





# Our sincere gratitude goes toward Professor Nankin & Dr. Chiagouris for their direction, commitment, and enthusiasm.

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We would also like to extend a special thank you to Dr. Gopalakrishna, Tyler Boyle, Haley Havelock, Marty Shapiro, and the Pace community for their effort, time, and support.

## "Our vision at Indeed is to make getting a job as simple and fast as pushing a button." - Chris Hyams, Indeed CEO<sup>1</sup>

#### **Executive Summary**

Young adults between 18 and 24 years old have strong negative feelings towards job search sites because they believe they are time-consuming and complex. Growing up with the speed of social media, this cohort has a need for instant gratification. These Eager Beavers have been fashioned by a world that delivers to them at speed. They are determined, goal-driven, and want things fast.

The *Get Jobs Fast* campaign aims to solve the disconnect between what Eager Beavers believe about job search sites and the ease and speed that Indeed actually provides. The campaign focuses on how easy and fast getting a job can be when one uses Indeed.

Whenever possible, the campaign emphasizes 20-24 year olds because they join the labor force at higher rates than 18-19.

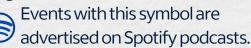
To increase unaided consideration and place Indeed as the number one choice for Eager Beavers, the *Get Jobs Fast* campaign:

- Highlights the speed of Indeed's job search process by comparing it to fast-paced activities through video, digital, and audio ads.
- Develops exciting content that resonates with the target through the Lightning Interview
   Challenge, Professional on the Go, Rapid Resume Remix, and special guest SpeedCast episodes.
- Opens a Magic Door that immerses Eager Beavers into an Arcade of Speed.
- Creates memorable experiences through a Rolling Loud Festival sponsorship.
- Gives back through the Annual Indeed Cares Award.
- Engages Eager Beavers through GetJobsFast.com, a microsite that serves as the hub for the campaign.

The *Get Jobs Fast* campaign's engaging and exciting strategies position Indeed as the job search site that offers the speed that 18-24 year olds crave, making Indeed this cohort's number one option.

**Launch:** The *Get Jobs Fast* campaign starts in May 2023 since labor force participation and unemployment among 18-24 year olds peak between April and July.<sup>2</sup>

#### Legend



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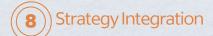


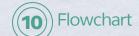








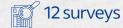
















Introduction

### The Challenge: To have Indeed resonate with 18-24 year olds.

#### The Situation

While Indeed may still be the most considered and preferred job site today among 18-24 year olds, not only has consideration for competitors increased, but more and more this cohort is looking for jobs on the social media sites they use everyday.

#### The Problem

Therefore, the real threat is the strong negative feelings that 18-24 year olds have about online job search sites.

"Exhausting, time consuming."

"...disappointing, stressful."

"Stressful, overwhelming."

Team 344 Research<sup>3</sup>

Social media platforms are second nature to 18-24 year olds and are now being used as a job search tool.

62%

of 18-25 year olds have discovered job opportunities on social media.

48%

of 18-25 year olds have applied to a job they found on social media.

PRNewsWire, 2022<sup>4</sup>

#### The Disconnect

Those who use Indeed do so because it is a "simple," "easy," and "straight to the point" platform.

"**Simple** and facilitates the process."

"I have only used Indeed. I like it because it is **easy to use**."

"Simple, **straight to the point**, tells you what they need to tell you, not complicated."

"Simple and easy."

Team 344 Research<sup>5</sup>

The lack of knowledge about Indeed and its features leads the target to stick to other alternatives.

Research

## 18-24 year olds know what they want, and they want it now.

### **Eager Beavers Need Speed...**

18-24 year olds are Eager Beavers. They are goal-driven, determined, and want things **fast**. Their expectations may seem unrealistic to others, but they have been fashioned by a world that delivers to them at speed.

#### ...And Do Not Fear Change.

57%

expect to move roles within 2 years.

(International Federation of Accountants, 2021)<sup>6</sup>

**72%** 

are contemplating a career change in the next 12 months.

