



WORK  
AND SMILE  
SELFIE  
SUBMISSION  
GUIDE


1 JUNE 2023



Ogilvy

PERSOL






The internal Work and Smile launch campaign will focus on highlighting real employees (like you) across the 13 PERSOL markets.

The aim is to capture a broad suite of imagery and videos that represent each workforce and market.






We're asking you to take a selfie (still photo or short video) that captures why you Work and Smile in your role.

Your selfie can focus on one of the 4 reasons WHY we work.

1. FOR ME- Personal
2. FOR WE- Team
3. FOR US- Family
4. FOR ALL OF US- Society



A woman with glasses and a young girl are taking a selfie with a young woman on a city street. The woman is in the center, wearing a denim jacket and glasses, smiling broadly. The young girl is on the left, also smiling. The young woman is on the right, wearing a denim jacket over a white hoodie, smiling. The background shows a city street with buildings and cars.

WORKING FOR ME- you could show yourself with the car you saved up for, or doing your favourite hobby or with any of your work achievements like an award.

FOR WE - show us you and your team where you work. Capture why you love working and smiling there together. Maybe it's spending time together at lunch, or your morning coffee run together.

FOR US- It could be you and your family, partner or pet and home.

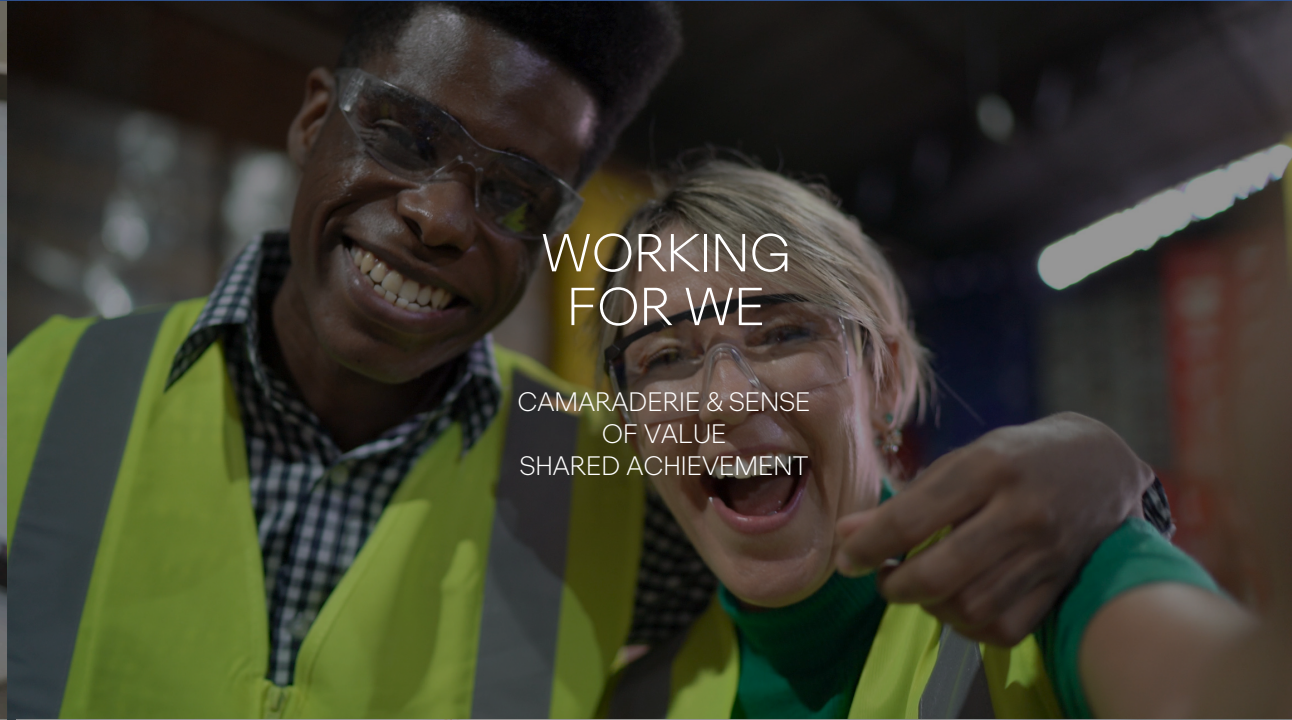
FOR ALL OF US-Does your work deliver a larger purpose for the community? Maybe you help others and impact people's lives that makes them smile too.





