

**INDEED,**  
**THIS IS *me***

**INDEED,**  
**WE'VE GOT THE  
JOB THAT LETS  
*you* BE *you***

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## THE CHALLENGE

You have tasked us with growing unaided consideration among 18-24-year-olds. Not only has unaided consideration plateaued within this target audience, but college students and recent graduates are more likely to consider and prefer LinkedIn.

We also know that this audience is less likely to pick and favor Indeed than 25-35-year-olds, revealing that Indeed may not resonate with younger audiences.

## CAMPAIGN OBJECTIVES

We believe we can increase UAC by 10% by August of 2024. To do so, we must accomplish these three campaign objectives:



### 1. ALL LOVE

Build brand love by increasing brand consideration, preference, and sentiment through Indeed's supportive and empathetic messaging.



### 2. ALL FOR YOU

Demonstrate how Indeed is a valuable platform in the job-searching market for 18-24-year-olds via its personalized tools.



### 3. ALL IN

Prove that Indeed is in touch with 18-24-year-olds' values and empowers them to take on the chaos of the job-searching process.

## IT'S HARD TO GO AFTER THE RIGHT OPPORTUNITY WHEN DOUBT STOPS YOU FROM SHOWING UP AS YOURSELF.

Our target audience of 18-24-year-olds is the most diverse generation yet and the force behind movements pushing society forward. However, the job search leaves them feeling small. As they try to secure their futures, they're turning to a variety of tools and brands they recognize as partners in this complex process. Indeed has made it clear that they're for everyone, but this audience wants something that's theirs.

18-24-year-olds are a nuanced market segment governed by a few overarching themes. Our research shows our audience needs empathy during this time and that they gravitate towards personalized job search platforms that empower them to chase the lives they want. Brands that meet these needs have a greater chance of success in this target market.

When this market feels confident, they are empowered to chase the opportunities that are right for them. Platforms that validate users' unique preferences and allow them to search in a personalized way address a crucial need for this generation. The features of Indeed meet this need; this audience just doesn't know it yet.

Our campaign seeks to position Indeed as top-of-mind for this audience and be the job site they consider first when beginning their search by the end of our campaign. But first, they need to feel celebrated and accepted as themselves. They need to feel confident in their individuality, at whatever job they set their sights on. They say loudly, and boldly, "This is Me," and we embrace them with open arms. Because no matter the person, passion, or dream, we'll always be able to tell them, "We've got the job that lets you be you."

# THE INTENTIONS BEHIND OUR RESEARCH

## OUR RESEARCH GOALS

Our primary and secondary research aimed to uncover the human truths behind the communication challenge, with three key objectives:

1. Establish a clear picture of our target audience by exploring their values, motivations, and challenges.
2. Understand the complexities of job hunting, including audience behaviors, attitudes, and norms, to properly tailor our communication to job seekers.
3. Investigate Indeed's strengths, shortcomings, and perceptions to connect 18-24-year-olds with the product effectively.

## HOW WE DID IT

### PRIMARY RESEARCH

We conducted an online survey and in-depth interviews to gain firsthand insight into Indeed, its competitors, and the job search process. The survey quantified the experiences, attitudes, and behaviors related to job platforms, providing valuable information on how 18-24-year-olds behave in job hunt environments. The 1:1 interviews revealed the emotional aspects of job seeking. Additionally, we interviewed professional recruiters to deepen our understanding of job hunting from the employer side.

### SECONDARY RESEARCH

Our secondary research spanned several months. We analyzed diverse sources, including academic journals, research studies, interviews, surveys, articles, blogs, and insights from social listening, allowing us to gain a comprehensive understanding of the consumer, category, competition, and culture related to job hunting.

## THE NUMBERS

43

SECONDARY RESEARCH SOURCES

34

IN-DEPTH 1:1 INTERVIEWS (18-24-YEAR-OLDS)

615

SURVEY RESPONDENTS (18-24-YEAR- OLDS)

4

INTERVIEWS WITH PROFESSIONAL RECRUITERS

**SAM B.**

TALENT ADVISOR (HEALTHCARE SECTOR)

**JACLYN H.**

SENIOR RECRUITER (WEALTH MANAGEMENT)

**JULIANNE S.**

TALENT ADVISOR (SERVICE SECTOR)

**VANESSA L.**

HEAD OF TALENT (INFORMATION TECHNOLOGY)

Given Indeed's goal of putting job seekers first, we wanted to understand the thoughts, feelings, and fears behind the job search for this audience. This life stage is full of uncertainty. The best way to truly understand that is to have real conversations.

