



Press & Evidence Library

Media coverage, industry research and employer examples supporting video-first, human-centred and skills-based recruitment

THE CENTRAL MESSAGE

AI can write a CV. It cannot replace personality, hospitality instinct or genuine human connection.

Purpose of this document

This library brings together press coverage, industry research and real employer examples that can support the CatchJobs message. Each entry contains the exact publication, publication date, original article title, a link to the source, a promotional headline, a concise summary, key evidence, a CatchJobs angle and ready-to-use promotional copy.

Recommended positioning

CatchJobs should not claim that the CV has already disappeared everywhere. The stronger and more credible message is that traditional CVs are becoming less distinctive and less trustworthy on their own, while employers increasingly need authentic, skills-based and human-centred ways to assess candidates.

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1. 'CVs mean nothing.' Get ready to send a video if you want a job

Promotional headline: "The CV Is Losing Its Power — Video Is Bringing the Person Back"

Source: The Times | 1 August 2026

'CVs mean nothing.' Get ready to send a video if you want a job

[Open original source](#)

The user supplied a saved PDF copy of this article. The source page may require a Times subscription.

What the article says

The Times describes a broader shift away from relying exclusively on traditional CVs and cover letters. The article follows a young candidate who welcomed the opportunity to demonstrate her personality and creativity through video. Recruitment leaders interviewed in the article say that AI-written CVs being screened by AI systems are reducing trust and pushing employers towards more human-centred assessment.

Key evidence

- Sult asked candidates to submit a social-media video rather than a conventional CV.
- Recruitment leaders said employers increasingly want to understand candidates more authentically.
- The article reports growing use of short video pitches across start-ups and larger businesses.
- Virgin Media O2 does not use CVs for many apprentice, graduate and intern roles.
- PwC no longer requires CVs for early-career applications and focuses on skills, strengths and potential.

CatchJobs relevance

This is the clearest direct media validation of the CatchJobs proposition. It links AI-generated written applications with declining trust, while showing that employers increasingly value personality, motivation and potential. CatchJobs can present video as a professional addition to a candidate profile rather than as a public social-media performance.

Ready-to-use promotional copy

Traditional CVs tell employers where someone has worked. Video helps employers discover how that person communicates, presents themselves and connects with others. As AI makes written applications easier to create, CatchJobs brings the human being back into recruitment.

2. Why recruiters are making interviews 'AI-free zones'

Promotional headline: "When AI Writes the Application, Employers Search for the Real Person"

Source: Financial Times | 29 March 2026

Why recruiters are making interviews 'AI-free zones'

[Open original source](#)

Financial Times content may require a subscription.

What the article says

The Financial Times reports that employers are reassessing recruitment as candidates use AI to generate CVs, cover letters and even interview responses. Organisations including L'Oréal and EY are strengthening human assessment, practical testing and face-to-face interaction to identify genuine capability and motivation.

Key evidence

- Around three-quarters of surveyed senior HR leaders had noticed a steep rise in AI-generated applications.
- A similar proportion considered CVs and cover letters less reliable than two years earlier.
- Employers are increasing practical tests, simulations, face-to-face interviews and video submissions.
- Recruiters say AI has pushed parts of the hiring process back towards human-focused evaluation.

CatchJobs relevance

CatchJobs offers a response to the same problem: use technology to improve discovery and matching, but preserve authentic human presentation. In hospitality, where communication and attitude matter immediately, video can provide useful context before an interview.

Ready-to-use promotional copy

AI is making applications more polished, but not necessarily more truthful or distinctive. CatchJobs gives hospitality employers an earlier view of the person behind the application—before valuable time is spent on interviews.

3. Solliciteren met AI, handig voor inspiratie of leidt het tot eenheidsworst?

Promotional headline: “AI Makes Applications Better Written — and Harder to Tell Apart”

Source: NOS | 8 December 2025

Solliciteren met AI, handig voor inspiratie of leidt het tot eenheidsworst?

[Open original source](#)

What the article says

NOS examines the growing use of AI in Dutch job applications. Jasper Lukkezen, director of the BoFEB economics traineeship, observed the effect while reviewing 177 application letters: weak writing and obvious errors had declined, but applications had also become much more similar.

Key evidence

- The observation was based on a recruitment round involving 177 application letters.
- Poor spelling and confusing sentence structures were less common.
- The letters increasingly resembled one another.
- Experts in the article advise candidates to use AI as an assistant while keeping the content personal and accurate.

CatchJobs relevance

This gives CatchJobs strong Dutch-language evidence for the Netherlands launch. The message is not that AI is always bad; it is that written documents alone are increasingly weak tools for revealing individuality. A short professional video can add personal context.

Ready-to-use promotional copy

AI can improve a letter, but it can also create a uniform wall of polished applications. CatchJobs helps candidates remain visible as individuals—and helps employers recognise authentic communication and motivation.

