

CASE STUDY

MAST JÄGERMEISTER SE



WHAT IS THIS ABOUT?

Mast Jägermeister SE is a fifth-generation family business with 1000 employees worldwide, rooted in their headquarters in Wolfenbüttel. As part of their DEI strategy (Diversity, Equity, Inclusion), Jägermeister set the goal of increasing the visibility of diversity in the company as well as employees' awareness of it. A diversity week centered around the 2023 Diversity Day was chosen as the kick-off.

Our common goal: Developing measures that would be visible for every employee during their work day and foster curiosity about the topic, regardless of previous knowledge levels. They should also offer flexible access and ideally fit into a coffee break.

THE IDEA

We proposed a series of short podcasts, produced specifically for Jägermeister employees. The advantage: Personal stories that trigger emotions can reach employees regardless of their existing knowledge. For busy employees, the short format easily fits into a quick break.

As an interactive addition to the diversity week, we proposed a fishbowl discussion, hosted by Rea Eldem. The advantage: Employees don't only learn passively, but get the chance to actively engage with the topic and each other. This creates space to share their own experiences, worries and desires.

„Rea Eldem's contribution, a diversity and inclusion specialist from IN-VISIBLE, was particularly commendable. The dialogue was enriched by a variety of viewpoints and experiences, culminating in a constructive debate.“

- Christopher Ratsch,
Member of the Executive Board



THE RESULT

Nine podcast episodes, each 10-15 minutes long, about aspects of diversity such as age, gender and disability. Each episode consists of a dialogue between experts from IN-VISIBLE and a guest, combining theory and the perspective of people affected by the issue. The episodes create opportunities to emotionally connect and point out problems and obstacles as well as the way they can affect the workplace. Each episode contains suggestions for change that everyone can contribute to. „Triggers“ placed in the company buildings made the podcast visible and allowed employees to access the episodes via a QR code. For example, temporarily gender neutral toilet signs lead to the episode on gender, funhouse mirrors to the one about appearance, etc.

The combination of podcast, visual triggers and fishbowl showed employees that Jägermeister is serious about engaging with DEI and offered chances to participate. They positively commented on the combination of formats during the diversity week, where other companies do little more than raise a lone pride flag.

With the podcast, we created something that lasts and that we plan to build upon in our future collaboration. Further formats to facilitate exchange are being planned to give employees the opportunity to discuss the episodes and their own reactions.