# WHY DOES OUR AUDIENCE THINK THE WAY THEY DO?

## MOST DIVERSE GENERATION

Largely representing this country's ethnic and racial makeup, Gen Z is the most ethnically and racially diverse generation yet. <sup>1</sup> Not just diverse in background but also in thought, as they have proven to be more socially conscious and politically active than other generations. <sup>4</sup> Their unique perspective on society, gained through their exposure to different backgrounds, makes them an empathetic generation that emphasizes the importance of equal opportunity. As job seekers, this makes them conscious of the different work environments and how employers treat their staff.

To fully understand 18-24-year-olds' views towards the job search industry, we found three areas that were most impactful in shaping their views:

### THE NEGATIVES OF SOCIAL MEDIA

18-24-year-olds have grown up with social media as a huge part of their lives, often making it difficult to tune out the noise of other people and focus on themselves. This noise has even found a way into platforms like LinkedIn. With the increased awareness of others' job experiences, people are less confident in their abilities. The competition and comparison aspects of the job search process often leave Gen Z feeling anxious, inadequate, and uncertain of themselves. When young job seekers have space beyond comparisons, they become more confident, motivated, and authentically themselves.

## WHO IS TRULY IN CONTROL?

THERE IS A DISCONNECT BETWEEN RECRUITERS AND JOB SEEKERS. OUR RECRUITERS SAID:

- "It's a buyer's market. When that's the case, prospective employees hold the trump card...candidates are really more so in the driver's seat."  
- Vanessa L.
- "Now the job needs to check a lot of boxes." -Jaclyn H

BUT THIS CONTRASTED WITH THE RESPONSES WE RECEIVED FROM 18-24-YEAR-OLDS:

- "I struggled a lot...I was scared that I wouldn't qualify when I applied to them." - Cassidy H.
- "I'm a person of color, and we know this world is biased." - Calvin P.
- "I feel like I am underqualified for most jobs that would pay a living wage as I do not have a post-secondary degree." - Al G.

Our research showed that the usually confident and savvy 18-24-year-olds often feel powerless and inadequate during the job search process. Even with companies' need for workers at this time, Gen Z often feels lost. There is a disconnect about who holds the power in the job search process.

Gen Z is ready to work and make a difference in the world but is struggling to figure out how or where to start. That's where Indeed comes in. We want to show 18-24-year-olds the power they hold by embracing their individuality in their job search journey. By showcasing Indeed's vast array of jobs and customizable tools, we can empower these young job seekers to find their perfect match.

# HOW THE JOB SEARCH FEELS FROM WHERE OUR AUDIENCE STANDS

Being flooded with many forms of negativity and comparison online prevents young adults from being able to show up as their authentic selves. 18-24-year-olds want a sense of control over the job search process. We're going to take you through the raw emotions behind what it truly means to be a Gen Z job seeker and how Indeed can help.

"EMPATHY IS DEFINED AS THE ABILITY TO UNDERSTAND AND SHARE THE FEELINGS OF ANOTHER."

Gen Z has seen and experienced a lot of tragedy in their lives, such as the opioid crisis, a global pandemic, and gun violence. These hardships, coupled with a lack of confidence in their work experience and abilities, demand that empathy be a central part of the job search process for all young adults. Because of the rise of Gen Z workforces, empathy and compassion are crucial attributes for any successful management style in the workplace and essential to young adults' moral compass. Any platform they decide to use should reflect these values.