4. Sollicitatiebrief schrijven met AI? ‘Als je er eerlijk mee omgaat, vergroot je je kansen’

Promotional headline: “Recruitment Is Becoming AI Talking to AI — CatchJobs Keeps It Human”

Source: NOS | 22 April 2025

Sollicitatiebrief schrijven met AI? ‘Als je er eerlijk mee omgaat, vergroot je je kansen’

[Open original source](#)

What the article says

NOS reports that candidates increasingly use AI to prepare CVs, motivation letters and interviews, while employers also introduce AI screening and AI-led conversations. The article presents both benefits and risks, including improved accessibility for candidates but also questions about authenticity, transparency and incorrect information.

Key evidence

- Candidates use AI for CVs, motivation letters and interview preparation.
- Some employers use AI tools to screen or interview applicants.
- AI can help people express relevant qualities more clearly.
- The article also warns that AI may omit important information or introduce inaccurate claims.
- Employers using AI in recruitment face growing obligations around accountability and transparency.

CatchJobs relevance

CatchJobs can position itself as technology with a human purpose: video, profile information and matching should help candidates be understood, not replace meaningful human judgement. This balanced position is more credible than an anti-AI message.

Ready-to-use promotional copy

Technology should help employers discover people—not reduce people to keywords. CatchJobs combines digital efficiency with a more human first impression.

5. Jobhunters flood recruiters with AI-generated CVs

Promotional headline: “More Applications, Less Signal: AI Is Overloading Traditional Recruitment”

Source: Financial Times | 13 August 2024

Jobhunters flood recruiters with AI-generated CVs

[Open original source](#)

Financial Times content may require a subscription.

What the article says

The Financial Times reports that widespread use of generative AI has lowered the effort required to submit job applications. Recruiters described higher volumes, more generic submissions and a more difficult screening process.

Key evidence

- Survey estimates cited in the article suggested that about 46% of UK jobseekers and 45% globally were using AI in job applications.
- Recruiters reported a significant rise in candidate volume per vacancy.
- Applications were often described as generic, bland or insufficiently personalised.
- Higher volume makes it harder for employers to identify genuinely suitable and motivated candidates.

CatchJobs relevance

Hospitality employers frequently need to recruit quickly. CatchJobs can argue that a richer candidate profile and short video introduction give hiring teams more signal than a high volume of nearly identical documents.

Ready-to-use promotional copy

The easier it becomes to generate a CV, the less useful the CV becomes as evidence of motivation and personality. CatchJobs helps hospitality employers find the signal inside the application noise.

6. How AI is generating a ‘sea of sameness’ in job applications

Promotional headline: “The ‘Sea of Sameness’ Is Growing — Personality Is the New Differentiator”

Source: Financial Times | 8 September 2024

How AI is generating a ‘sea of sameness’ in job applications

[Open original source](#)

Financial Times content may require a subscription.

What the article says

The Financial Times describes how templates, digital tools and generative AI can make applications more polished while also making candidates appear increasingly similar. Overreliance on generated language can remove the individuality employers need in order to distinguish one candidate from another.

August 2026

Key evidence

- Generative AI and standardised templates can make applications look highly similar.
- Polished presentation does not automatically provide authentic insight into a candidate.
- Recruiters still need relevant, personal and role-specific information.
- Candidates benefit when tools support rather than replace their own voice.

CatchJobs relevance

CatchJobs can frame video as a differentiator that complements factual profile information. In hospitality, natural communication, warmth and presence are relevant job qualities—not merely presentation extras.

Ready-to-use promotional copy

In a sea of identical applications, candidates need a way to be remembered. CatchJobs makes communication, energy and personality visible alongside experience and skills.

7. Why skills-based hiring is reshaping hospitality recruitment**Promotional headline: “Hospitality Is Hiring for Skills, Not Just Job Titles”**

Source: [Caterer.com](#) | 4 March 2026

Why skills-based hiring is reshaping hospitality recruitment

[Open original source](#)

What the article says

Caterer.com argues that rising employment costs, broader roles and changing employee expectations mean traditional recruitment methods are no longer enough. Its hospitality research focuses on what candidates can do and what they can develop, rather than relying only on qualifications, previous job titles or years of experience.

Key evidence

- 19% of hospitality employers planned to increase recruitment in 2026.
- 41% ranked soft skills as the most important skills they were hiring for.
- 70% said finding candidates with the right skills was difficult.
- The supporting report draws on analysis of 865,000 hospitality job advertisements.
- Communication, teamwork and calmness under pressure remain central hospitality qualities.

CatchJobs relevance

This is one of the most sector-specific sources for CatchJobs. Video profiles can help candidates demonstrate communication and confidence, while structured profiles, training and matching can support a broader skills-first recruitment journey.

Ready-to-use promotional copy

Hospitality success depends on more than previous job titles. CatchJobs helps employers discover communication, teamwork, potential and personality—the qualities that shape the guest experience.

8. Employer Use of Skills-Based Hiring Practices Grows

Promotional headline: “Skills-First Hiring Is Now Mainstream — 70% of Employers Are Using It”

Source: National Association of Colleges and Employers (NACE) | 12 January 2026

Employer Use of Skills-Based Hiring Practices Grows

[Open original source](#)

What the article says

NACE's Job Outlook 2026 survey shows continued growth in skills-based hiring. Employers increasingly focus on demonstrated competencies during screening and interviews rather than using academic credentials as the dominant filter.

