



**national
student
advertising
competition**

Presented by 2022-2023
Competition Partner



TEAM 133





ME

THE ASK

Grow unaided
consideration of indeed
among 18-24-year-olds.

HUMAN PROBLEM

**Job searching
can suck.**



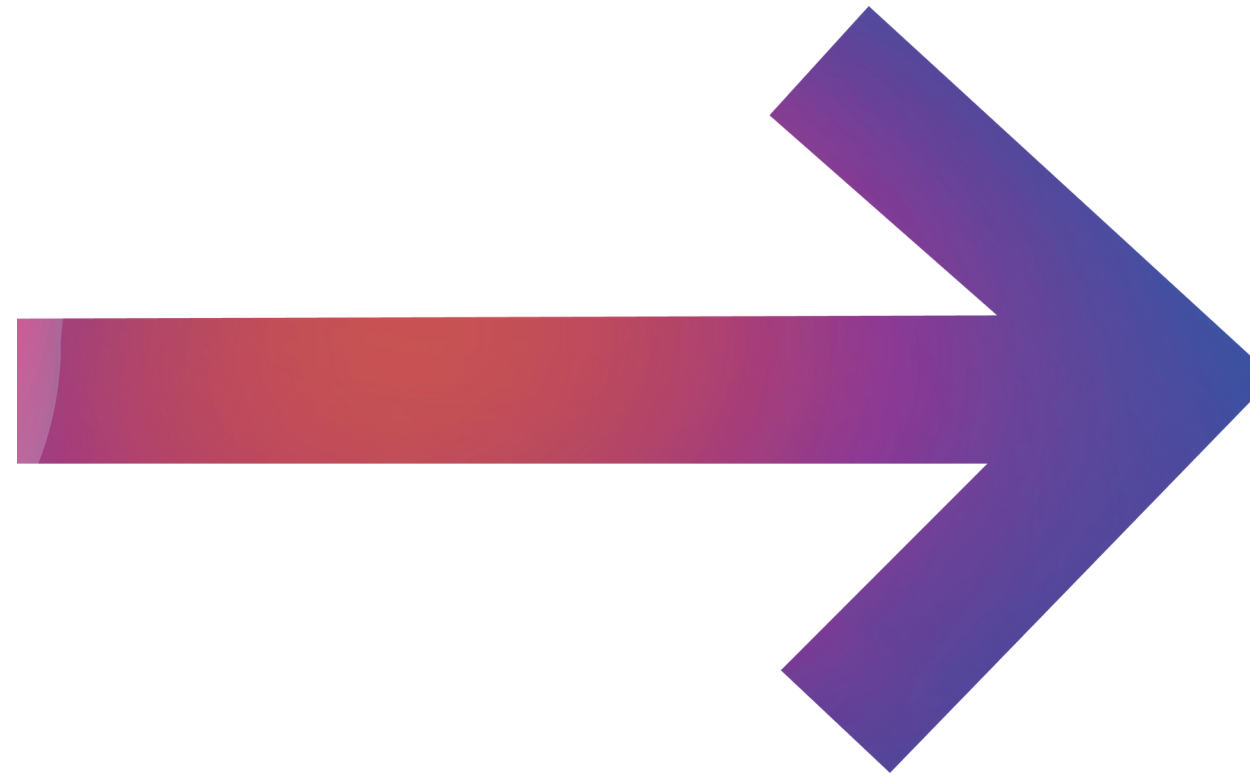


TikTok
@agency_133

**It's hard to go after the
right opportunity when
doubt stops you from
showing up as yourself.**

REFRAME

ALL
=
EVERYONE



ALL
=
ME

OBJECTIVES



ALL LOVE

OBJECTIVES



ALL LOVE



ALL FOR YOU

OBJECTIVES



ALL LOVE



ALL FOR YOU



ALL IN

5

MONTHS OF SOCIAL
LISTENING

615

SURVEY
RESPONDENTS

40+

SECONDARY SOURCES

34

ONE-ON-ONE
INTERVIEWS

10

COMPETITIVE AUDITS

4

JOB RECRUITER
INTERVEIWS

EMPATHY + PERSONALIZATION



89% OPINIONS OF OTHERS ARE
IMPORTANT

66% CARE WHAT OTHERS THINK ABOUT
THEIR JOB

53% ARE EASILY HURT BY WHAT
OTHERS SAY

CAMPAIGN OPPORTUNITY #1

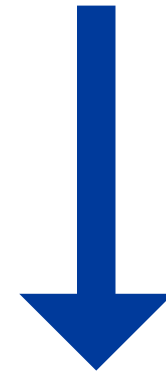


EMPATHY

EMPATHY

"75% of Gen Z said they'd choose an empathetic employer, even if it meant changing their job, industry, or career path."

CAMPAIGN OPPORTUNITY #2



PERSONALIZATION

PERSONALIZATION

"Matches me to relevant opportunities based on my interests and skills."

Promote personalized offerings to resonate with young adults.