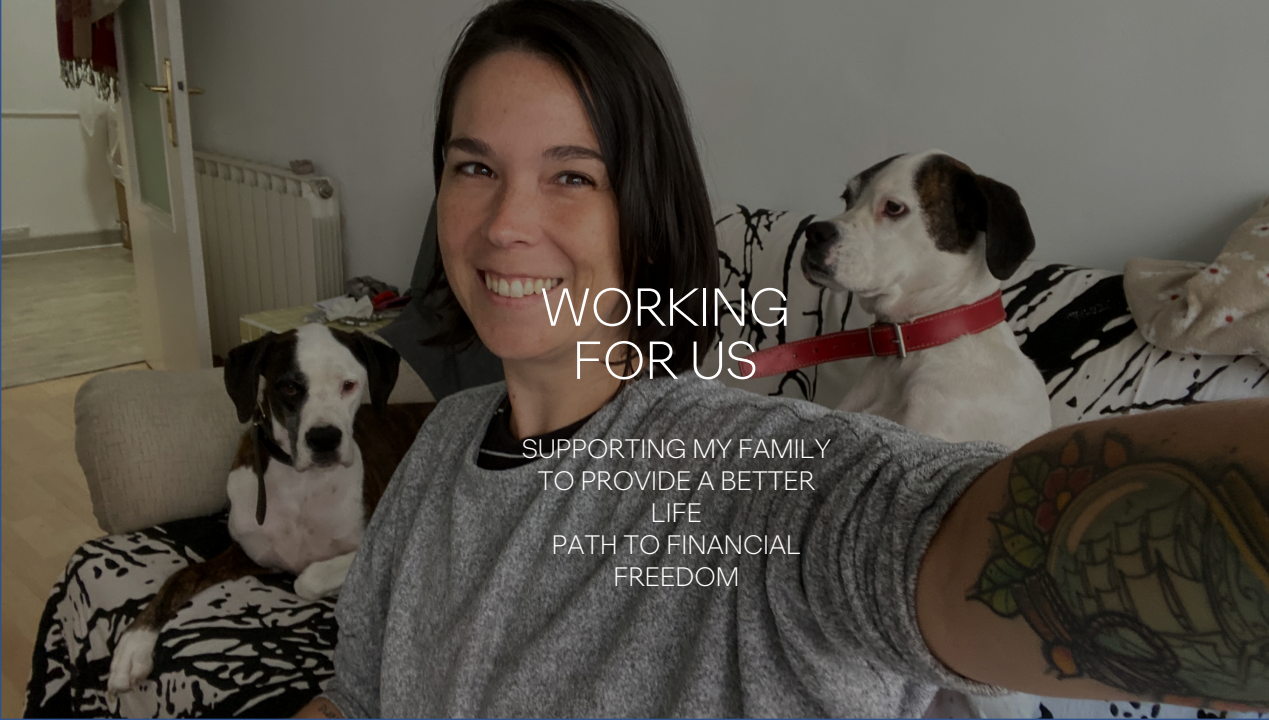
# WORKING FOR ME

MARKER OF SOCIAL STATUS, PERSONAL GROWTH & DEVELOPMENT



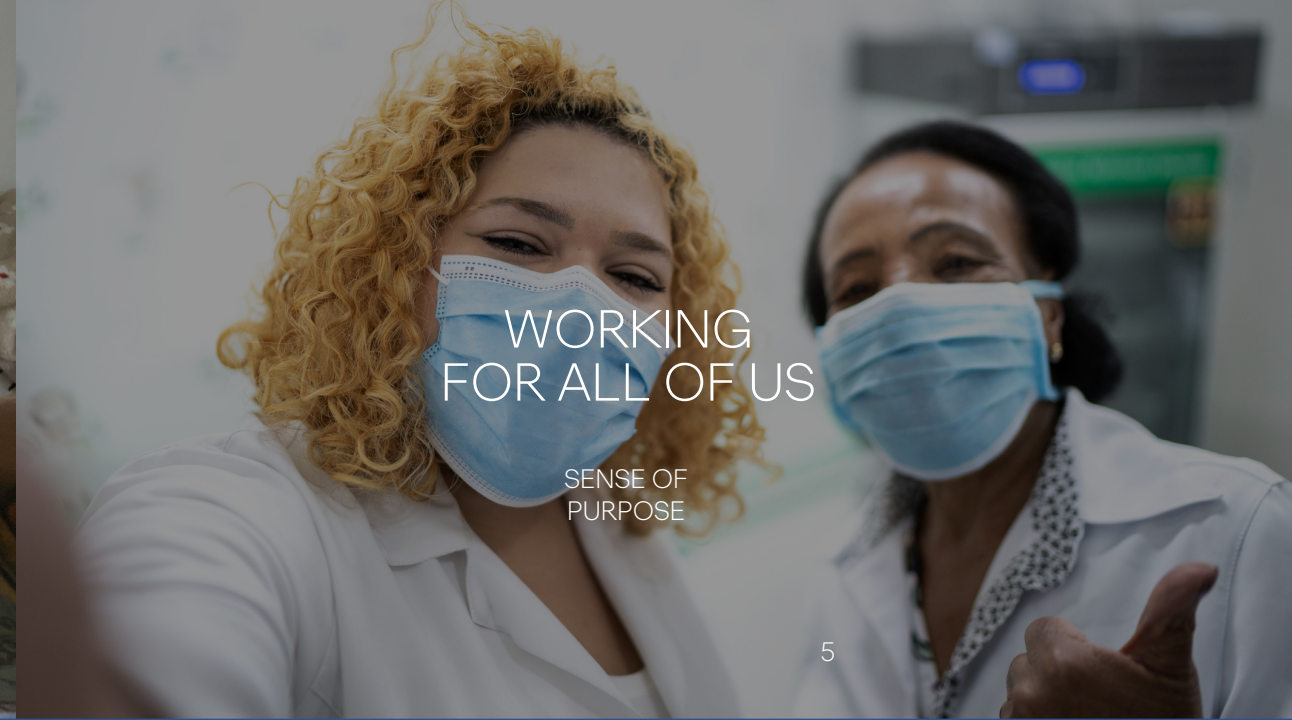
# WORKING FOR WE

CAMARADERIE & SENSE OF VALUE  
SHARED ACHIEVEMENT



# WORKING FOR US

SUPPORTING MY FAMILY TO PROVIDE A BETTER LIFE  
PATH TO FINANCIAL FREEDOM



# WORKING FOR ALL OF US

SENSE OF PURPOSE

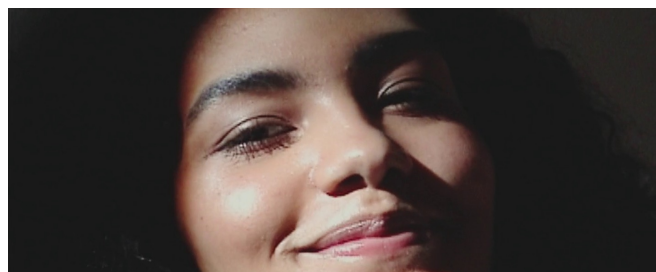


# SELFIE PHOTOGRAPHY GUIDE

We're after a natural, real and candid selfie that represents your personality of you smiling.

A few tips below will help guide you to achieve the best result.

1. Clean the camera lens: Before you start, make sure your camera lens is clean. Smudges or fingerprints can affect the quality of your selfie.
2. Find good lighting: Natural light is usually the most flattering, so try to position yourself near a window or go outside for a well-lit shot. Avoid harsh shadows or overly bright backlighting. Avoid using the flash on your camera.
3. Choose the right angle: Experiment with different angles to find your best side. Typically, holding the camera slightly above eye level and angling it downward creates a flattering perspective.
4. Use the front camera: Most smartphones have a front-facing camera specifically designed for selfies. Switch to the front camera mode to ensure you can see yourself while taking the picture or video.
5. Framing: Relax your face and try various expressions to find the one that suits you. Don't forget to smile.
6. Check the background: Take a quick look at the background before starting. Make sure there are no distracting elements or embarrassing objects that might take away from the main focus—you.
7. Duration: Please keep your videos to 10 – 15 seconds.
8. And finally have fun and show us your wonderful smiles.







Work and Smile



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