

aaf national
student
advertising
competition

IT'S TIME TO
GROW UP!

★ TEAM 534 ★

indeed

GROW UP!

EXECUTIVE SUMMARY

What does it mean to “Grow Up?”

Indeed strives to provide opportunities for all job seekers, but the generation currently entering the workforce desires more than just a job. Our target audience of 18-24 year olds is prone to “job hopping” in the early stages of their career, moving from one workplace to the next, but not finding the job for them. Growing up is not about taking the first job you can get, but finding a career that you are passionate about. With so many job search platforms, it can be a challenge to stand out among the competition. With our campaign, Indeed will help future job seekers successfully reach the next stage of their lives.

As Gen Z graduates and enter the “real world,” many carry the same hopes and dreams from their childhoods. Getting older and taking on new responsibilities is inevitable, but starting a career should not come at the cost of your dreams. Opportunities in the work landscape today are as diverse as the people entering it for the first time, and the possibilities of finding a perfectly tailored job are endless.

Growing up doesn’t mean growing old. Now is the time to make your younger self proud and fulfill your aspirations.

We know it’s not easy, but through community outreach, influencer marketing, inclusive events and a unique approach to job hunting, this campaign will help all future job seekers through every stage of life.

At the end of the day, nobody will do it for you, but with the help of Indeed, it doesn’t have to be so hard.

Let’s face it. It’s time to grow up.

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CAMPAIN OBJECTIVES

- ★ Understand young adult behaviors and attitudes toward job search through primary and secondary research methods.
- ★ Make Indeed the preferred job-search platform for young adults (18-24).
- ★ Increase unaided consideration among young adult job seekers (18-24).

XOXO

RESEARCH INSIGHTS

6
MONTHS
OF RESEARCH

2
FOCUS GROUPS

METHODS

64
SECONDARY
RESEARCH
SOURCES

239
ONLINE
SURVEY
RESPONDENTS

The Challenge

Leverage Indeed's current position within the job-search market and develop a plan that simultaneously benefits Indeed users, engages Gen Z and positively shifts our target audiences' view on the traditional job-search platform.

The Ask

Over the past 6 months, our team conducted extensive research to better understand Gen Z attitudes and behaviors. This research, through both primary and secondary methods, provided key insights that laid the groundwork for our campaign by identifying key areas of concern.

We found that our audience of **18-24 year olds** overwhelmingly believes that Indeed is not meant for them, and is instead better suited for older audiences with more experience. They also report that Indeed lacks a clear brand voice and does not provide the opportunities to connect with their peers.

Increase **unaided consideration (UAC)** for Indeed and make it the preferred job search site of Gen Z.

Key Insights

Gen Z has the potential to use Indeed as their first job search site.

33.5% use Indeed when searching for a job

"I have used Indeed to find jobs since I was 16 and it really makes the process much easier."
- Megan, 19

Gen Z does not believe Indeed is designed for them.

51.4% believe Indeed's target audience is 25-34

"I've created an account, but never use it. The jobs are never for people with my experience."
- Steven, 22

Gen Z doesn't see Indeed as a bold company.

2.6% said Indeed shows traits of boldness

"Indeed is a company that I honestly forget about. It has never really stood out to me."
- Zoey, 21

Gen Z values authenticity and does not see it as one of Indeed's traits.

3.95% said Indeed shows traits of sincerity

"Indeed isn't the first website or job search engine that comes to mind when I think of applying for jobs."
- Ryder, 20

EVEN MORE RESEARCH

STRENGTHS

S

Indeed is one of the top job search platforms especially during the peak job searching months of August through December. Indeed's search engine allows users to search for specific job titles, companies and locations. Indeed users can set up daily job notifications.

WEAKNESSES

W

Indeed currently lacks relationship- and community-building features. Indeed's search-style approach does not follow personalization and social media integration. Indeed lacks clarity in its brand voice.

OPPORTUNITIES

O

Indeed has the opportunity to build a community through social media engagement, in-person events, corporate social responsibility, and a virtual presence through the Metaverse.

THREATS

T

Gen Z often uses other social platforms to hunt for jobs, and this trend undermines the value of the traditional job search platform, such as Indeed. Therefore, many companies use social media to attract talented candidates directly, without utilizing any job search platforms.

FROM THE SURVEY:

When asked what job search site came to mind first, Indeed and LinkedIn were the **two most popular** answers. With **43.56%** of respondents answering Indeed, and **41.78%** answering LinkedIn. **51.39%** of respondents thought that Indeed was catering most to 25-34 year olds. This shows that Indeed's priorities **need be shifted** toward Gen Z values.