**TWO
DISTINCT
SEGMENTS**

Anxious Amelia

- **College student**
- **Plans for the future**
- **Fears unpredictable failures**



Nomad Nate



- **Server**
- **Open to exploring new opportunities**
- **Self-conscious about lack of formal education**



NETFLIX



DESIRE

**Individual expression
Personal development**

FEAR

**Nervous to show up
as themselves**

ANXIOUS IDEALISTS



PERSONALIZED TOOLS

=

PROMOTING WHO YOU ARE

KEY INSIGHT

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

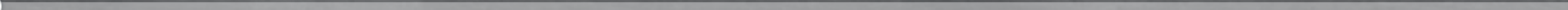
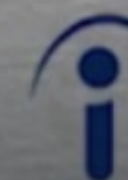
**Audience
Relevance:
Individualists**

**Indeed's
Advantage:
Personalization**

SINGLE-MINDED PROPOSITION

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





BIG IDEA

INDEED,
THIS IS *me*

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

ART DIRECTION

Bright and Bold=
Self-expression

Indeed's Blues =
Grounding

Gradients =
Growth

White
Hex #FFFFFF
CMYK 0/0/0/0

Brand Blue
Hex #003A9B
CMYK 100/72/0/15
PMS 293

Ink Blue
HEX #001C40
CMYK 100/72/0/65
PMS 295

A11y Blue
Hex #6792F0

Earth

Orange

Magenta

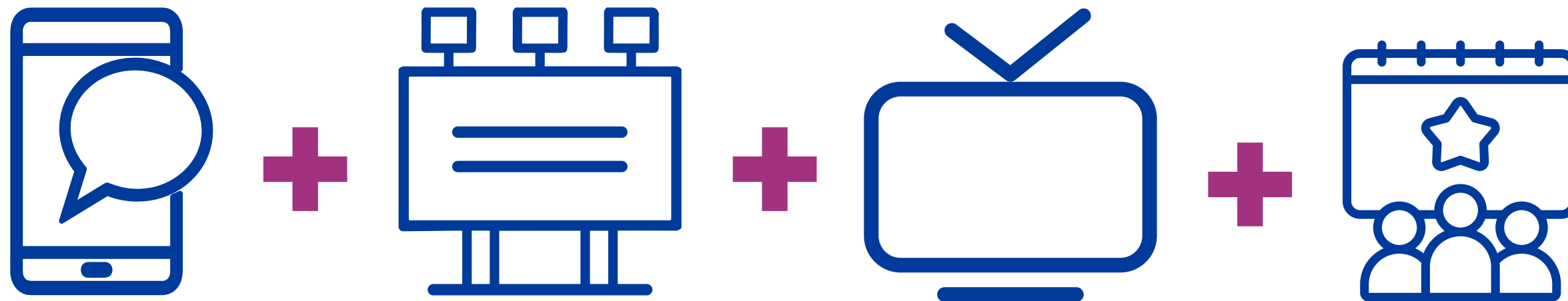
Purple

Blue

Aqua

Green

INDEED,
WE'VE GOT THE



VIDEO STREAMING







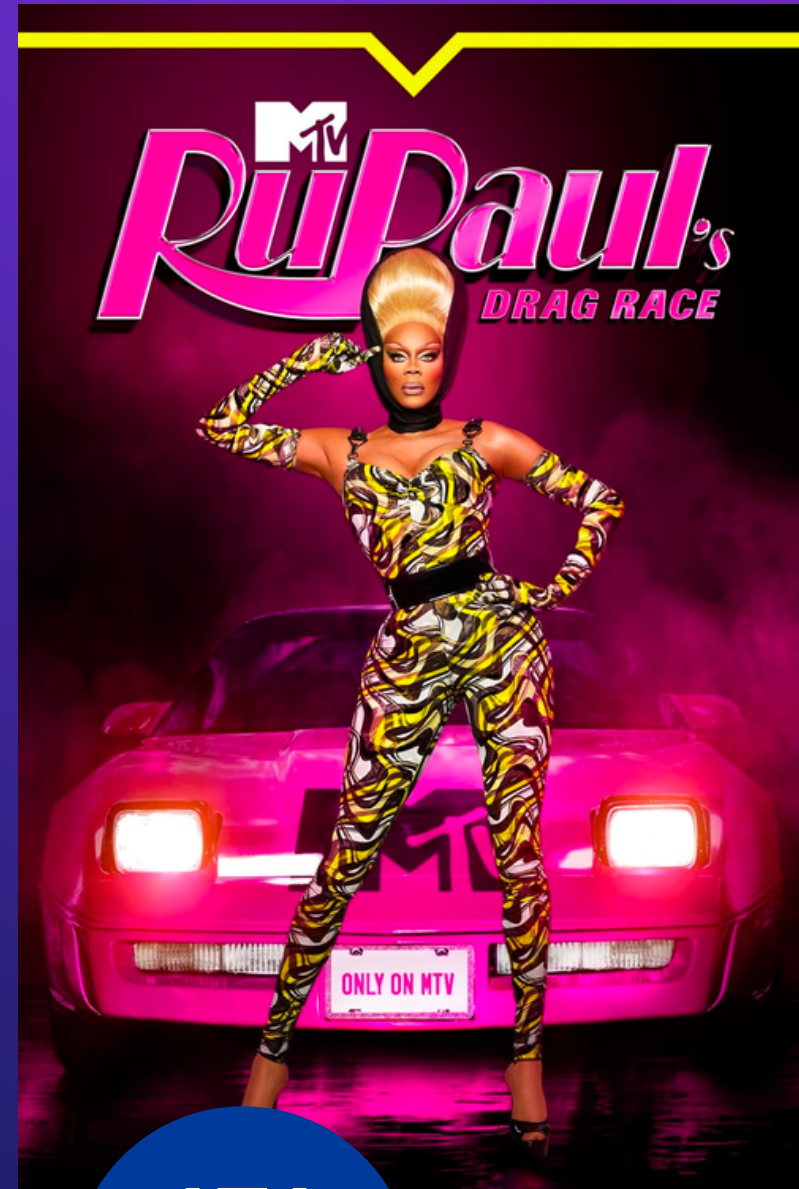
INDEED,
THIS IS *me*



LINEAR TELEVISION



238
INDEX



171
INDEX



127
INDEX



122
INDEX

BLUE

Devotion, Loyalty,
Empathy, Wisdom,
Intuition

PURPLE

Creative Imagination,
Charming, Playful

GREEN

Prosperity, Healing,
Charity, Peace,
Harmony

ORANGE

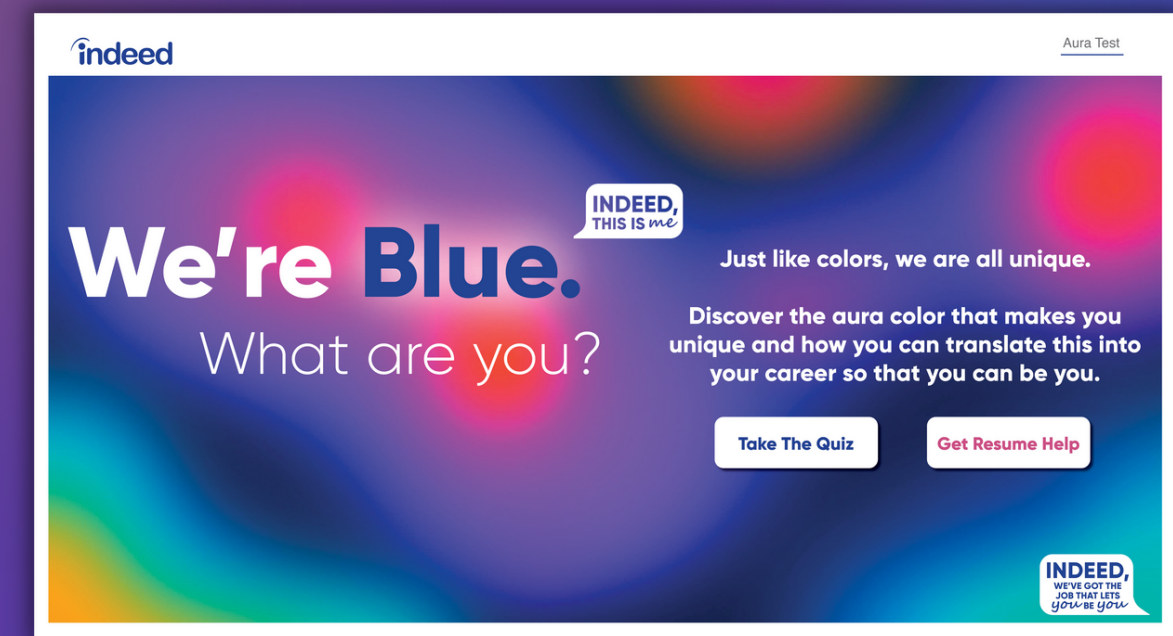
Adventurous,
Thrill-Seeker,
Creative, Social

RED

Independent,
Non-Conformist,
Artistic, Fun-loving



MICROSITE



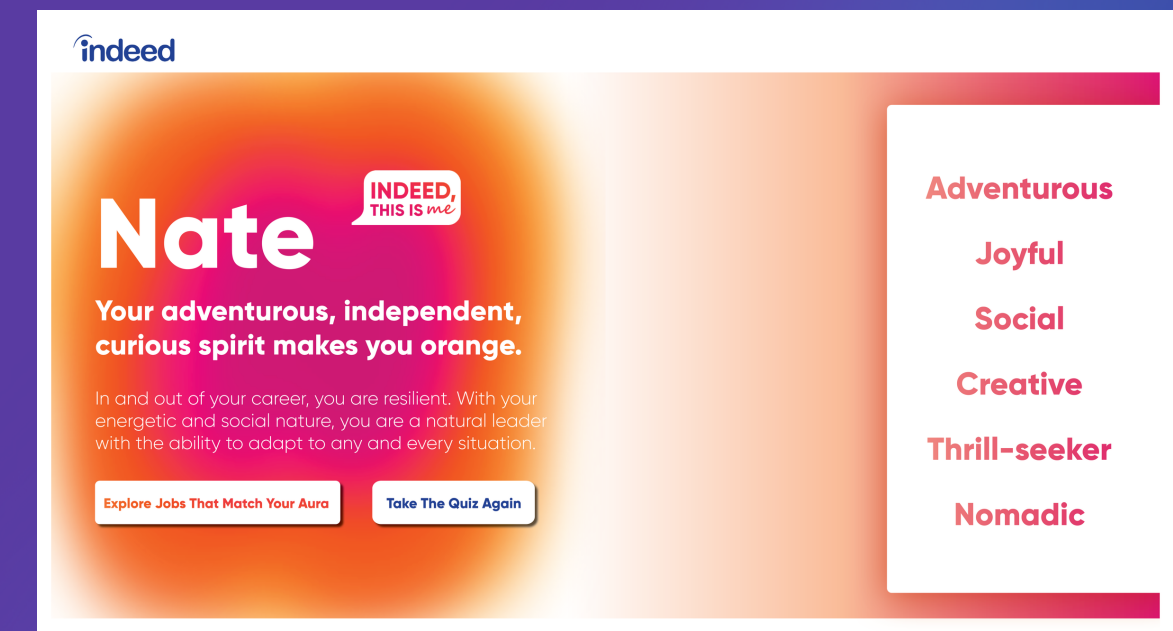
indeed Aura Test

We're Blue. INDEED, THIS IS me
What are you?

Just like colors, we are all unique.
Discover the aura color that makes you unique and how you can translate this into your career so that you can be you.

[Take The Quiz](#) [Get Resume Help](#)

INDEED, WE'VE GOT THE JOB THAT LETS YOU BE YOU.