(LinkedIn, 2023)<sup>7</sup>

### Smartphone + Social Media = Need for Speed

Social interactions release dopamine, the feel-good chemical, in the brain. Constant access to social media through smartphones provides pleasure anywhere, any time, leading to a desire for instant gratification. (Harvard Medical School, 2018)<sup>8</sup>

94%

of Eager Beavers own a smartphone. (Simmons, 2021) 92%

of Eager Beavers are social media users.
(Simmons, 2021)

"Gen Z has a high bar for **speed** and gratification, and right now it's clear that most companies aren't reaching it." -*Bruce Temkin, Head of Qualtrics XM Institute* <sup>10</sup>

"For Gen Zers...the 'norm' they experienced as children was a world that operated at **speed**, scale and scope." - *Roberta Katz, Stanford University* 11

agree that when they want something, they need it right away.

agree that finding a new job is time-consuming.

(Team 344 Surveys) 12

## 20-24 is the sweet spot of the target.



20-24 year olds join the labor force at higher rates than 18-19.

(Bureau of Labor Statistics)<sup>13</sup>

General Participation Rate
18-19
48%
20-24
71.3%

Research

### The Plan: Show that it is quick and easy to find a job on Indeed.



### Insight

Eager Beavers are ambitious and determined. They have a desire for instant gratification and a need to reach their goals fast.



# Tagline We help you get jobs fast

Our tagline speaks directly to Eager Beavers and emphasizes the speed at which Indeed operates. It plays off Indeed's "We Help People Get Jobs" tagline, but customizes it for the target.



### Message

Indeed makes the job search process quick and easy to connect you with the career that you want.



#### Tone

The tone is lighthearted and fun.



### Reasons to Believe

Indeed's tools such as the "easily apply" feature, virtual interview, and job recommendations make the job search process easy and quick.



### Song

"Blitzkrieg Bop" by the Ramones



"When I need a job, I want it fast."

Team 344 Surveys 14

### Big Idea

We will show the speed at which 18-24 year olds go through the job search process with Indeed by comparing it to fast-paced activities.

### On Indeed, you get jobs fast.



In each video we show an Eager Beaver in an imagined fast-paced, daring activity with Indeed branding throughout. Suddenly, the scene snaps back to reality, and we see that the protagonist was actually explaining their experience using Indeed to a friend, who now understands how fast the job search process on Indeed truly is.



#### **Leave Behind Your Job Search Worries**

Our executions convey that you can feel confident discovering new opportunities on Indeed, and quickly land your perfect job.

#### **Activities That Thrill**

:30,:15,:06

Snowboarding down steep slopes, race cars zooming through winding tracks, race horses crossing the finish line, and skydiving at high altitudes.



#### **Sound That Sticks**

As the tagline flies onto the screen, a distinguishable whoosh sound is heard representing the speed of Indeed.

Creative Vision

## The Get Jobs Fast Campaign reaches all 18-24 year olds, with an emphasis on 20-24...

#### Using paid media...

... to direct the target to owned media...

...that leads them to experiences that generate earned media.

WHAT

**MO** 

Raise awareness of Indeed and its features that expedite the job search process.

Reach Eager Beavers on the media where they spend most of their time.

Involve Eager Beavers in a variety of content that increases consideration and encourages them to use Indeed.

Create content that is both engaging and informational about Indeed, its features, and the job search process.

Further the connection between Indeed and the target to establish brand loyalty among current and new users.

Build excitement through experiences that facilitate both online and offline conversations about Indeed and how it speeds up the job search process.

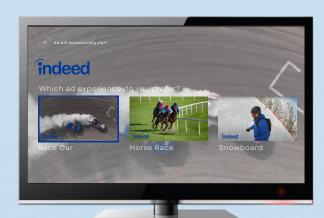
#### Paid Media

#### Social Media

- **Instagram** \$700,000 | 88,495,575 Impressions 6 and 15-second Video reels and Story ads. In-Feed ads. 56% of 18-24 use daily 15
- **Youtube -** \$680,000 | 70,247,934 Impressions 6-second (bumper) and 15-second non-skippable ads. 59% of 18-24 use daily 16
- **TikTok\*** \$575,000 | 57,500,000 Impressions In-Feed ads. Brand Takeover ads that appear first when the app is opened. 60% of 18-24 use daily 17
- **Snapchat -** \$200,000 | 91,324,201 Impressions 6 and 15-second Story ads. 46% of 18-24 use daily <sup>18</sup> 82% of 18-24 users mostly use Snapchat to view friends' stories.<sup>19</sup>

#### **Video Streaming**

- **Netflix -** \$675,000 | 12,272,727 Impressions 15 and 30-second Pre-Roll and Mid-Roll ads. 76% of 18-24 use at least once a week 20
- Hulu \$425,000 | 12,142,857 Impressions 30-second. Ad Selector. Pause ads. 60% of 18-24 use at least once a week 21



#### Spotify Audio

Music Streaming - \$480,000 | 90,056,285 Impressions 30-second spots.