"WHAT DO YOU THINK OF INDEED?"

"70 year old sweet old man that is not relevant anymore, friend that would never get back to you."

- Anna, 20

"Indeed is a less cool and bland younger sister of LinkedIn. I feel like I am just a number on Indeed."

- Steven, 24

"LinkedIn is for the networking, but Indeed is for job applications."

- Conner, 18

TARGET PERSONAS

MR.
NOSTALGIA

Insight: Gen Z is ready to become who they've always wanted to be. They're searching for a career that fulfills their childhood dreams rather than giving into the pressures of those around them.

"I have always dreamed of working in a creative field, but my parents have always planned what I would do come graduation. Now that the time is here, I am searching for a job that I can find joy in and make my younger self proud."
- Mr. Nostalgia

MS. NO
DIRECTION

Insight: Since the pandemic, new and recent graduates from that time are struggling to find a career because of a lack of professional experience. This generation has had a challenging time and needs help moving to the next stage of life.

"After graduating in 2020, I had to take the only job I could find but nothing that I was passionate about. In the current stage I'm in, I am looking to start my career but not sure where to begin."
-Ms. No Direction

MX.
CONNECTION

Insight: Getting a job now means so much more than "just a job." You need a profession that gives back to you just as much as you give to the job. Looking for a space that gives you the confidence you need, connection you've longed for and the opportunity to give back is now more important than ever.

"I've always had a passion for sustainability, and I am looking for a job that checks my boxes. I'm finding it harder than I thought to get a job that relates to my personal morals, and I've noticed the options are not as diverse as I originally thought."
-Mx. Connection

Gen Z's Core Values:

- Diversity
- Community
- Flexibility
- Authenticity
- Directness
- Relevance
- Self-care
- Social responsibility
- Trust

Gen Z wants authenticity within a company. They are more likely to support Indeed if it aligns with their own values, which is why Indeed should include robust CSR efforts. Our research shows that while Gen Z is independent, they still crave a comfortable workplace where they can flourish.

Growing up amidst rapid technological innovations, Gen Z is highly collaborative. They value making connections around them. This reason alone is why so many of them have strayed away from Indeed and chosen other job search platforms like LinkedIn. Indeed should invest in community building strategies, like social media engagement, brand collaborations, in-person events and virtual spaces (like the Metaverse).

GEN Z VALUES

THE GROW UP CAMPAIGN

DEAR READER,

The new generation of job seekers is here, but beginning their professional lives is a daunting task. In a rapidly changing work culture, Gen Z craves careers that align with their values. They create opportunities to leave an impact on the world. What appeals to Gen Z must be authentic and bold. Gen Z needs a job that fulfills their childhood dreams. The job search gives them the opportunity to make their younger selves proud of who they are becoming.

Whether searching for an internship, their first job or a new opportunity, *it's time for Gen Z to grow up!*

SINCERELY,
INDEED

#GROWUP!



STRATEGY: DIGITAL and OUTDOOR

Rationale:

98% of survey respondents stated that Indeed is **not bold** enough and lacks a distinct brand voice.

Our digital and outdoor strategy will target these areas. Our ads will explain the messaging behind the Grow Up campaign: fulfill your dreams with the help of Indeed.

The Goal is to increase
unaided brand consideration.

Digital:

Tactic: Video ads on YouTube and streaming platforms (like Hulu, HBO Max, and Twitch).

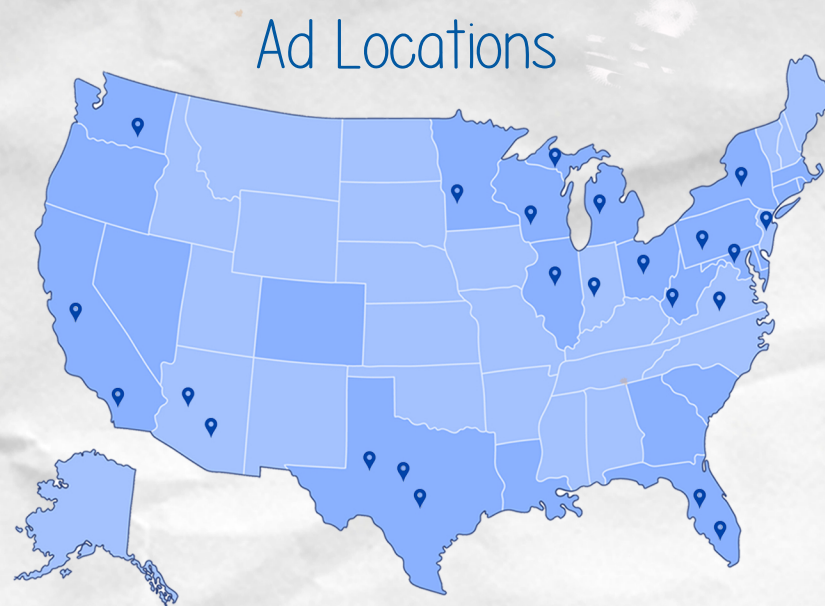
Tracked through: Hulu ad manager, YouTube ad manager, etc.