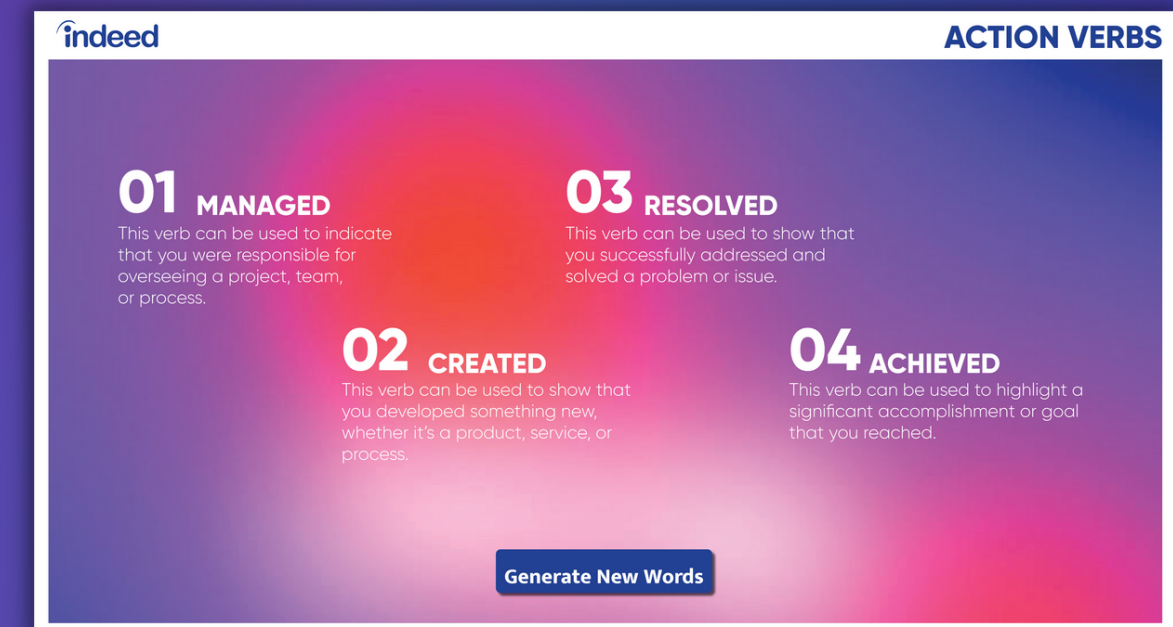
indeed

Nate INDEED, THIS IS me
Your adventurous, independent, curious spirit makes you orange.

In and out of your career, you are resilient. With your energetic and social nature, you are a natural leader with the ability to adapt to any and every situation.

[Explore Jobs That Match Your Aura](#) [Take The Quiz Again](#)

- Adventurous
- Joyful
- Social
- Creative
- Thrill-seeker
- Nomadic



indeed ACTION VERBS

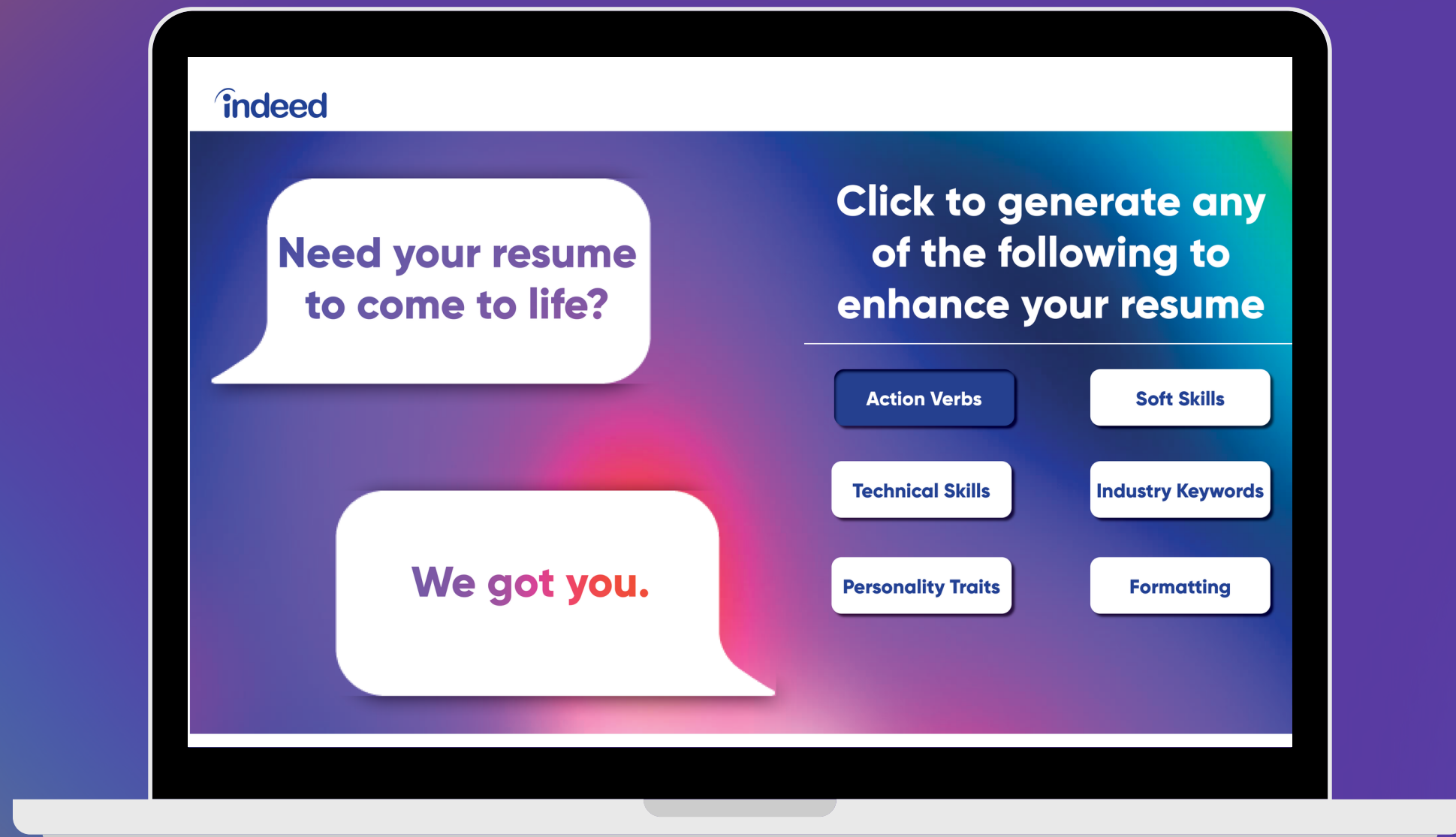
01 MANAGED
This verb can be used to indicate that you were responsible for overseeing a project, team, or process.

