



# WHAT'S YOUR HIRE PURPOSE?

# GEN Z IS MORE THAN A LIFE STAGE, IT'S A LIFESTYLE.

## Executive Summary

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To

Indeed

Job Listing

Dear Indeed,

I'm writing this email about a job listing you posted. I'd like to flip the script and interview you.

While I would really like to apply, first you need to get to know me. It feels like you want me to trust you, but you don't understand how I feel. You wonder why I'm not coming back to you after we went through that global pandemic. I was just getting started in life when the world turned upside down. How can you ask me to come back to a place I have never been? Right now you're more like a distant friend, one I never really got to know before we all got locked down. And one thing I learned over the past few years is that I want a different kind of life, one where I am understood. A job that fits my needs rather than me fitting into some traditional mold. I don't want a one and done relationship with you.

I want you to be a brand I can trust, depend on, and build a stronger connection with. A lifestyle. When I get fired, hired, or promoted, I want Indeed to be there every step of the way.

I know you get people jobs, now it's time you got me.

Sincerely,  
Gen Z

*"Life is a game, boy. Life is a game that one plays according to the rules." "Yes, sir. I know it is. I know it." Game, my ass. Some game. If you get on the side where all the hot-shots are, then it's a game, all right — I'll admit that. But if you get on the other side, where there aren't any hot-shots, then what's a game about it? Nothing. No game."- The Catcher in the Rye*

Send

▼

Discard

# SO INDEED, WHAT ARE YOUR GOALS?

*The Ask & Our Methods*

## METHODS



**150**

online survey responses



**100+**

articles reviewed



**02**

focus groups



**48**

hours of social listening



**1000's**

of job searches



**01**

coming of age novel



Job Search | **Indeed** - [www.indeed.com](https://www.indeed.com)

## THE ASK

Indeed asked Agency 814 to develop a Gen Z- centric, creative advertising strategy and plan that positions Indeed as the first job site young adult job seekers consider when they begin their next job search. Specifically increasing unaided consideration (UAC) among 18-24 year olds.

## CAMPAIGN MUST-HAVES

- ☒ Increase unaided consideration (UAC) among Gen Z
- ☒ Develop a comprehensive marketing/ communications plan
- ☒ Provide a strategic research driven market segmentation of Gen Z
- ☒ Avoid cookie-cutter messaging

## MARKET CHALLENGES

- High employee turnover
- Tight labor market
- Inexperienced demographic
- Crowded field of job openings
- Proliferation of minimum wage jobs
- Emerging technologies

## BRAND CHALLENGES

- Lack of brand differentiation; one size fits all
- Disconnect between job seekers and employers
- One and done brand engagement
- Irrelevant job spam
- Lack of values transparency
- Potential impact of brand associations



# TELL US ABOUT YOURSELF.

## Platform Insights

### +YOU'RE HIRED

- + Easy navigation
- + In-depth job inventory
- + Strong B2B tagline - "Indeed you do"
- + Well known brand
- + Reliable service
- + Efficient interface
- + Streamlined experience
- + Straightforward purpose
- + Daydream compatible- any job, anywhere

### - YOU'RE FIRED

- Garbage in, garbage out listings
- Scam and spam
- Generic messaging
- Overwhelming site
- Mid - "meh" brand
- Corporate look and feel
- Traditional model
- Intimidating volume of listings
- Bait & switch experience

## BRAND VALUES



Inclusion



Innovation



Belonging

## COMMON COMPLAINTS

"It feels messy and crowded."

"They don't understand the struggle, or who I am."

"Out of sight, out of mind."

"Company descriptions are not the best."

"I get a bunch of pointless emails from Indeed."

"I never hear back from any job postings on Indeed I apply for."

## THE TEA FROM GEN Z: Overheard on social media platforms

- + Allows for job quickies
- High resume exposure
- Daily Job Alert feature

We use TikTok to find our information, give our advice, and rant about any and everything.

Gen Z discusses the irony of "no one wants to work" being a common phrase recently, while receiving many rejections from job applications.