64% of 18-24 stream music on Spotify regularly <sup>22</sup>

**Podcast Audio –** \$200,000 | 8,800,000 Impressions 30-second Mid-Roll brand and event promotion spots. Spotify's audience network utilizes AI Contextual targeting to reach listeners when they are most receptive.<sup>23</sup>

**Podcast Host Reads** - \$255,000 | 11,218,654 Impressions 60-second engaging Host Reads across podcasts such as Anything Goes With Emma Chamberlain and On Point With Jay Shetty.

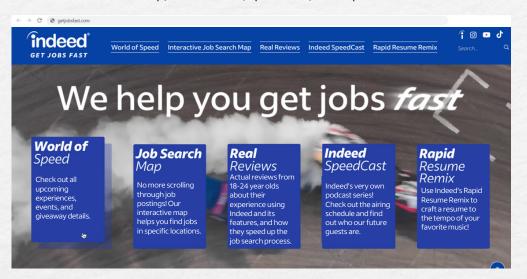
41% of 18-24 year olds are listening to podcasts at least weekly. (Spotify Culture Next Report, 2022)<sup>24</sup> 18-24 age group has the highest podcast penetration rate of over 65%. (eMarketer, 2022)<sup>25</sup>

\*Although there have been political issues surrounding the use of TikTok in the U.S., it is still enormously popular with the 18-24 cohort. We believe that this issue will eventually be resolved in some manner that will allow TikTok to continue in the U.S.

### ...through engaging owned media,...

#### GetJobsFast.com: The Hub for the Campaign

The microsite engages Eager Beavers with a homepage and five tabs: World of Speed, Interactive Job Search Map, Real Reviews, SpeedCast, and Rapid Resume Remix.

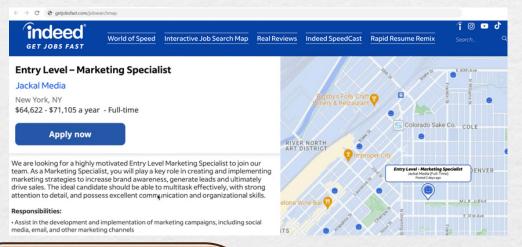


#### No More Scrolling: The Interactive Job Search Map

 $Indeed 's \, interactive \, map \, saves \, time \, by \, visualizing \, jobs \, where \, they \, are \, actually \, located.$ 

18-24 year olds are more interested in "visually rich forms" of search and discovery. (Prabhakar Raghavan, Senior Vice President, Google)<sup>26</sup>

55% would prefer an interactive map when looking for jobs. (Team 344 Surveys)<sup>27</sup>



#### **Lightning Interview Challenge Goes Viral**

A hilarious challenge in which Eager Beavers have to try and answer job interview questions while riding a rollercoaster.

The interviews are recorded and turned into recurring content for Indeed's TikTok and Instagram accounts.

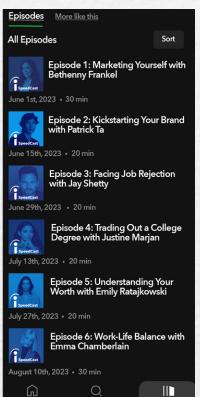
Participants receive a free Indeed Mock Interview session through Indeed's Career Services.

#### **Lightning Caption Contest**

The 3 best caption suggestions for each video receive a free Mock Interview.



#### Indeed SpeedCast with Influencers the Target Loves



A six-episode podcast, released bi-weekly on YouTube and Spotify.

For 20-30 minutes, the host and a guest discuss topics related to job searching and careers.

For 18- to 24-year-olds, podcasts go beyond sheer entertainment and serve as spaces for knowledge, learning, and even catharsis.