02 CREATED
This verb can be used to show that you developed something new, whether it's a product, service, or process.

03 RESOLVED
This verb can be used to show that you successfully addressed and solved a problem or issue.

04 ACHIEVED
This verb can be used to highlight a significant accomplishment or goal that you reached.

[Generate New Words](#)



indeed

Need your resume to come to life?

We got you.

Click to generate any of the following to enhance your resume

- Action Verbs
- Soft Skills
- Technical Skills
- Industry Keywords
- Personality Traits
- Formatting

01 MANAGED

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04 ACHIEVED

This verb can be used to highlight a significant accomplishment or goal that you reached.

[Generate New Words](#)

OOH

=

**#1 preferred platform
amongst 18-24-year-olds**

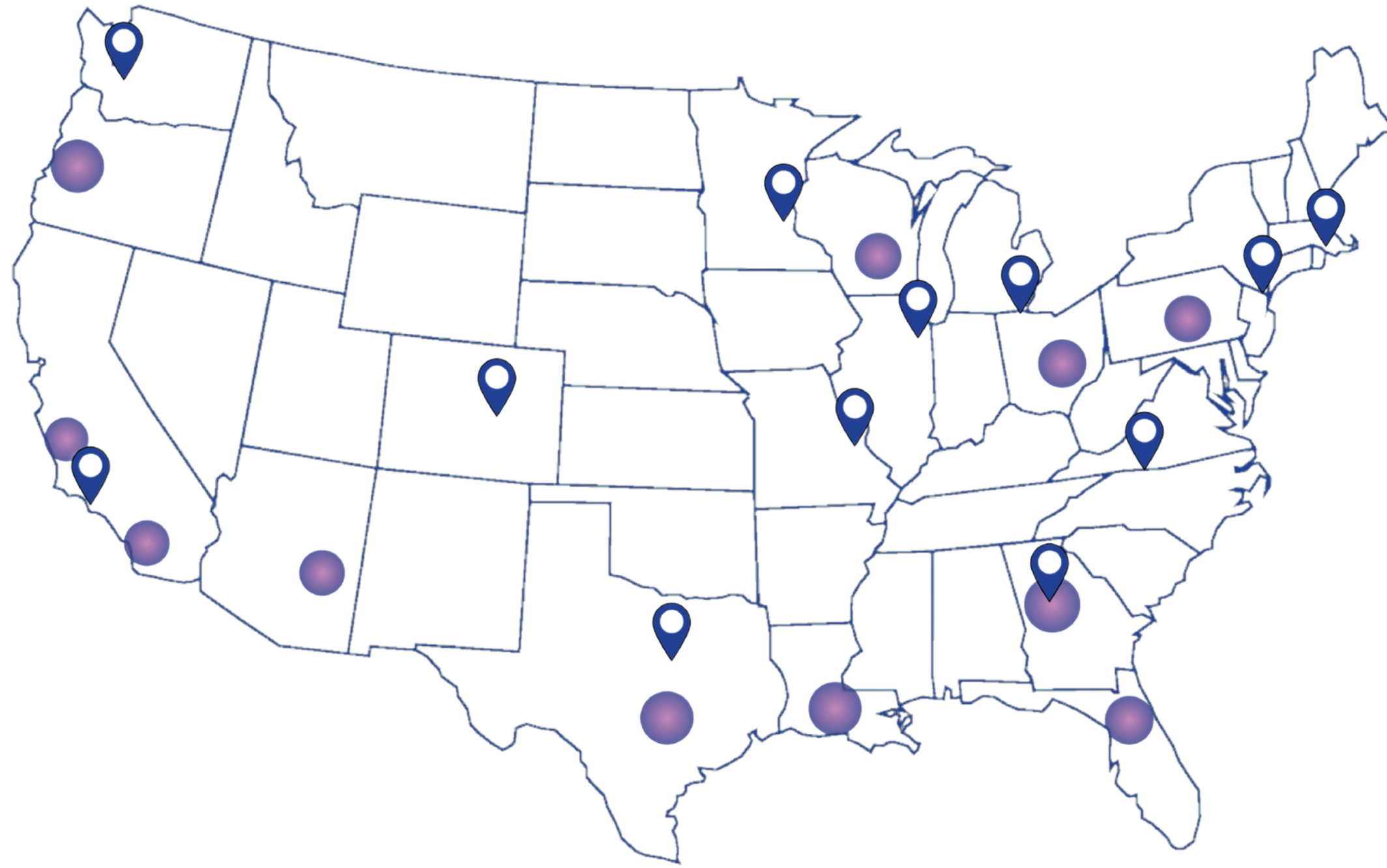
indeed

INDEED,
THIS IS *me*

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you BE *you*



POPULAR 18-24-YEAR OLD LOCATIONS



CITIES

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



Discover The Colors Of Your Energy

Aura Photo
Booth By
indeed








Scan for the aura quiz
on our website to take
a custom photo with
your glow

INDEED,
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What Do Your Aura Photo Colors Mean?

