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DHL expands esports talent attraction program to China after generating 50,000+ applications globally

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The campaign will debut at Intel® Extreme Masters (IEM) Beijing 2026, one of the largest esports events in Asia, connecting DHL with one of the world's most active gaming communities.

Bonn - DHL has launched its esports employer branding initiative in China, further expanding the program's global reach in partnership with ESL FACEIT Group (EFG), the leading esports and video game entertainment company. The campaign will debut at Intel® Extreme Masters (IEM) Beijing 2026, one of the largest esports events in Asia, connecting DHL with one of the world's most active gaming communities. With nearly 220 million esports users in China1 and more than 75 percent of EFG Chinese fans aged between 18 and 292 , the initiative enables DHL to engage with a highly relevant pool of digitally connected and tech-savvy talent.

Having already generated more than 50,000 applications globally, the campaign showcases career opportunities across DHL, including roles in operations, IT, engineering, and student programs. At the same time, it strengthens DHL's employer brand among digitally connected future talent.

As part of the initiative, DHL engages gaming audiences through esports-focused content and activations. This includes formats such as Dispatch, DHL's Counter-Strike-themed comedy series, alongside social media storytelling and event activations that showcase DHL's people, culture, and career opportunities. These touchpoints direct fans to dedicated DHL career platforms where they can learn more about the company, explore vacancies and apply for open roles.

"To keep pace with the future of logistics, we need to reach future talent in innovative and candidate-focused ways," said Jochen Lampe-Merian, Vice President Employer Branding & Talent Acquisition, DHL Group. "Our esports employer branding program has proven that we can successfully connect with audiences who are digital-first, globally connected and curious about new career opportunities. The strong results we've seen over the past four years demonstrate the power of meeting people where their passions lie and expanding the initiative into Asia is a natural next step."

Building the future talent pipeline

Since its launch in 2022, the program has expanded to 21 hiring hubs across nine countries, covering leading esports titles including Counter-Strike, Dota 2 and Overwatch. To date, the initiative has generated more than one million visits to dedicated DHL employer branding platforms, over 400,000 job views and more than 50,000 applications.

Arjan Sissing, Senior Vice President Global Brand Marketing at DHL Group, added: "What makes this audience particularly valuable is that it represents both future talent and future customers. Esports fans are digital natives whose behaviors increasingly shape the future of commerce, technology and global business. By expanding our employer branding activities into China, we're strengthening our connection with a community that is highly relevant to DHL's long-term growth ambitions in one of our most important markets."

The esports community is also highly relevant to DHL's broader growth ambitions in e-commerce. According to an ESL FACEIT Group study of 8,000 Gen Z esports fans across eight markets, 74% of respondents said esports sponsorships or branding had influenced their purchasing behavior3. Separately, DHL's 2025 E-Commerce Trends Report found that seven in ten surveyed online shoppers have purchased products through social media channels4, underscoring the growing role of digital platforms and communities in shaping purchasing decisions.

DHL's employer branding activities build on a long-standing partnership with EFG, for which it has served as Official Logistics Partner since 2018. Beyond fan engagement, DHL plays a critical role in ensuring the seamless movement of equipment and materials required to deliver a world-class tournament experience, including professional esports, broadcast, network, camera, lighting and server equipment.

Source: DHL Group

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