- Indeed favors quantity over quality
- The platform doesn't understand the user's career path
- Indeed benefits from job mismatches not matches

# WHAT DO YOU KNOW ABOUT OUR MARKET?

## Market Research

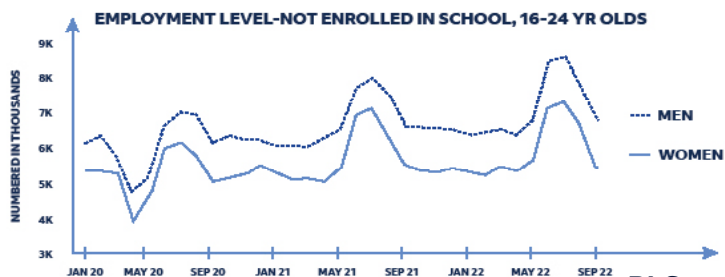
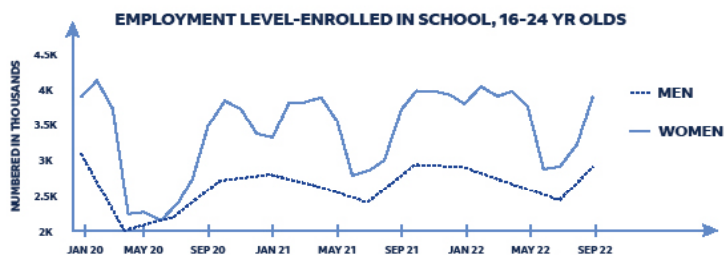
**Where are we now?** US unemployment rate 3.6%  
Gen Z unemployment rate ~ 10%

**Where are we going?** Gen Z will make up 1/3 of the workforce by the end of the decade

### GEN Z JOB SEARCH BEHAVIORS

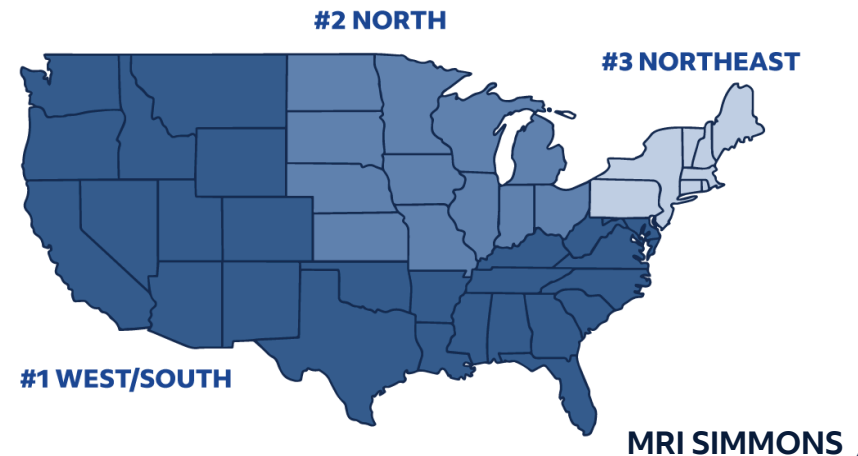
- 55.1%** use Indeed to search for possible job openings
- 49.5%** believe Indeed is the #1 job search engine
- 80.4%** have used Indeed
- 54.2%** have a LinkedIn profile
- 65.4%** prefer to use Indeed over LinkedIn

### EMPLOYMENT OF 16-24 YR OLDS



BLS.gov

### REGIONS RANKED BY GEN Z POPULATION



### GEN Z [CANCEL] CULTURE

- Labor-force participation rate for Gen Z is 70.7%
- 66.6% of Gen Z would prefer to work for themselves or in a start-up
- Approximately 50% report that they would quit their job if it interfered with their work-life balance