(Spotify Culture Next Report, 2022)<sup>28</sup>

- **1:** Founder & CEO of lifestyle brand *Skinnygirl*, TV producer and multiple New York Times (NYT) bestselling author.
- **2:** Celebrity makeup artist, built a beauty empire from the ground up.
- **3:** Award winning storyteller, author, life-coach, and the host of the podcast *On Purpose with Jay Shetty*.
- **4:** Cosmetology school graduate, celebrity hair stylist, and beauty influencer.
- **5:** Model, actress, and the author of the NYT bestseller, *My Body*.
- **6:** Internet personality, model, mental health advocate, and the founder of *Chamberlain Coffee*.

### ...and experiences that speak to the target.

#### Indeed Rapid Resume Remix Is a Hit on Social Media

#### Eager Beavers Craft a Resume to the Tempo of Their Favorite Music

- Indeed promotes its Rapid Resume Remix on social media.
- Users select their industry and Aleverages Spotify listening activity to create a "resume."
- Eager Beavers share their Resume Remix on social media.
- Upon completion, users are directed to Indeed's free Resume Builder.

76% of Gen Z believe that their listening habits tell a story about who they are.<sup>29</sup> 80% of Gen Z said they've learned something about themselves by looking back over their listening habits. (Spotify Culture Next Report, 2022)<sup>30</sup>



Mockup developed through AI technology using Rihanna's and Beyoncé's lyrics.



#### Indeed Speeds Up Rolling Loud

#### Celebrating the Diverse and Inclusive Nature of the Hip-Hop Community

As the main sponsor of Rolling Loud Miami and LA, the Indeed Stage is home to the most popular performances at the festival.

#### **Indeed Fast Pass**

Attendees can purchase the Fast Pass online or at the festival to beat the crowd and enter in time to see their favorite artists.

#### Recharge at the Indeed Lounge

- Fast phone charging stations and blue bean bag chairs.
- Photo booth to provide attendees with a branded photo memory.
- Scan a QR code for the Indeed Rapid Resume Remix.

#### Indeed Speed Trivia Expands Campaign Life

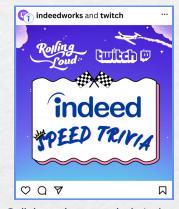
Indeed partners with Twitch for the Rolling Loud Miami and LA livestreams.

During day 3 of each festival, the **Indeed Speed Trivia Game** pops up on viewers' screens:

 First 10 people to correctly answer all 10 questions about music culture win a General Admission ticket to the next Rolling Loud U.S.

Hip-Hop/Rap is 18-29 years olds' favorite type of music. (CBS News, 2022)

"Rolling Loud reels in fans with an average age of 24 years." (Business Today)<sup>32</sup>



Collaborative posts help Indeed reach beyond its followers and build excitement.

### Exciting events capture Eager Beaver's imagination.

#### The Indeed Magic Door Opens to an Arcade of Speed







Doors with an interactive screen are placed in 19 cities around the country.\*

For three months in the fall, Al technology places the person that approaches the door into the race car commercial. Once the commercial ends, the door opens to reveal a pop-up arcade with the following games:







#### Pop-Ups Go Online

For the duration of the pop-ups, a game is available on GetJobsFast.com where users create an avatar and race in a tournament with a leaderboard to track their score.

• Each month, the three highest scorers win a Nintendo Switch.

82% of 18-24 year olds play video games daily. (Attest US Media Consumption Report, 2021)

#### Indeed hits the road to 17 cities around the country\* with thrifted professional clothing. Eager Beavers who show proof of an Indeed account participate in a Quick-Change challenge where they have 5 minutes to change into professional attire, getting to keep

Content is generated for Indeed's TikTok and Instagram accounts and posted using #IndeedProfessionalOnTheGo.

#### Kickstarting In NYC: Indeed takes you to New York Fashion Week

On June 3rd, Eager Beavers meet Indeed at Washington Square Park to kick off Professional on the Go.

Participants can enter for a chance to attend NYFW.

• Five winners receive a VIP pass to two major shows: Marc Jacobs Heaven and Off-White.

18-24 year olds are 113% more likely to be influenced on their fashion choices by posts they see on social media. (MRI Simmons, 2021)<sup>34</sup>

\*Specific states on page 11.

the outfit selected.