Outdoor:

Tactic: Outdoor ads would be positioned in high traffic areas, such as bus stops, billboards, college sports venues, outdoor kiosks, and subways.

Tracked through: Estimated outdoor impressions.

Ad Locations



West

Tempe, AZ
Tucson, AZ
Seattle, WA
Los Angeles, CA
Madison, WI

South

Austin, TX
College Station, TX
Houston, TX
Orlando, FL
Miami, FL
Gainesville, FL
Tampa, FL

Midwest

Columbus, OH
Minneapolis, MN
Champaign, IL
East Lansing, MI

Northeast

Philadelphia, PA
New York City, NY
Baltimore, MD
Lynchburg, VA
Adelphi, MD
Piscataway, NJ
University Park, PA
Bloomington, IN

STRATEGY: INTERACTIVE

Events

Blue Carpet Event

Goal: Promote Indeed's focus on celebrating and awarding people.

Rational: Gen Z desires a workplace that they can feel celebrated and valued in.

Tactic: The Blue Carpet Event will be hosted in April 2024 in Austin, TX. The guest list will include CEOs, influencers and present winners. The theme of the event is "celebrate work," and Indeed will present special awards, called "The Indeed Awards," to recognize work-related achievements.

Some examples of the awards include: "the most passionate," "the best colleague," "the most outgoing," etc. People will be nominated by their coworkers, and all winners will receive travel funding to attend the event. The event will also feature prominent Gen Z relatable speakers and will broadcast through social media and the Metaverse.

Metaverse Events

Goal: Build the Indeed community within the Metaverse.

Rational: Gen Z craves community, something that Indeed currently lacks. The Indeed Metaverse space will foster this sense of community.

Moreover, Gen Z is a generation who has grown up with rapidly advancing technology, and using the Metaverse will make Indeed relevant to them.

Tactic: Indeed will create a branded multi purpose space within the Metaverse. Indeed will open up this space for companies who use Indeed in their recruitment efforts. They will use it for informal info sessions, virtual interviews and promoting their company cultures.

Indeed will also use this space to broadcast the annual Blue Carpet Event, schedule regular visits with the influencers, and host informal mock interviews.

Social Media

Rationale: Gen Z is deeply immersed in social media and they use it for sharing, entertainment and following their favorite influencers. According to a study from the Morning Consult, 54% of Gen Zers spend at least four hours a day on social media.

Goal: Increase company awareness on social media platforms.

Tactic: Indeed will leverage 18 influencers who have traction with Gen Z and can speak to issues such as searching for a job, interview tips and tricks, what to wear to work, advice and other important things to know when entering the workforce.

Influencers



Max Thompson
@shamelesscloutchaser

278.5k TikTok
7,159 Instagram



Natalie Marshall
@corporatenatalie

495.6k TikTok
482k Instagram



Vivian Tu
@your.richbff

2.3M TikTok
1.5M Instagram

STRATEGY: CORPORATE SOCIAL RESPONSIBILITY

COMMUNITY INREACH:

Goal: Highlight connections between Indeed values and Gen Z values.

Tactic: In their early stages of development, children need encouragement and funding to grow and pursue their passions. Through corporate social responsibility (CSR) efforts, Indeed will partner with these five children-serving nonprofits by hosting a scholarship competition. Winners will receive a prize donation from Indeed.

Rationale: Social responsibility, trust and community are among top Gen Z values. By supporting these children-serving nonprofits, Indeed will reaffirm its commitment to these values. Through the Grow Up campaign, Indeed will help future young adults by providing them the resources that are needed to grow up and achieve their dream career.



Association for
Childhood Education
International™



Save the Children®



KIDSPARK
EDUCATION

BEST BUDDIES®



Big Brothers
Big Sisters®
OF AMERICA

These CSR campaigns will take place during the duration of the Grow Up campaign, with a heavy focus on building the community for future college students.