Key evidence

- 70% of participating employers reported using skills-based hiring, up from 65% the year before.
- 71% of those employers used the approach at least half of the time.
- Skills-based hiring was most frequently used during interviews (87%) and screening (65%).
- 81% used skills thinking when creating job descriptions.
- The results were based on 183 participating employers.

CatchJobs relevance

CatchJobs can show that it is part of a broader international movement rather than a niche video-CV experiment. Candidate videos should be connected to relevant skills, examples and structured profile information.

Ready-to-use promotional copy

Skills-first hiring is no longer a future idea. It is becoming standard practice. CatchJobs brings that movement directly into hospitality recruitment.

9. Post TikToks not CVs, Hilton Australia hotel chain tells jobseekers

Promotional headline: “Hospitality Skills Must Be Seen, Not Only Written”

Source: The Guardian | 16 November 2023

Post TikToks not CVs, Hilton Australia hotel chain tells jobseekers

[Open original source](#)

What the article says

The Guardian reports on Hilton Australia's experimental campaign inviting applicants to submit a short TikTok video demonstrating how they would improve a guest's day. Hilton presented the campaign as a way to observe interpersonal and customer-service qualities that can be difficult to identify from a résumé.

Key evidence

- Applicants were invited to create a video of no more than one minute.
- The prompt focused directly on improving a hotel guest's experience.
- Hilton said video could reveal interpersonal and customer-service capabilities.
- Traditional CV applications remained available.
- Commentators raised legitimate concerns about public posting, accessibility and potential exclusion.

CatchJobs relevance

The campaign validates video's relevance to hospitality, while the criticism shows why CatchJobs needs a professional, controlled and privacy-conscious environment. Candidates should not have to perform publicly on social media to demonstrate hospitality qualities.

Ready-to-use promotional copy

Hilton's experiment showed why hospitality employers value video. CatchJobs takes the idea further—with a dedicated professional platform where candidates can present themselves without turning a job application into a public social-media performance.

10. Booking.com research reveals widening gap between future skills ambitions and current training priorities in Europe's hospitality sector

Promotional headline: "Hospitality's Real Challenge Is Not Only Hiring — It Is Developing Skills"

Source: Booking.com Newsroom | 3 March 2026

Booking.com research reveals widening gap between future skills ambitions and current training priorities in Europe's hospitality sector

[Open original source](#)

What the article says

Booking.com published European research showing a substantial gap between the skills accommodation employers expect to need and the training they currently prioritise. The research included employers, employees and industry experts across Europe.

Key evidence

- Around 5,000 European accommodation professionals were surveyed, alongside almost 200 expert interviews.
- 82% of employers considered digital literacy critical for the future, but only 16% currently prioritised it as a training need.
- 87% expected sustainability-related skills to grow in importance, but only 11% prioritised relevant training.
- 36% of employees identified a lack of relevant skills as a barrier to career progression.
- 88% of employees said they would likely participate in online training if it were available.
- Communication, adaptability and teamwork were repeatedly identified as important soft-skill gaps.

CatchJobs relevance

This supports the wider CatchJobs model: recruitment alone is not enough. Candidate visibility, matching, training and certification can reinforce one another. The strongest long-term platform proposition is a hospitality career ecosystem rather than only a job board.

Ready-to-use promotional copy

Hospitality does not only have a vacancy problem. It has a skills visibility and development problem. CatchJobs connects recruitment with the training and career growth needed to build stronger teams.

Strategic conclusions for CatchJobs

Taken together, these sources support a clear market narrative. Traditional applications are becoming easier to generate but harder to trust and distinguish. At the same time, employers are moving towards skills-based assessment and are searching for better ways to recognise personality, communication, motivation and potential.

Market development	What it means for CatchJobs
AI-generated applications	Written applications are increasingly polished, abundant and similar. CatchJobs can add authentic human context.
Skills-based hiring	Employers are focusing more on demonstrated competencies and potential. CatchJobs should connect video with skills and evidence.
Hospitality-specific needs	Communication, teamwork, adaptability and service attitude are central. These qualities are difficult to judge from a CV alone.

Master Message

CatchJobs master statement

As AI makes traditional applications easier to create and harder to trust, CatchJobs helps hospitality employers see the person, potential and personality behind the CV.

Alternative campaign lines

- AI can write a CV. It cannot replace personality.
- A CV shows experience. Video reveals human potential.
- Hospitality is human. Recruitment should be too.
- Stop hiring documents. Start discovering people.
- Skills can be listed. Hospitality must be demonstrated.
- Bring the human being back into hiring.

Editorial and accuracy note

The promotional headlines and promotional copy in this document were created by CatchJobs and are not the original headlines or direct quotations from the publications.

Statistics and factual statements should always remain connected to the named source and its original context. Some publisher pages, particularly the Financial Times and The Times, may require a subscription. The Hilton example should be used with the accompanying privacy and accessibility caveat: CatchJobs can differentiate itself from public social-media applications by offering a dedicated professional environment. All ten external source links were checked against the named publisher pages on 4 August 2026.