awareness of voestalpine’s performance and its role in helping to meet today’s societal challenges, both among the public in general, and the next generation in particular. “When it comes to overcoming highly complex challenges such as further decarbonization of steel production we see ourselves as part of the solution, and want to shape this change in close cooperation with our business environment,” says Felsbach.

Media mix: focus on TV and online

The voestalpine campaign is film-based and will be promoted on Austrian TV stations, digital news portals, and in fields related to the topics of innovation and sustainability. The campaign is also being widely shared under the hashtag #OurFavoriteThings on the Group’s social media channels. A special highlight in the media mix is a branded voestalpine locomotive. The first part of the campaign will run until the beginning of November, with further placements planned in the first half of 2024. In addition, there will be comprehensive internal communication, for example on the Group-wide intranet, in the employee magazine, and via the employee app. The campaign will also be deployed at events and trade fairs. An English version of the image spot has also been created for the international voestalpine locations to use on their own platforms.

50,000 highly qualified employees as a guarantee for success

The creative campaign was developed and implemented in close cooperation with the communications agency Scholz & Friends. “The campaign highlights the entire spectrum of voestalpine’s materials and technology expertise. Above all, however, it shows the human side of the global player whose more than 50,000 employees help ensure the highest quality, technical innovations, and greater sustainability on a daily basis,” says Klaus Dittko, Partner and Managing Director of Scholz & Friends Berlin GmbH. Together, they have worked intensively on the campaign over the past few months. The analysis and strategy phase started in the fall of 2022, and the drawing up of detailed plans in January 2023.

The voestalpine Group

voestalpine is a globally leading steel and technology group with a unique combination of materials and processing expertise. voestalpine, which operates globally, has around 500 Group companies and locations in more than 50 countries on all five continents. It has been listed on the Vienna Stock Exchange since 1995. With its premium products and system solutions, it is a leading partner to the automotive and consumer goods industries as well as the aerospace and oil and natural gas industries; it is also the world market leader in railway systems, tool steel, and special sections. voestalpine is fully committed to the global climate goals, and its greentec steel program represents a clear plan for decarbonizing the production of steel. In the business year 2022/23, the Group generated revenue of EUR 18.2 billion, with an operating result (EBITDA) of EUR 2.5 billion; it had about 51,200 employees worldwide.

Please direct your inquiries to

voestalpine AG
Peter Felsbach
Head of Group Communications | Spokesman

voestalpine-Strasse 1
4020 Linz, Austria
T. +43/50304/15-2090
peter.felsbach@voestalpine.com
www.voestalpine.com