-  Independent, Non-Conformist
Artistic, Fun Loving
-  Adventerous, Thrill Seeker
Creative, Social
-  Creative Imagination
Charming, Playful
-  Devotion, Loyalty, Empathy
Wisdom, Intuition
-  Prosperity, Healing, Charity,
Peace, Harmony

indeed



**KUNG
FU
TEA** 功夫茶



**INDEED,
THIS IS *me***

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





BAGGU



indeed









Quick Top
1800 155 233

depop

INDEED,
THIS IS me

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

indeed

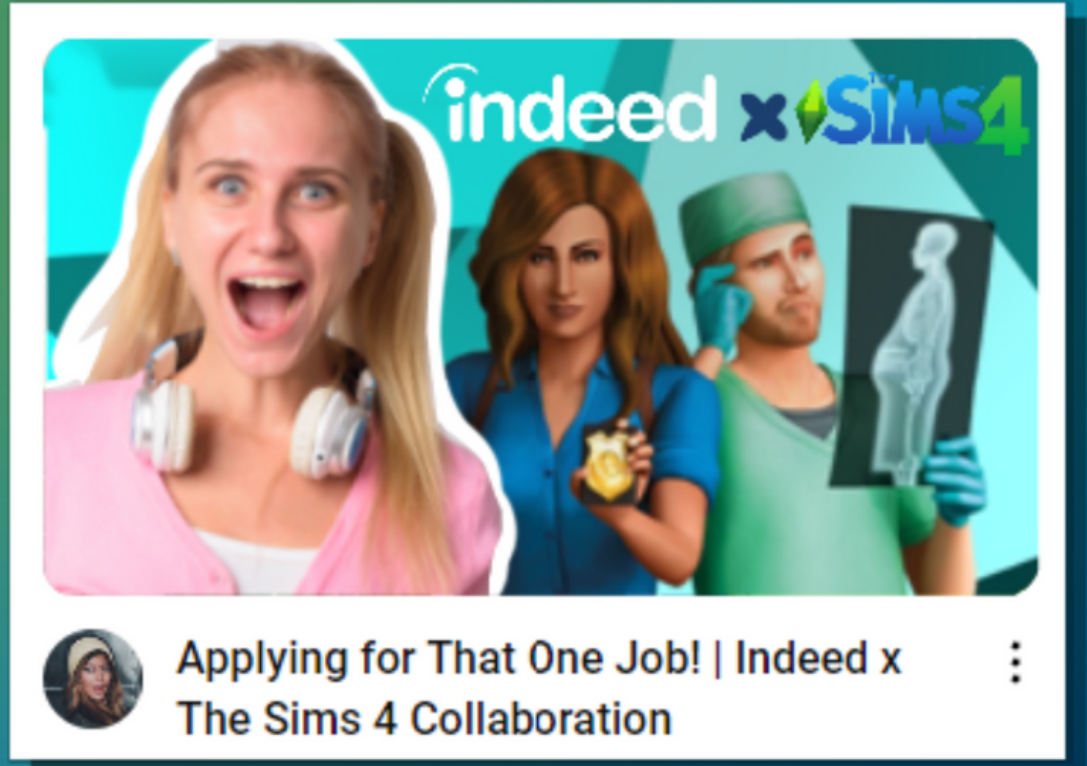
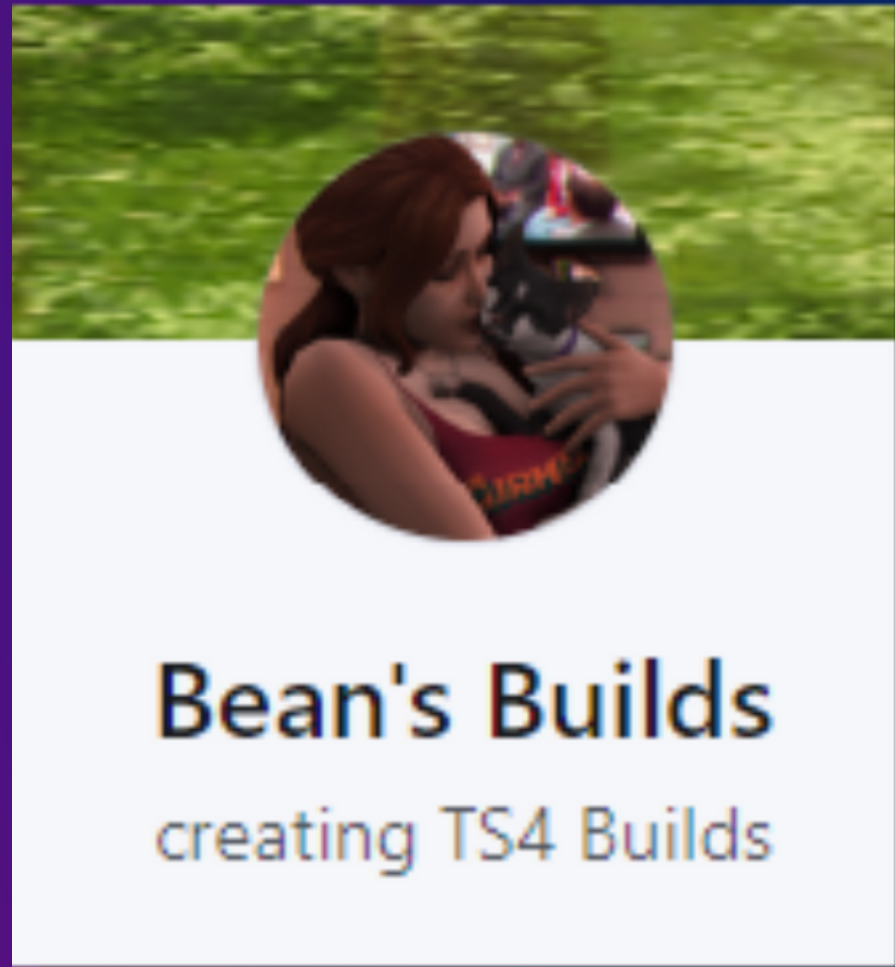
Genuine leather
belts
handmade
in Australia