#### "Indeed Chosen" & Selena Gomez: A Speed Networking and Charity Event

#### "Indeed Chosen" Contest to Win a Pair of Tickets

- Under #IndeedChosen, participants post a video on TikTok showing how guick and easy it is to use Indeed.
- 250 users with the most popular videos win a pair of tickets.

#### **Speed Networking With Young Entrepreneurs**

- Indeed's "50 Most Inspirational Entrepreneurs" host 50 networking tables.
- "Indeed Chosen" winners join a different table every 15 minutes to network with the entrepreneurs.

87% of 18-24 year olds said they would attend a networking event. (Team 344 Survey)<sup>35</sup>



A Blue Carpet awaits our guests.

#### \$150,000 Donation to Rare Impact Fund

Selena Gomez's fund aims to increase access to mental health services in educational settings.

"It is my life's mission to reach young people who need support."

Selena Gomez. 2023 36

63% of 18-24 year olds reported high levels of either anxiety, depression or both. (CDC Study On Young Adults, 2021)<sup>37</sup>

#### **Annual Indeed Cares Award**

Selena Gomez receives the Annual Indeed Cares Award. Following her acceptance speech, she hosts a Q&A about starting Rare Beauty, her cosmetic brand.

#### Join it online!

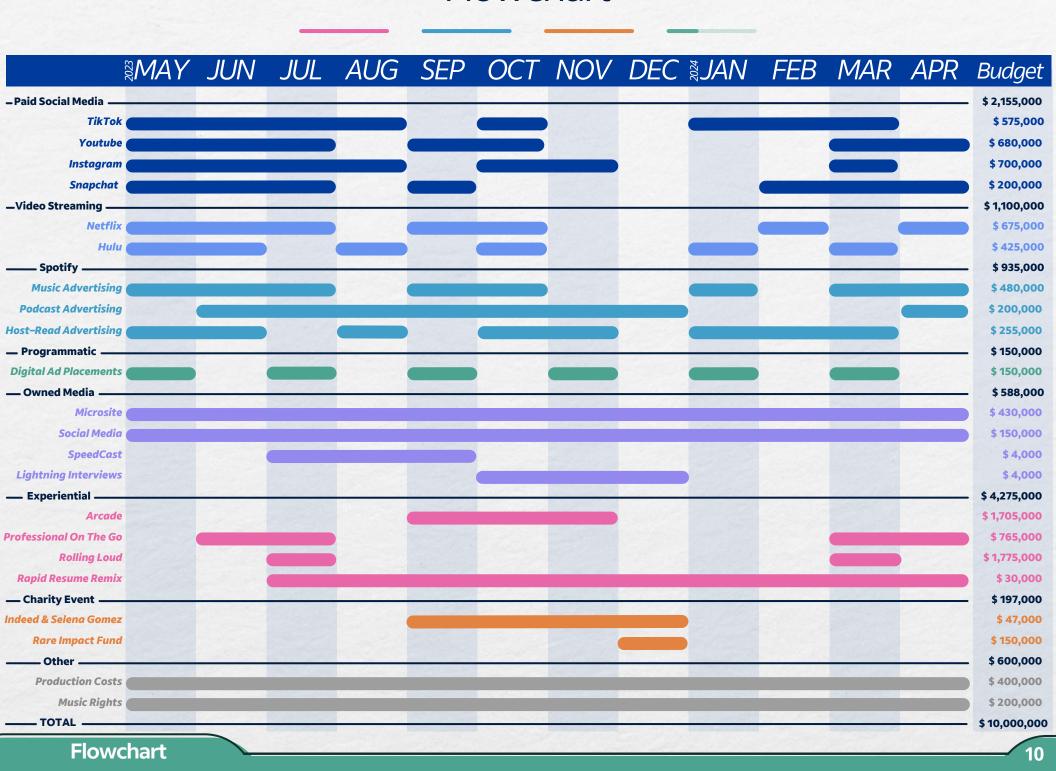
Watch Selena Gomez's speech and participate in the O&A on GetJobsFast.com.