Sprinkles Cupcakes



Tactic: Indeed will partner with Sprinkles Cupcakes, a popular cupcake manufacturer for our target audience. Sprinkles Cupcakes will offer custom Indeed cupcakes to spread awareness about Indeed's Grow Up campaign. This partnership will help recipients commemorate growing up by featuring people celebrating a big work accomplishment or a new job.

ASOS

Tactic: Indeed will partner with the clothing brand ASOS, a very popular brand amongst our target audience. Indeed x ASOS will release a custom line of business clothes to help Gen Z look all grown up for job interviews as they pursue their first full-time jobs or internships.

Uber Blue

Tactic: While Uber has Uber Black for people who want luxury car rides, Indeed will feature Uber Blue for a limited time in large metropolitan cities. Indeed will purchase five blue Indeed-branded cars and hire professional drivers. People who order an Uber to get to work will get a surprise Uber Blue upgrade. Gone are the days of walking to work or riding a bird scooter. Now that you're grown up you can ride to work in style. Passengers will be given refreshments and encouraged to post about their experiences on social media.



STRATEGY: PARTNERSHIPS

"What Do You Meme?"

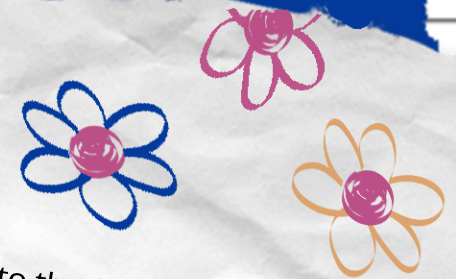
Tactic: An Indeed-branded edition of the game "What Do You Meme" will feature memes and prompts that are specific to workplace issues. It will be promoted for company bonding events. This game is very relevant and popular with the younger generation. It will show Gen Z that Indeed believes you can grow up and get your dream job while also having fun.