## THE PRESSURES OF PERFECTIONISM

1. In our survey, respondents believed the opinions of others are important to them (89%), care what others think about their job (66%), and are easily hurt by what others say to them (53%).<sup>5</sup>
2. Others are more demanding of them...and [they] are more demanding of themselves.<sup>2</sup>
3. **"I'm stressed about next year and like where I'll be and what I'll be doing, and I still don't know exactly what I want to do. Every day there's a new thing I could look at...lots of unanswered questions."**  
- Annabelle
4. **"There's a lot of second-guessing yourself if you don't get a certain job."**  
- Dreya
5. **"I don't think I stand out in the recruitment."** - Ruweda

## THE FEAR OF FAILURE

1. "...the most prominent worry for this generation was the fear of failure or not being successful...worrying about not living up to their own expectations, disappointing others, having low self-worth, and not making a difference."<sup>2</sup>
2. **"My biggest fear in life at this point is ending up as a 60 or 70-year-old and looking back and being like 'I hated my life' because of my career choices...The uncertainty of all of these factors is the most scary."**  
- Morgan
3. **"I need to find some fulfillment, some purpose, some enjoyment in it to not go into like an existential crisis."**  
- Mak



18-24-year-olds value empathy now more than ever. They can achieve more in the job market if they feel understood by those involved in the process. Indeed understands the challenges of the job hunt and offers tools to help our audience take control and navigate their way to their individual career goals. This generation has high expectations for themselves and feels pressure from others. Indeed helps relieve some of the pressure and allows users to tackle the job search in a personalized way.

# HOW DOES INDEED CONNECT?

## Personalized features are a priority for 18-24-year-old job seekers.

The job search is making young adults feel powerless, but personalized tools help to give this generation a sense of control in this process. It allows them to choose the job that best fits their unique needs. However, this individual journey can get interrupted. Other platforms like LinkedIn invite comparison and encourage you to fit in. Young adults have had enough and crave tools to help them express their desires and differences to find the opportunity that's a perfect match for them. Any platform that aspires to be relevant in this market must fulfill this need.

### IMPORTANCE OF PERSONALIZED TOOLS



1. "Matches me to the relevant opportunities based on my interests and skills" was the most important job site criteria among our survey respondents. More respondents noted this was a quality of LinkedIn (38%) than of Indeed (29%).<sup>5</sup>
2. **"I love the filters on LinkedIn, and they're always pretty timely on showing me job opportunities or whatnot..they are right when I want them."**  
– Charles W.
3. **"I feel like the trend is personalization! So maybe the real trend is that job seekers expect to find what they want, be it remote work, unlimited PTO, flexibility, et cetera. Not everyone wants the same thing, so being able to meet people where they are at and provide them with what they want is key."**  
– Recruiter Vanessa L.
4. **"I want to make sure that I am happy going into work every day, and that won't happen unless the job is a perfect fit for me."**  
– Taylor P.

### LOYALTY TO PERSONALIZED PLATFORMS



- The higher our respondents rated their preferred job platform as "personalized," the more loyalty they felt towards that brand.
- 84% of our respondents believe their preferred platform is customized to their needs.<sup>5</sup>
- Having grown up perusing the 'infinite shelf' available online, Gen Zers are the ultimate comparison shoppers. They prefer brands that provide choice, hyper-personalization, and a sense of community.<sup>3</sup>
- This generation values the ability to express themselves through their choices. Brands that offer a wide range of options and the ability to customize their products or services are likely to resonate.<sup>3</sup>

This audience already craves personalized tools that give them control in an uncertain environment. Indeed's offerings, such as instant match and personalized search filters, meet that need. Equipped with Indeed's tailored tools, this audience can confidently search for their next opportunity.

# TARGET AUDIENCE SEGMENTATION, DEFINITION, AND PERSONAS

While our campaign will target all 18–24-year-olds, two distinct segments are important to prioritize. Our primary segment, Anxious Amelia, is based on our primary and secondary research that found a majority of 18–24-year-old college students feel anxious and uncertain about their futures, despite being highly involved students. In addition, our research found that college students are likely to consider LinkedIn before using Indeed. Our secondary segment, Nomad Nate, has taken a different approach in his career path. He represents the group of people we found in our research that feel less pressure and are more likely to go with the flow. While following a nontraditional path, this person is still entering a pivotal time where career decisions are being made.

## Anxious Amelia (Primary Audience)

### WORRIES AND CHALLENGES

As Amelia approaches graduation, she still second-guesses her credentials and ability to land a job despite following all the recommended career steps. She fears unpredictable failures, and the process of finding a job is overwhelming and stressful enough as it is. However, Amelia tries to show up confidently to find a stable career that brings her fulfillment and respect.