### UAC COMPETITORS

Indeed- 69.9%  
LinkedIn- 26.7%  
ZipRecruiter- 12.1%

### GEN Z TERMS

CEO of \_\_\_\_  
Securing the bag  
Sliving  
Ghosting  
Living rent free

# DO YOU GET ME?

User Insights

## GEN Z QUICK FACTS

25%

rated their mental health as poor

45%

plan to change their career industry because of the pandemic

43%

have a side hustle

85%

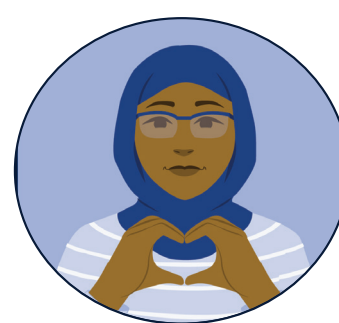
prefer hybrid or remote work

## VALUES/LIFESTYLE

Gen Z values a balanced lifestyle, they need a job that WORKS for them, not a job that they work for. Gen Z wants their workplace to align with their personal morals. Maybe due to the pandemic, they place high emphasis on escapism and demphasizing their troubles. They make an active decision to seek happiness in work and play, termed **“happiness micro-dosing.”** Their behaviors can be attributed to the unrelenting pursuit of creativity and optimism. As a generation of creators they want brands to let them lead, and reflect what makes them click.



*“I think it’s really about finding that balance. Every job has negatives, but it’s about having those positives outweigh them.” - Gen Z, NYC*



### PAIN RELIEVERS

**YOU GOT ME?** Let’s get straight to it. I need gas, cash and a place to crash. I’m ready to start making mistakes and gaining life experience. Aside from summer gigs, I’m your true ‘job virgin.’ I’m focused on getting a job so I can get out of my parents house and get on with my life. I’m your no experience required poster child. I vlog my daily coffee runs, like to “BeReal,” and have deep nostalgia feelings for a time before I was born. I am also up to date with technology - especially when it connects me with the people I love.

**WHAT MAKES ME CLICK-** Stability. I don’t care for change, I want to grow where I’m planted. I’ll jump from job to job to keep the lights on. Friends + Family > Career, Look at my socials and you’ll see I’m following: community pages, mommy vloggers, and daytrippers. Think the Hallmark channel.

### PURPOSE DRIVERS

**YOU GOT ME ?** Let’s move on. I’m the first generation to have a college career interrupted by a pandemic. Just as my door was opening, it slammed shut in my face. I’m not the same person who sat behind a laptop screen pretending to collaborate with others. I’m ready to shed light on the adult-world and shake up the status quo. I’ve always had a strong sense of purpose, and now I’m ready to act on it. With a desire for a broader world view and empathy for others I’m looking for a life of fulfillment.

**WHAT MAKES ME CLICK-** Ready to secure the bag. Seeks higher purpose through social movements and accountability. #Woke. When I advance my career, I advance my purpose. I want brands that genuinely care about inclusivity and transparency, and I’m not shy about calling out brands for being fake. I want what is in and nothing less. My socials are my self-portfolio for any friends, employers, and anyone else that wants to get to know me. Think Prince Harry & Meghan Markle.

### PASSION SEEKERS

**YOU GOT ME?** Let’s get it on. A mix of education and experience has enabled me to start the life I want. I’m not afraid to go after it. With a solid work ethic and entrepreneurial spirit, I’m no industry standard. I’ve found my niche and I’m ready to perfect my craft. Proud member of the maker movement where dreams turn into jobs.

**WHAT MAKES ME CLICK-** A chance to grab life by the horns. Talking to people who marry work with their creative passions gives me fuel. Supporting creators that don’t fit the mold, because we’re more into making the mold. I’ll move anywhere to follow my dreams. My socials give me a chance to share and shine. Connecting with others who are passionate about their craft. Think Steven Spielberg.

# HOW DO YOU STACK UP AGAINST YOUR COMPETITORS?

## Campaign Insights

Agency 814 identified brands Gen Z engages with understands them and speaks their language. They choose relationships with brands that get them, and not just their stage in life. Our campaign focuses on speaking Gen Z by positioning Indeed as a lifestyle brand that will grow with them. Don't just be a phase in Gen Z's life. Now is the time to start a relationship that will last a lifetime.