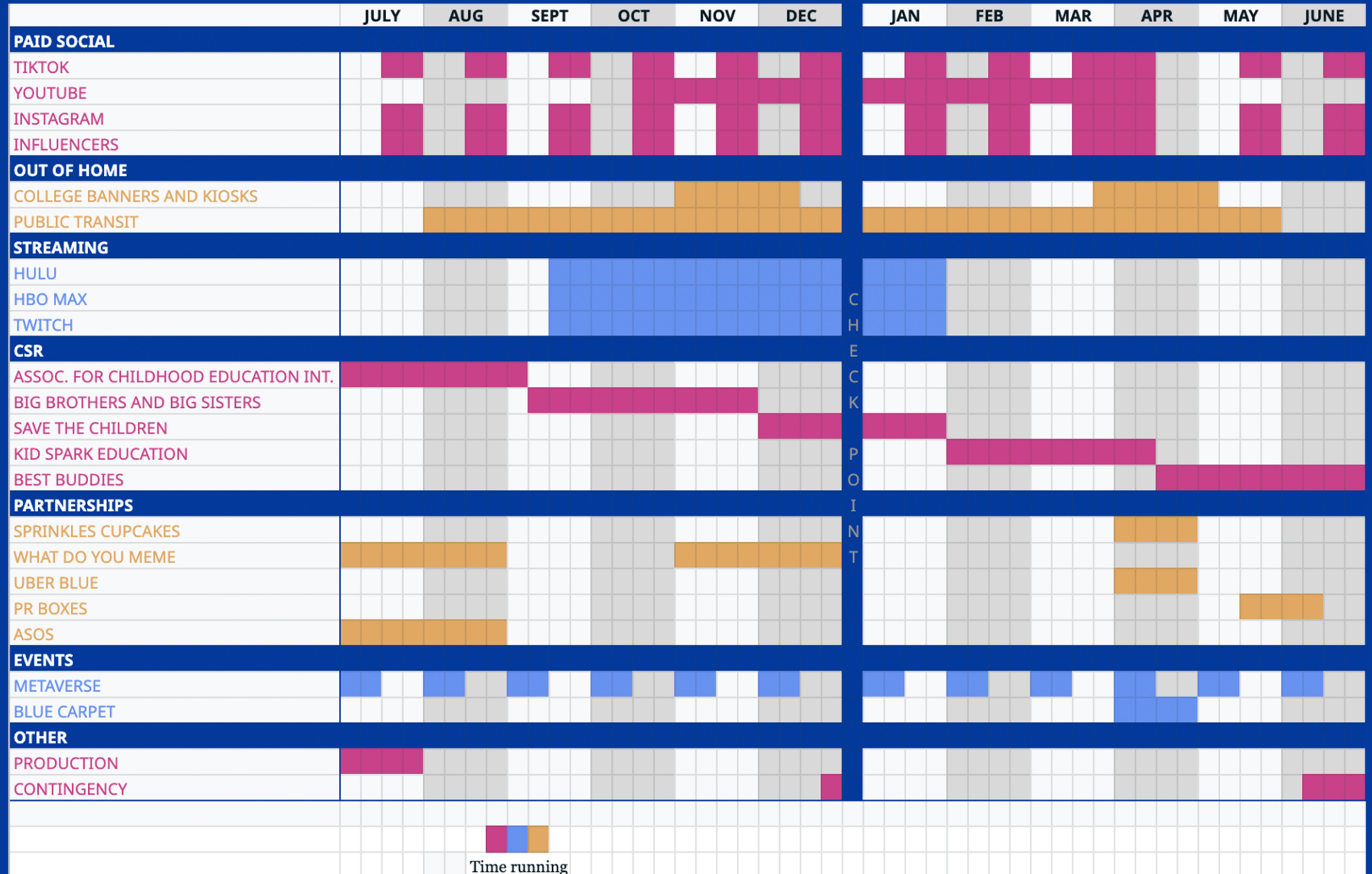
PR Boxes



Tactic: Indeed will send PR boxes to the first 200 people who find their first full-time job using Indeed in May and June. After receiving the typical Indeed check-in email and confirming that they got their first-time job, a person will receive a PR box to help them celebrate one more step in "growing up." The boxes will include Indeed-branded items, and recipients will be encouraged to share and celebrate on their social media using #growup.



MEDIA FLOW CHART



CAMPAIGN BUDGET☆☆☆

		Cost	Impressions
PAID SOCIAL	54%		
TIKTOK		\$3,750,000	375,000,000
YOUTUBE		\$966,992	4,834,958
INSTAGRAM		\$3,750,000	559,701,493
INFLUENCERS		\$1,012,850	4,260,223
OUT OF HOME	14.75%		
COLLEGE BANNERS AND KIOSKS		\$2,380,000	7,200,000
PUBLIC TRANSIT		\$210,750	17,000,000
STREAMING	11.58%		
HULU		\$700,000	24,000,000
HBO MAX		\$833,333	25,000,000
TWITCH		\$500,000	131,578,947
CSR	10.0%		
ASSOC. FOR CHILDHOOD EDUCATION INT.		\$350,317	8,806,368
BIG BROTHERS AND BIG SISTERS		\$350,317	8,806,368
SAVE THE CHILDREN		\$350,317	8,806,368
KID SPARK EDUCATION		\$350,317	8,806,368
BEST BUDDIES		\$350,317	8,806,368
PARTNERSHIPS	2.2%		
SPRINKLES CUPCAKES		\$7,565	700,219
WHAT DO YOU MEME		\$125,000	226,206
UBER BLUE		\$142,000	2,000,000
PR BOXES		\$15,000	4,260,223
ASOS		\$100,000	934,701,493
EVENTS	2.27%		
METaverse		\$250,000	1,342,257,451
BLUE CARPET		\$150,000	943,796,674
OTHER	5.2%		
PRODUCTION		\$100,000	
CONTINGENCY		\$812,875	
TOTALS	100.0%	\$17,557,950	4,420,549,727

Indeed
was
here!

CONCEPT TESTING

To test our concept, we shared our initial ads with over 40 people from our target audience and asked for their feedback.

Our pre-testing showed that the majority of respondents liked the nostalgic theme and related to the sense of community Indeed is attempting to build.

"Good colors. It catches your eye very well. I like that it is a piece of paper." - Riley, 18

"It reminds me of a book series I would read in high school. It's super cute and makes me think of the better parts of high school." - Hannah, 20

"I like the doodles and think this is a good ad overall. I would want to scan the QR code because I would wonder what 'grow up' means." - Kyle, 23

CONCLUSIONS

The Grow Up campaign makes Indeed an essential part of the Gen Z job-seeking experience. By building a sense of community, we will show you how Gen Z relates closely to trust and diversity within the job search market, and how capitalizing on these ideals can further Gen Z involvement within the company. This may be the last page of our book, but it's the start of a never-ending story. Through thoughtful CSR campaigns and Gen Z targeted promotions, we will show you why growing up isn't such a bad thing after all.

#GROW UP!

LET'S FACE IT,
IT'S TIME TO...

GROW UP!

SINCERELY,

TEAM #534