**AGE:** 22

**GENDER:** FEMALE

**STUDYING:**  
FINANCE AT A  
FOUR-YEAR  
UNIVERSITY

**MEDIA USE:**



### JOB HUNT EXPERIENCE

Amelia actively seeks opportunities to build her resume and network, especially through LinkedIn, due to her professors encouraging her to use this platform. However, seeing everyone else succeeding around her makes her feel behind and uneasy about the job searching process. To combat her anxiety, she practices for interviews, researches employers, and meticulously crafts cover letters. She has valuable experience from a previous internship and remains committed to pursuing career opportunities as she nears graduation. Though she fears rejection, she remains hopeful that her dedication and preparation will pay off.

"Yeah, I want to start my career and all... I just feel like I'm going to be rejected a bunch."

## Nomad Nate (Secondary Audience)

### WORRIES AND CHALLENGES

Nate left college after a semester to focus on personal growth and exploration. He's now on a journey of self-discovery, traveling, and working in different roles to gain a wide range of skills, experiences, and relationships. Though Nate is uncertain about his future due to his nontraditional path, he is eager to learn and embrace new opportunities.

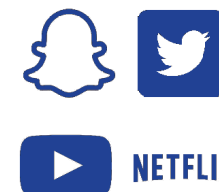


**AGE:** 20

**GENDER:** MALE

**INDUSTRY:**  
RESTAURANT  
SERVER

**MEDIA USE:**



### JOB HUNT EXPERIENCE

Nate regularly scans job listings to explore diverse roles and locations. Despite Nate's range of experiences, he worries that his lack of formal education may hinder his job prospects. This makes Nate hesitant to apply to formal roles, where he fears being seen as underqualified and falling behind in life. Nevertheless, Nate values the importance of pursuing meaningful work aligned with his interests and is happy to move on from jobs that no longer fulfill him.

"Sometimes I get nervous about work, but I just feel like you can't really take it that seriously. You just have to hope everything works out."

## What Do They Have in Common? A Desire for Personalized Tools.

While these personas lead different lives, they value personal growth and development. They also share feelings of anxiety about their futures. They crave personalized tools to help them make sense of the job search journey. These individuals are both anxious idealists who want to unlock everything the job search has to offer them; they're just unsure of how.

# OUR STRATEGIC BLUEPRINT

## COMMUNICATIONS OBJECTIVE

Present Indeed as the personalized platform that lets you bring your true self to the job search.

## HUMAN PROBLEM

Job searching sucks. The perception that 18-24-year-olds hold power in the job hunt doesn't square with the self-doubt and anxiety this audience feels throughout the process.