### GEN Z INS + OUTS

+ Crocs  
+ Nike  
+ TikTok  
+ Paramount+  
+ Youtube

- Facebook  
- Applebee's  
- Pepsi  
- BuzzFeed

### KEY INSIGHTS

- Gen Z is not a life stage. It is a lifestyle. Different from all generations that came before.
- Gen Z values individuality and self-expression in both their personal and professional life.
- Burdened with a lingering COVID cloud, the pandemic altered their growth and development, which will impact them throughout their lives.
- They long for nostalgia because of "reverse hope." They feel the future is bleak, so they seek comfort in the past.
- Unlike other generations, they aren't coming back to the workforce because they were barely entering it when the world shut down.

**"Only 8% of Gen Zers strongly feel that brands understand their generation." -Sydney Sweeney**

## SWOT & BRAND POSITION MAP

### STRENGTHS

- Professionalism
- Versatile-comprehensive
- Strong advertising presence
- User-friendly
- Utilitarian
- Accessible
- Financial stability
- Global

### WEAKNESSES

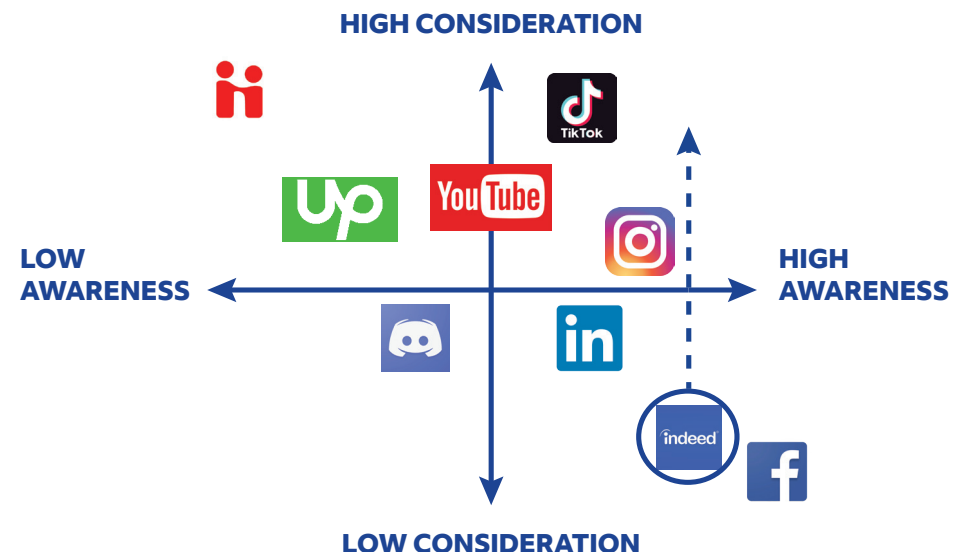
- Unwillingness to adapt
- Everything but the kitchen sink
- Generic/lack of customization
- Impersonal
- Corporate style
- Outdated job listings
- First date/ghosted

### OPPORTUNITIES

- High awareness
- Post pandemic possibilities
- Low unemployment
- Meet Gen Z
- Tech savvy Gen Z
- Stand out product extension

### THREATS

- Not keeping up w/competitors
- Gen Z values- antiwork culture
- Top of mind- under a microscope
- Personal job recruiters
- Low unemployment
- Cancel culture
- Privacy concerns
- Inflation/recession





**HERE'S AN OFFER YOU CAN'T REFUSE.**

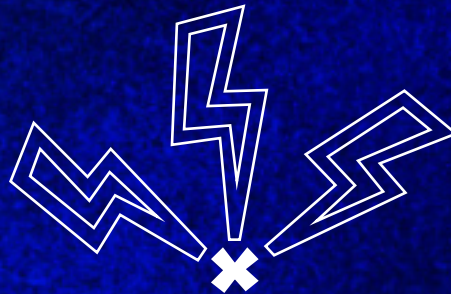
*The Big Idea*

**We got you. And jobs too.**

Before you can help get us jobs, you need to "get us."