#### Indeed & Rare Beauty Gift Bag

- Rare Beauty products
- Indeed Career Services gift card

### **Flowchart**

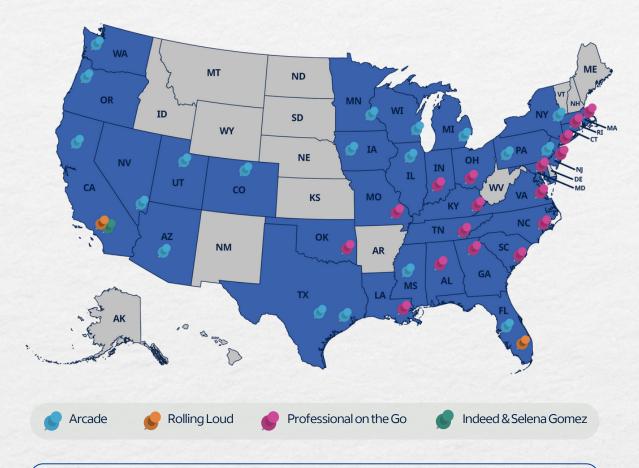


### **Budget: \$10 million**

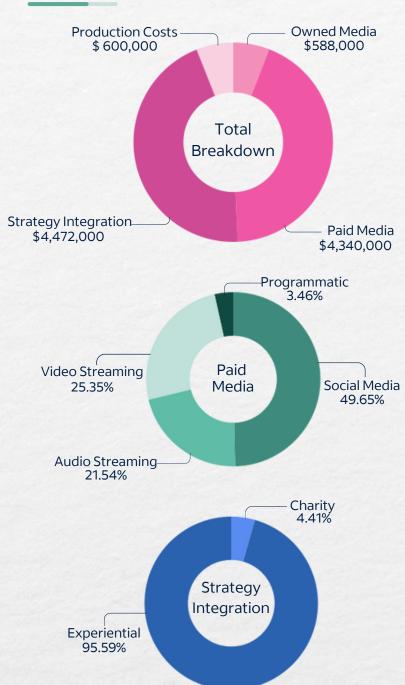
#### **States of Focus**

The states highlighted present the highest amounts of 18-24 year olds.

The *Get Jobs Fast* campaign targets these locations with events and experiences tailored to Eager Beavers (see legend below map).



20-24 year olds enter the workforce at higher percentages compared to 18-19 year olds. Therefore, media and events selected skew slightly more favorably towards 20-24.



Budget

### Measuring the success of Get Jobs Fast.

Continual evaluation effectively tracks the success of our outreach through varied research-based measurement tools.

#### **Goals & Objectives**

#### **Ongoing Evaluations**

#### Return on Marketing Investment

- Increase Unaided Awareness.
- Increase Unaided Consideration.
- Establish Indeed as the number one job site for individuals between 18 and 24 years old.

Increase in **unaided consideration** is analyzed at the end of 2023 and again at the end of the campaign in April 2024.

- · Assess click-through rate of digital ads.
- Measure visitor engagement rates on the microsite.
- Track and measure social media engagement.
- · Assess completion rate of video ads.
- Track number of TikTok video submissions under #IndeedChosen.
- Track Spotify ads impressions, reach, and reaction.
- Analyze user sentiment on social media.
- Track Indeed Fast Pass purchases.
- Measure online Race Car Game players.
- Measure Rapid Resume Remix accesses.
- Track Arcade attendees and Professional on the Go participants.

- Measure Increase in Active Users.
- Measure the return on ad spend based on estimated gross profit achieved from paying employers as determined by incremental active users.

**89%** increase in unaided consideration

#### **Measurement Tools**

- Clarabridge for sentiment analysis
- Google Analytics for tracking microsite engagement and traffic
- Keyhole to track performance of social media content and hashtags
- HootSuite to track social media engagement and CTRs
- Google Tag Manager

#### **Extending Beyond the First Year**

- Extend the speed message to campaigns targeting employers given that they usually want the best candidates "as fast as possible".
- Annual Indeed Cares Award: We recommend continuing the speed networking and charity event as well as the "Indeed Cares Award." Next year, we recommend giving this award to Lady Gaga and making a donation to her *Born This Way Foundation*.
- Interactive Job Search Map: As this generation prefers visual stimulation, we recommend incorporating the interactive job searching map onto the official Indeed website.
- **Paid Media:** With each increase of 1 million dollars in budget, we recommend that social media investment should increase more than any other media.
- SpeedCast: We also recommend maintaining and expanding the podcast, including new episodes monthly.

### Digital ads mockups