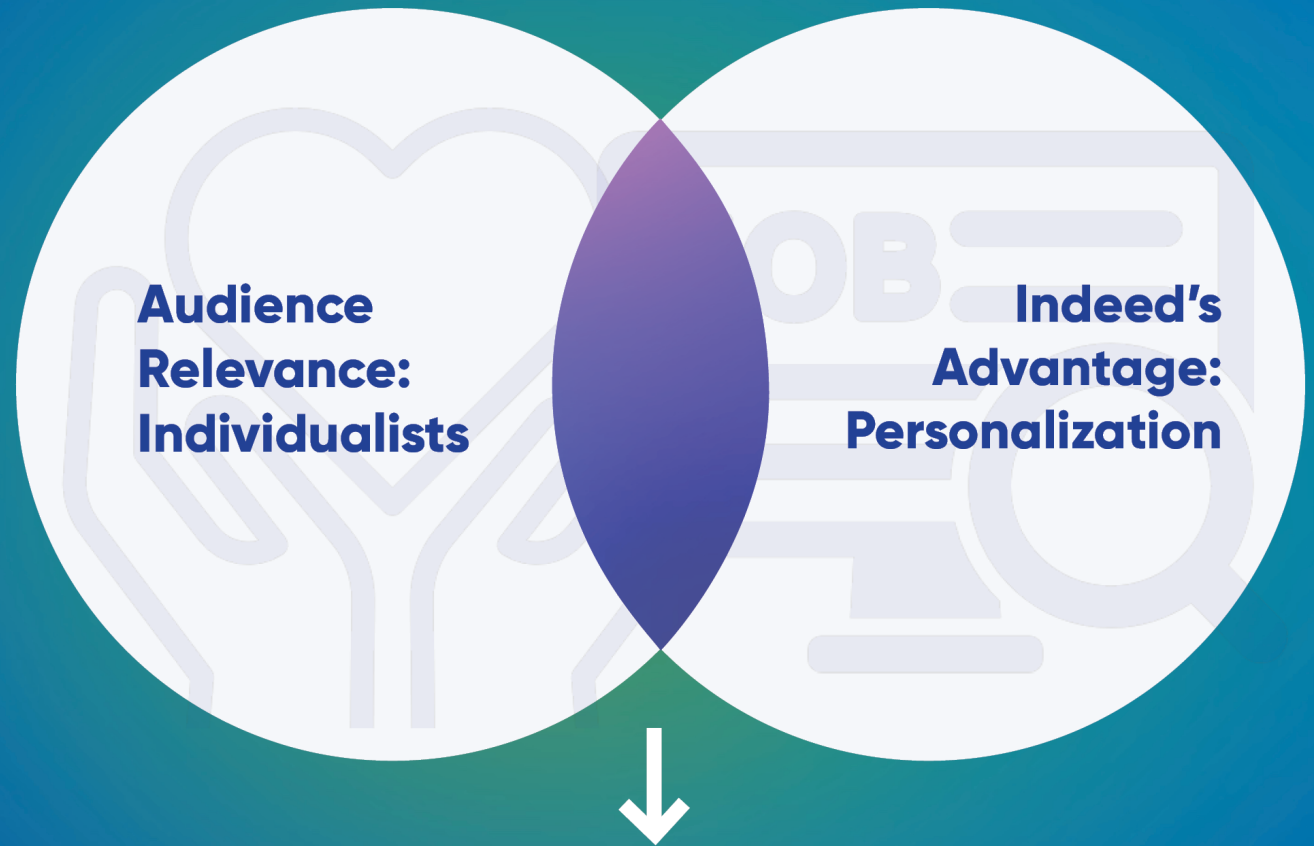
## KEY INSIGHT

When young adults don't have to compromise their individuality, they go after the job that's right for them right now.

## SINGLE-MINDED PROPOSITION

### REASONS TO BELIEVE

- Indeed provides stellar matchmaking capabilities allowing you to connect to jobs that reflect your current interests and values.
- Indeed's extensive reach allows you to never miss an opportunity that fits you.
- Indeed's resources help build up your professional identity so you can focus on bringing your personality to the job search process.



Indeed's personalized tools make it easier to be your authentic self.

Through our campaign, **Agency 133** will position Indeed as an essential partner in the job search process that makes it easy to show up as yourself.



# CAMPAIGN IDENTITY

Our campaign identity was designed with a call-and-response construct in mind. 18-24-year-olds want to show up to work as themselves. As they enter the demanding process of the job search, they need to feel comfortable in their own skin. When they say, **"This is Me,"** they're searching for an oasis where they can grow, thrive, and use their unique talent for good. Indeed supports them in this journey, promising service and abundant resources that allows them to find **the** job in a sea of many. No matter the person, passion, or dream, Indeed is confident that, **"We've got the job that lets you be you."**

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# CREATIVE STRATEGY

Our creative elements speak to a generation that values individuality in their demanding search for work, while breaking through with an ownable style. The job search is a draining process that causes 18-24-year-olds to question the value they bring to their career. Our campaign connects with our audience on their deepest needs of acceptance and self-expression, ensuring that there is a place for them to thrive as their authentic selves in the workforce.

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Feelings of confusion and inferiority discourage our audience from chasing their dreams, and stifle their need for authentic self-expression. 18-24-year-olds like to show up in spaces that empathize with them, and empower them to bring their unique value to the table. They need to feel confident in order to chase the opportunities that are right for them.

## CAMPAIGN VOICE



Language and copywriting adopt an empathetic and supportive tone, empowering young adults to take on the job search. In order to feel confident in what they bring to the workforce, they need to feel celebrated as their authentic self. They need to feel like they can be themselves, at whatever job they set their sights on.