**Drive my purpose**



**Relieve my pain**



**Fuel my passion**



# WHAT ARE YOUR SALARY EXPECTATIONS?

## Marketing Strategy and Budget

### MARKETING STRATEGY

**VIDEO:** A portfolio of :30 second spots will be produced to be aired during popular programming on streaming services. These spots will be broken down to :15 vertical videos to be used and boosted on selected social media platforms. Long-form stories will be produced to include on YouTube. Punctuated with an original brand sound.

**AUDIO:** A series of :30 audio ads will support the video tactics by embedding the message into the imagination of Gen Z, where they “see” what they “hear,” to be used on social media, and other platforms such as Spotify. Punctuated with an original brand sound.

**DIGITAL:** Ads will be placed on social media platforms, Google search, and Gen Z trafficked websites through a targeted and programmatic media buy.

**OOH:** Billboards, wallscapes, and public transportation wraps will be placed in the top Gen Z metropolitan areas. And for a wow factor... Times Square takeover.

**PODCAST:** Positioned as “You’ve Got a friend Indeed,” this 45-minute show will be supported by corporate sponsorships. Interview format allows Gen Z influencers to share their experiences of finding a job that brings them joy and money. Segments could include: Day in the Life, Background, Success Stories.

**EVENTS AND EXPERIENTIAL:** A multi-city festival event will be organized in six cities with the highest Gen Z populations. The music/lifestyle festival will build brand connection and trust among Gen Z. The goal is to attract Gen Z job seekers by proving Indeed understands their passions, pain points, and purpose through an experience that fits and furthers their lifestyle. Events will be promoted via social, digital, and OOH platforms and co-branded programs with brands that are popular with Gen Z. Brands that Gen Z loves will sponsor the event, from food and beverages to clothing and media. A charity focused on mental wellness will be selected. Indeed and the corporate event sponsors will make a donation in the name of Gen Z.

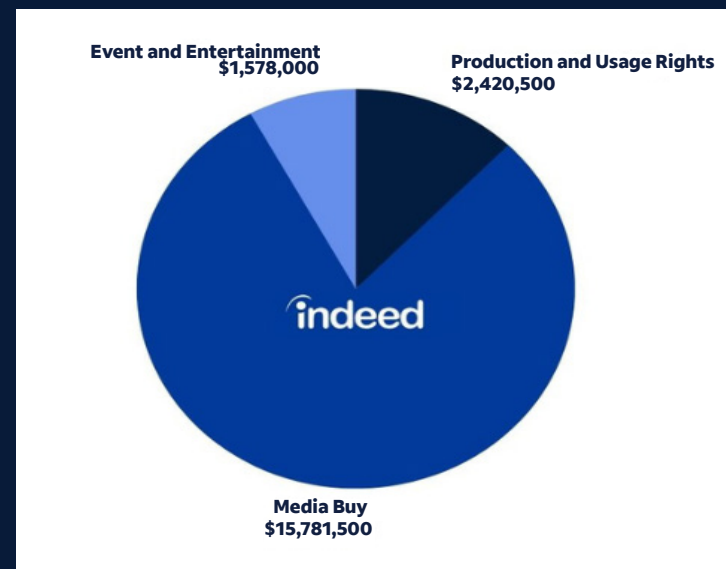
**BRANDED ENTERTAINMENT:** As a social media activation, the person on-the-street interview will be conducted to find out about Gen Z firsts, from jobs to loves.

Our campaign will not only increase unaided consideration among the target market, but build a trusted brand relationship with Gen Z. Building a connection to their lifestyle, one that will sustain as they grow. Indeed will become more than a one time, one off experience; instead the brand will have Gen Z’s back at every step of their career journey.

### MARKETING OBJECTIVES

- **Increase unaided consideration among Gen Z (18-24 year olds) by 20%** to establish Indeed as the top job search tool among this demographic.
- Establish a connection with Gen Z by aligning with and supporting their lifestyle behaviors.
- Integrate diversity and inclusivity into every touch point so it becomes embedded in the brand.
- Evolve Indeed from a product brand rooted in one-time experiences, to a lifestyle brand integrated into Gen Z’s lifetime career journey.

