

RETAIL

Farfetch measures workplace euphoria, interest as talent-sourcing method

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Farfetch Effect experiment

By STAFF REPORTS

Online retailer Farfetch is recruiting potential employees through a social video that compares working for the brand to a room full of puppies and a swimming pool filled with pink cotton candy.

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Across sectors, culling talented and dedicated employees can be challenging, but Farfetch's recruitment approach aims to underscore how enjoyable working for its company can be. Consumers are increasingly aware of a brand's corporate social responsibility, ranging from its environmental impact to its treatment of employees of all levels ([see story](#)).

It has that effect on you

Farfetch's "Touch the Impossible," video begins with testimonials from current employees who sit as talking heads to speak about their own, and others, enjoyable experiences while working at the retailer.

Wanting to understand what causes employee happiness, Farfetch invited Francisco Marques Teixeira, a neuroscientist, to its offices to monitor the brain stimulation of its workers. Volunteer employees were then fitted with headsets that measured levels of involvement, euphoria, interest, relaxation and stress while at work.

After several weeks of monitoring, a common measure was established, nicknamed the "Farfetch Effect."



Still from Farfetch's Touch the Impossible video

The second portion of Farfetch's Touch the Impossible video shows the retailer attempting to recreate the brain levels associated with the Farfetch Effect through a number of tactics.

The first experience, called the "Puppy Attack," placed Farfetch employees in a glass cube and swarmed them with puppies. A small graph on the side of the screen shows the employee's stimulation levels.

In the second experiment, Farfetch employees are shown jumping on trampolines while listening to music. For its final experiment, Farfetch filled a swimming pool with cotton candy and asked an employee to jump in.

At the end of the video, Farfetch compares the experiments to working at the company before showing a link to [farfetch.com/careers](https://www.farfetch.com/careers).

Farfetch Touch the Impossible

Sourcing talent in a digital age has made way for creative efforts to inspire and drive applicants toward the luxury sector.

For instance, German automaker Mercedes-Benz looked to recruit new talent for its retail division in the United Kingdom with a multimedia campaign aimed at those currently working both inside and outside the auto industry.

Launched as a television commercial during an episode of Channel 4 series " Fargo " on Oct. 26, 2015, the effort was also shown in theaters before " Star Wars: The Force Awakens " that December. Mercedes has chosen to release this campaign in a manner that may attract attention from those who would not have considered a career in the automotive space previously ([see story](#)).

Other brands have featured employees as brand advocates, which may cause aspirational consumers to submit a resume to their favorite luxury house.

For example, U.S. fashion brand Marc Jacobs highlighted its store employees' personal style through a series of Instagram videos.

The #MJCommute shorts showed associates biking, driving or walking to work wearing head-to-toe Marc Jacobs styled their own way. With this series, the employees act as brand evangelists, communicating who Marc Jacobs the company is beyond its eponymous founder.

An expanded video series that explored what Marc Jacobs employees do after work. By highlighting the daily lives of its employees Marc Jacobs is making its brand more relatable to consumers and working to forge an intimate relationship ([see story](#)).