## THE AURA EFFECT + EXPRESSIVE COLORS

The use of auras throughout our campaign speak to the audience's need for authentic and animated expression. From purple to magenta, blue, and more, each color empathizes with an individual's perspective and identity, celebrating their individuality and an intentional approach to job seeking.

Individuality and self-expression is all about engaging with spaces that allow you to show up as yourself, and be happy. It's an energizing celebration of you like never before. The use of bright and bold colors within the Indeed color palette highlight bold self-expression, and the energy that comes with it. The use of Indeed blues continue to be prominent and grounding, reminding 18-24-year-olds that there is a place in the real world for them to be their authentic selves.

Gradients highlight Indeed's ability to foster growth in self-confidence, and personal development.

# MANIFESTO

We know this generation is different. You're the most diverse generation in more ways than one. You embrace originality like no other generation before. You are boldly you, yet job searching shakes your confidence. Individuality defines your generation, but the job search can make you see this as a negative. You tell the world, "this is me," and the job search tells you you're not a "good fit." The problem is that traditional job searching puts jobs first, and people second. Just like you, we do things differently.

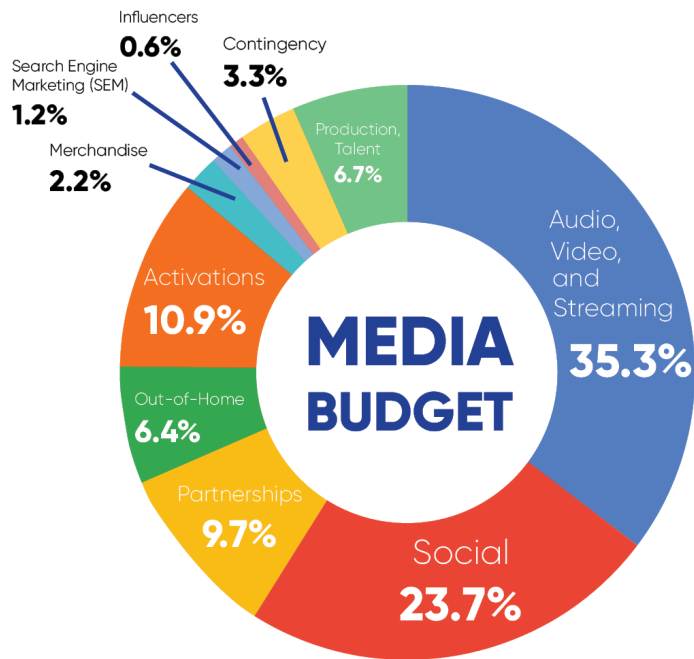
We hear you when you say: **"Indeed, this is me."**

And to this, we say: **"Indeed, we've got the job that lets you be you."**

We are the personalized platform that lets you bring your true self to the job search. We put the job seeker first, so our matchmaking connects you to relevant matches only. We've got connections to over 25 million jobs, so we're certain we have multiple jobs that'll feel made just for you. Our search-to-hire model connects you to your personalized job matches as quickly as possible. You won't waste another moment lost in comparison or left in the dark. You'll always be a good fit for your matches on Indeed. You're at your best when you're most yourself. Keep being you.

# STRATEGIC FRAMEWORK FOR OUR INTEGRATED PLAN

Our campaign defines itself just as our target audience does: on our own terms. Through digital campfires, real-life activations, and relatable partnerships, we are all in to meet 18-24-year-olds in genuine and meaningful ways. Running from **September 2023 through August 2024**, our highly digital and experiential campaign will achieve the goal of boosting Indeed's unaided consideration among our target audience. With our recommended **\$15M budget**, our campaign will inspire curiosity and exude authenticity through our channel strategies and colorfully personalized creative experiences, resulting in **1.3B impressions**.



**Budget Justification:** We know that there are roughly 30 million unique 18-24-year-old adults living in the United States.<sup>10</sup> Our goal is to meet each of these individuals one time per week for the duration of our campaign, which will result in a share of voice of at least 50%. We believe this goal will provide us with the necessary tools to reach our objectives of raising unaided consideration and share of consideration. Based on our **average CPM of \$22.59**, this gives us a **total budget of \$15M**.