**57% of Gen Z respondents
said they felt more free
to express themselves in
games than in real life.**



INDEED,
THIS IS *me*

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1.3M
Followers



Reb Masek

4.0M
Followers



Emily Zugay

11.6M
Followers

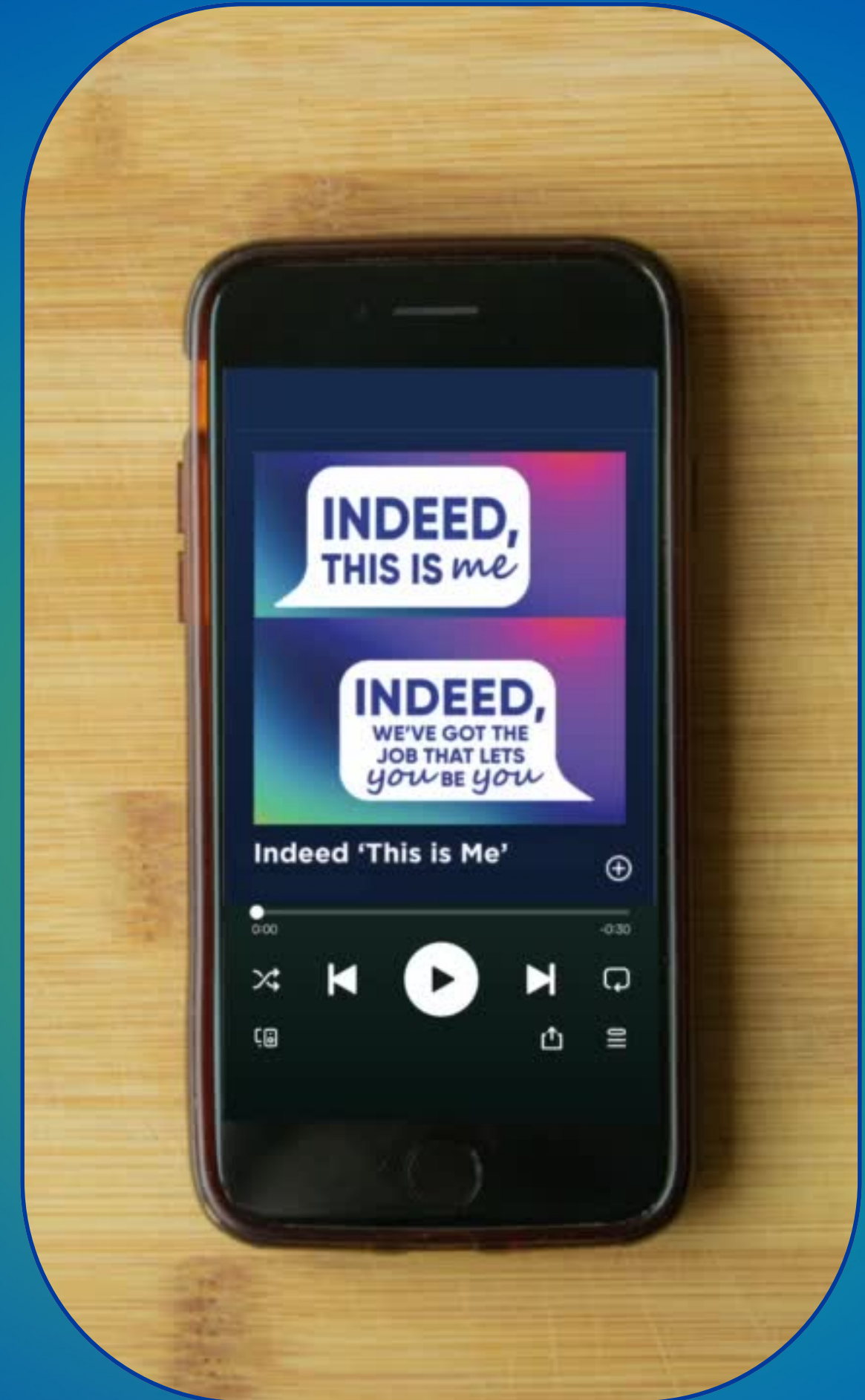
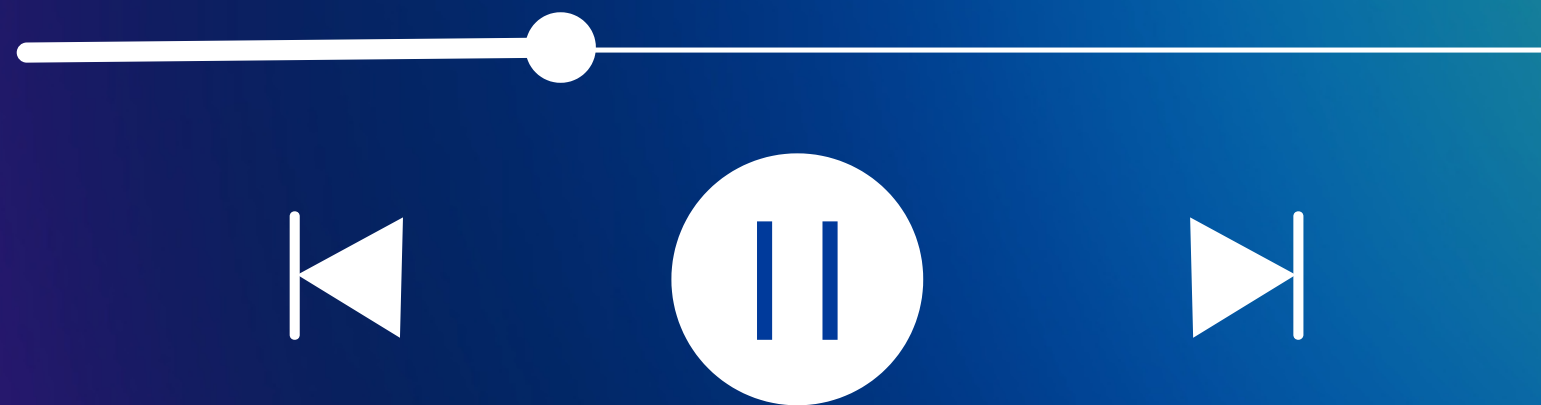


