



Machiel Kunst
Founder of Bluebird
Recruitment



"Vacancies with a Vormats video attract 32% more candidates than those without!"



Positively surprising candidates

The idea is very simple: consultants of Bluebird create videos of themselves, sharing relevant information and explaining why they personally endorse the position.

The videos are created in only a matter of minutes with the Vormats web application and are very effective. They give candidates a plain and honest view of the position. They are easy to digest and authentic, therefore establishing trust between the recruitment consultant and the candidates.

The videos are about a minute in length and help Bluebird share information on the vacancy which can't be shared if only text was used. This leads to significantly more interested candidates per position, drastically reducing the overall time to hire.

"Candidates are positively surprised by the videos. Video in recruitment is still a novelty but our candidates like it a lot! People talk about it, which is great for the brand."

- Machiel Kunst

Always doing things differently

Bluebird Recruitment operates in the international Software-as-a-Service (SaaS) space. The SaaS industry has always been highly competitive, so Bluebird does things differently to stay successful. For example, their team is made up entirely of former SaaS professionals but the most important thing is that they stick to their core principle of being *radically transparent*.



No compromises on efficiency

But this is where the challenge comes in: Being fully transparent at the start of a recruitment process can be very time-consuming, while in a competitive landscape, speed is crucial.

Leveraging Vormats to quickly generate videos was the perfect solution for Bluebird. Videos are recorded and edited within minutes, following the Bluebird branding guidelines and are provided with subtitles. The latter is especially important, as you want candidates to be able to watch the video even when they can't play it with sound.

The videos are distributed to multiple potential candidates, giving them all a transparent view on the position that Bluebird has to offer. This way Bluebird is showcasing their expertise and sticking to its key-principle of being *radically transparent* without compromising on efficiency.

Scalable video generation process

Authentic vacancy videos

Increase in interested candidates

Curious for an example?

Click and watch the video example:



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