# MEDIA OBJECTIVES

Among our audience of 18-24-year-olds, we plan to accomplish the following objectives by August 2024:

## ALL LOVE



**OBJECTIVE:** Raise share of consideration by 10%.

**STRATEGY:** Create engaging content that inspires conversations among 18-24 year-olds.

**KPI:** Mentions

## ALL FOR YOU



**OBJECTIVE:** Boost brand engagement by 10%.

**STRATEGY:** Demonstrate the values, capabilities, and tools of Indeed by increasing its overall presence online and through in-person activations.

**KPI:** Engagement

## ALL IN



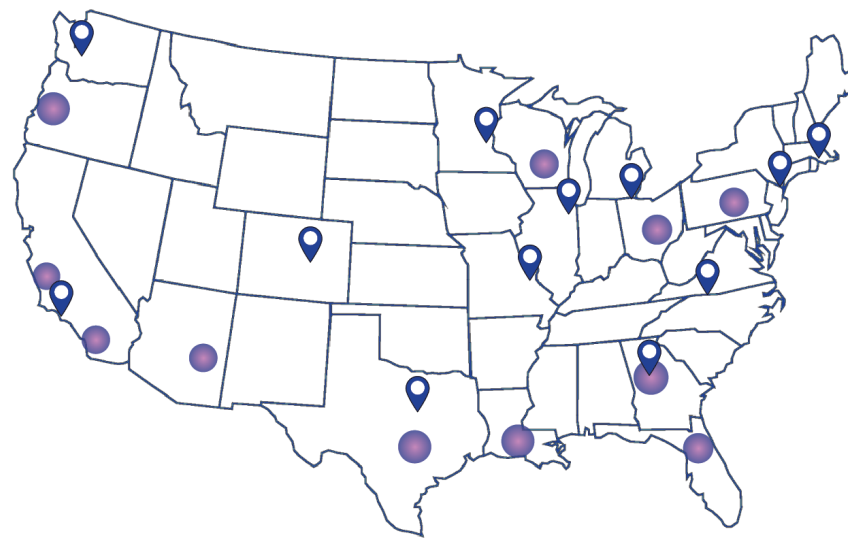
**OBJECTIVE:** Increased unaided consideration of Indeed by 10%.

**STRATEGY:** Capture the attention of 18-24 year-olds in often overlooked spaces to maintain top-of-mind consideration.

**KPI:** Impressions

# GEOGRAPHY

To best reach a highly mobile generation that is dispersed across the map, we analyzed urban areas with the highest concentrations of 18-24 year-olds.<sup>7</sup> We also acknowledge how important college years are to the audience, which is why we selected beloved public colleges across the country to focus our expansion efforts.<sup>8</sup> We want to be present in all 50 states but will be concentrating on cities with high concentrations of Gen Z.<sup>9</sup>



## CITIES

- Atlanta
- Dallas
- Minneapolis
- Boston
- Denver
- New York City
- Charlotte
- Detroit
- Seattle
- Chicago
- Los Angeles
- St. Louis

## COLLEGES

- Arizona State University
- Georgia State University
- Louisiana State University - Baton Rouge
- Ohio State University
- Penn State University
- University of California - Berkeley
- University of Florida
- University of Illinois - Urbana Champaign
- University of Oregon
- University of Southern California
- University of Texas - Austin
- University of Wisconsin - Madison

### OUT-OF-HOME

**192.5 M**  
Impressions

### VIDEO STREAMING AND TV

**247.1 M**  
Impressions

### AUDIO STREAMING

**20.0 M**  
Impressions

### SOCIAL MEDIA

**68.69 M**  
Impressions

### CONVERSATION STARTERS

**19.4 M**  
Impressions

### DIGITAL

**62.8 M**  
Impressions

### EVENT ACTIVATIONS

**15.9 M**  
Impressions

### PARTNERSHIPS

**69.7 M**  
Impressions

### MERCHANDISE

**25.7 M**  
Impressions

# MEDIA SCHEDULE

**\* We have allocated \$1,000,000 to the following additional costs (note: event activations, merchandise, and partnership costs are included to the left):**