Keith Lee

AUDIO STREAMING



18-24-year-olds are the largest group of audio streamers with 64% of this audience preferring Spotify.



indeed[®]
X
glaad 

Helping authentic identities flourish



Understand the inequalities and barriers experienced by LGBTQ+ individuals within your industry



Identify areas for collaboration around policies and recruitment



Recognize discrimination, minority stress and structural inequality



Using inclusive language

Explore More Topics

CREATIVE TESTING



We were told:

*"This would
honestly get me
to use Indeed."*

September

2023



August

2024

10%



**Share of consideration
amongst our target audience**

10%



Brand engagement

10%

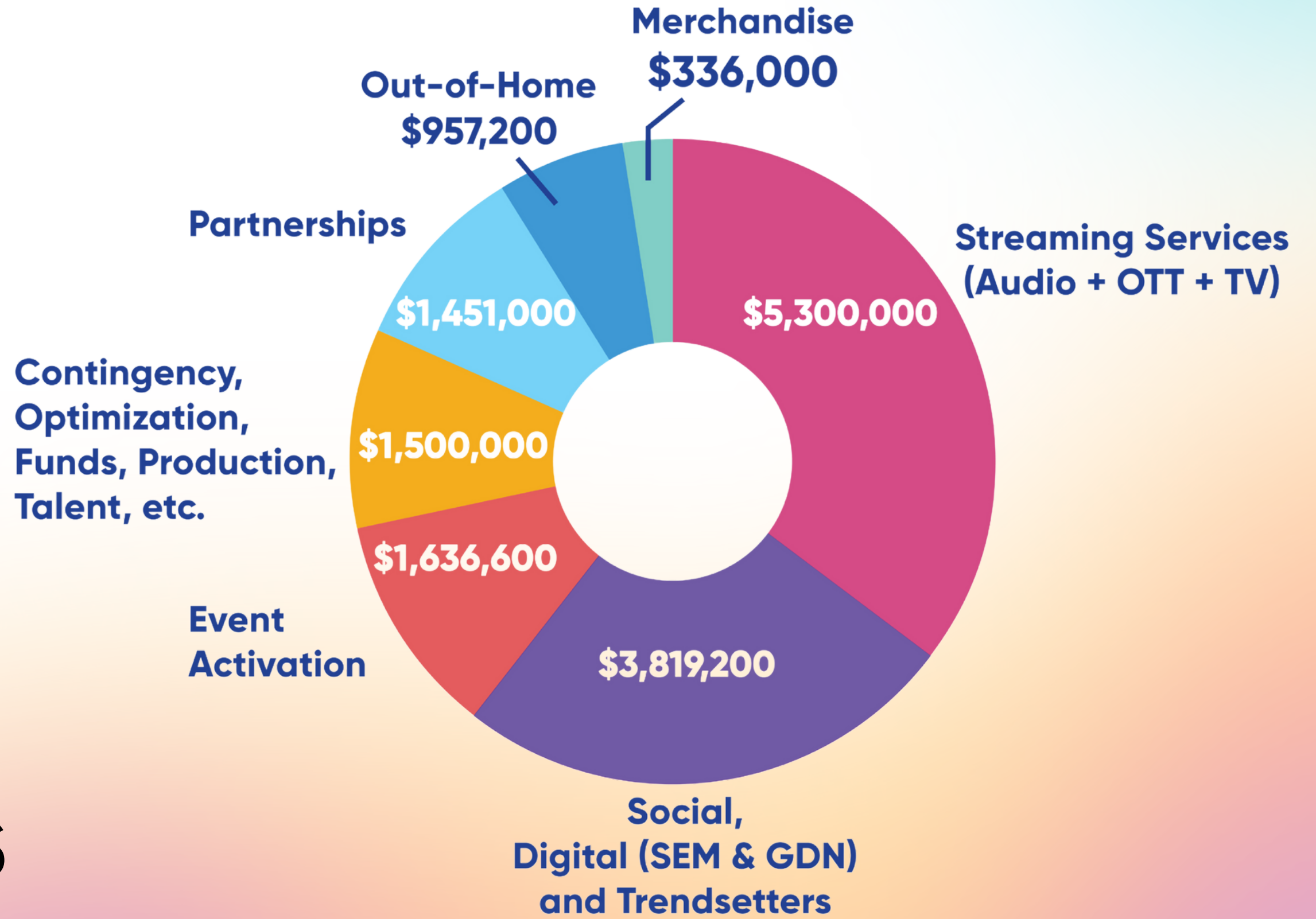


UAC of Indeed

\$15M
Budget

=

1.3B
Impressions



30 million
18-24-year-olds

1x/week



Projected Share of Voice = 50%

EVALUATION

3.45% of our budget reserved =
optimization of our campaign.

Social and partner platform analytics
will inform how we'll optimize ROI.

MEASUREMENT

ALL LOVE

ALL FOR YOU

ALL IN



KPI =

Mentions

Engagement Rate

Impressions

**Social Media,
Partnerships**

Activations, Digital

**Out-of-Home,
Streaming &
TV**

**THANK
YOU**

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