Production: Short videos (10), talent, photography, OOH printing, and expenses related to the development of a campaign-specific microsite

LOW SPEND

MEDIUM SPEND

HIGH SPEND

Channel	Sep-Nov 2023	Dec-Feb 2024	Mar-May 2024	Jun-Aug 2024	Impressions	Cost	Total %	CPM
<b>Streaming Services (Audio + OTT &amp; TV)</b>					247,101,449	\$5,300,000	35.33%	\$21.60
Spotify					20,000,000	\$400,000	2.67%	\$20.00
Hulu					66,666,667	\$2,000,000	13.33%	\$30.00
YouTube					70,000,000	\$700,000	4.67%	\$10.00
Cable TV					60,000,000	\$1,500,000	10.00%	\$25.00
Peacock					30,434,783	\$700,000	4.67%	\$23.00
<b>Social</b>					686,986,187	\$3,550,000	23.67%	\$5.81
TikTok					100,000,000	\$1,000,000	6.67%	\$10.00
Instagram					184,824,903	\$950,000	6.33%	\$5.14
Snapchat					160,000,000	\$800,000	5.33%	\$5.00
Twitch					78,226,858	\$600,000	4.00%	\$7.67
Reddit					163,934,426	\$200,000	1.33%	\$1.22
<b>Event Activation</b>					15,989,257	\$1,636,600	10.91%	\$109.83
Vintage Clothing Market & Professional Clothing Swap (12 cities)					2,105,263	\$200,000	1.33%	\$95.00
Campus Ambassador Program (12 Campuses; 10 per school)					2,064,103	\$161,000	1.07%	\$78.00
Self-Care Experience (12 Cities)					1,647,945	\$240,600	1.60%	\$146.00
Aura Photography Pop-Ups (12 Locations)					2,730,769	\$355,000	2.37%	\$130.00
Career Carnival (5 Cities)					2,941,176	\$500,000	3.33%	\$170.00
Giant Laptop Experience (4 Campuses)					4,500,000	\$180,000	1.20%	\$40.00
<b>Partnerships</b>					69,709,829	\$1,451,000	9.67%	\$19.67
The Sims 4					2,214,286	\$31,000	0.21%	\$14.00
Depop					11,363,636	\$250,000	1.67%	\$22.00
Starface Cosmetics					14,705,882	\$250,000	1.67%	\$17.00
Baggu					12,941,176	\$220,000	1.47%	\$17.00
Kung Fu Tea					13,333,333	\$200,000	1.33%	\$15.00
GLAAD					15,151,515	\$500,000	3.33%	\$33.00
<b>Out-of-Home</b>					192,594,529	\$957,200	6.38%	\$5.57
Billboards					88,800,000	\$444,000	2.96%	\$5.00
Transit Posters					92,765,957	\$436,000	2.91%	\$4.70
Airplane Banner					11,028,571	\$77,200	0.51%	\$7.00
<b>Merchandise</b>					25,750,000	\$336,000	2.24%	\$10.75
Stickers (240k)					2,000,000	\$6,000	0.04%	\$3.00
Keychains (20k)					6,250,000	\$50,000	0.33%	\$8.00
Socks (10k)					5,000,000	\$80,000	0.53%	\$16.00
T-shirts (40k)					12,500,000	\$200,000	1.33%	\$16.00
<b>Digital: SEM &amp; GDN</b>					62,861,538	\$181,000	1.21%	\$2.81
Campaign-Specific Keywords					24,400,000	\$61,000	0.41%	\$2.50
Google Display Network					38,461,538	\$120,000	0.80%	\$3.12
<b>Trendsetters</b>					19,400,000	\$88,200	0.59%	\$4.71
Emily Zugay, Reb Masel, Andrea Logan, Timmie An, Kye Dae					8,400,000	\$50,000	0.33%	\$5.95
Jordan Howlett, Keith Lee					11,000,000	\$38,200	0.25%	\$3.47
<b>Contingency &amp; Optimization Funds</b>						\$500,000	3.33%	
<b>Production, Talent, etc.*</b>						\$1,000,000	6.67%	
<b>Total</b>					<b>1,320,392,789</b>	<b>\$15,000,000</b>	<b>100.00%</b>	<b>\$22.59</b>