### Overall Campaign Budget \$



# DO YOU SPEAK GEN-Z?

## Creative Strategy and Execution

Our creative brings our three main campaign messages - purpose, pain, and passion - to life via entertaining, yet excruciatingly authentic stories that only Gen Z understands.

### Target Audience

18-24 year olds (Gen Z) high school, trade/vocational school, and college grads.

### Objectives

Develop a multi-platform campaign to make Indeed the top of mind job search engine when starting their next job journey and create a brand relationship with Gen Z.

### Strategy

**Gen Z + Indeed = We get each other.**

Position Indeed as a brand Gen Z wants to have a long term relationship with. By answering their purpose, pain, and passion points with inspiring authentic messages we will increase unaided consideration.

### Support

- Aesthetic
- Financial freedom
- Girl boss, I'm HIM mentality
- Jet-setter mentality
- Hustle culture
- Work/life match making

### Tone

- Hopeful
- Self-sufficient
- Curious
- Familiar, Newstalgic
- Reassuring
- Passionate

## DIGITAL ADS



### PURPOSE DRIVER

"I want to make a difference."

Want to change your world?  
do the deed.



Log on to Indeed for a better gig.

indeed

We got you. And jobs too.

SEARCH NOW



### PAIN RELIEVER

"I have bills to pay and need to work."

Need to get your own crib?  
do the deed.



Don't get caught in your roommates' drama. Move in with Indeed to find a job that pays the rent.

indeed

We got you. And jobs too.

SEARCH NOW



### PASSION SEEKER

"I don't want work to feel like work."

Need creative freedom?  
do the deed.



Turn what you love into what you do.

indeed

We got you. And jobs too.

SEARCH NOW



## NYC TIMES SQUARE TAKEOVER

# NO? WELL, WE SPEAK IT - EVERYDAY.

*Creative Strategy and Execution Cont.*

## 7 DAY CONTENT SCHEDULE

**KEEP IT REEL:** Hopping on video trends quickly is key. Through the use of popular sounds and video formats, we can expand our reach organically and further display brand personality. Day-in-the-life, branded content, career advice, etc.

**IT'S A LIFESTYLE:** Content worthy of a following. What kind of lifestyle will my career afford me? These are the highlights of how finding your job on Indeed will enhance your lifestyle. Leisure, living well and everything that makes Gen Z click.

**TAKE ME HIRE:** Employers will sponsor interviews for their company and provide connections between job searchers and employers on Indeed. Possibly striking them with their dream job. If they get through 3 rounds of interviews.

**WE GET YOU:** This is for those shared work-life experiences. By highlighting pain points like mental health we can demonstrate that we fully understand Gen Z's common issues and how to solve them. #Relatable

**COMPANY CULTURE:** A deep dive into featured Indeed employers. This post will be sponsored by the employment company. Let's talk work culture, company values, and salary transparency- all things that contribute to Gen Z's hire purpose.

**FAIRS & FESTIVALS:** Where work becomes fun. Music festivals. Job fairs. Virtual events. This is where we entertain Gen Z's lifestyle. Promoting flyers, event photos and live streams will increase word-of-mouth and make every Indeed event a must-go.

**Z FORECAST:** The inside scoop on all things workforce. The meteorologist of the economy. Sharing where the world is, economics, labor stats, all simplified into Gen Z lingo.

## GEN Z-CENTRIC SOCIAL MEDIA

- Values authenticity and honesty in the brands they interact with on social media.
- Prefers visual such as photos and videos over text-based content. Platforms like Instagram and TikTok, which are focused on visual content.
- Has a shorter attention span. So short-form content like Instagram stories, Snapchat, and TikTok videos are more appealing to them.
- Values personalized experiences and wants to feel like they are part of a community. Want to engage with brands that share their values.
- Likes brands that optimize their social media content for mobile devices and are more likely to engage with this group.

### FAIRS & FESTIVALS



### KEEP IT REEL



### COMPANY CULTURE



**“71% of Gen Z consumers like it when brands make mental health a part of their marketing and messaging.” -Y Pulse**



# WHEN CAN YOU START?

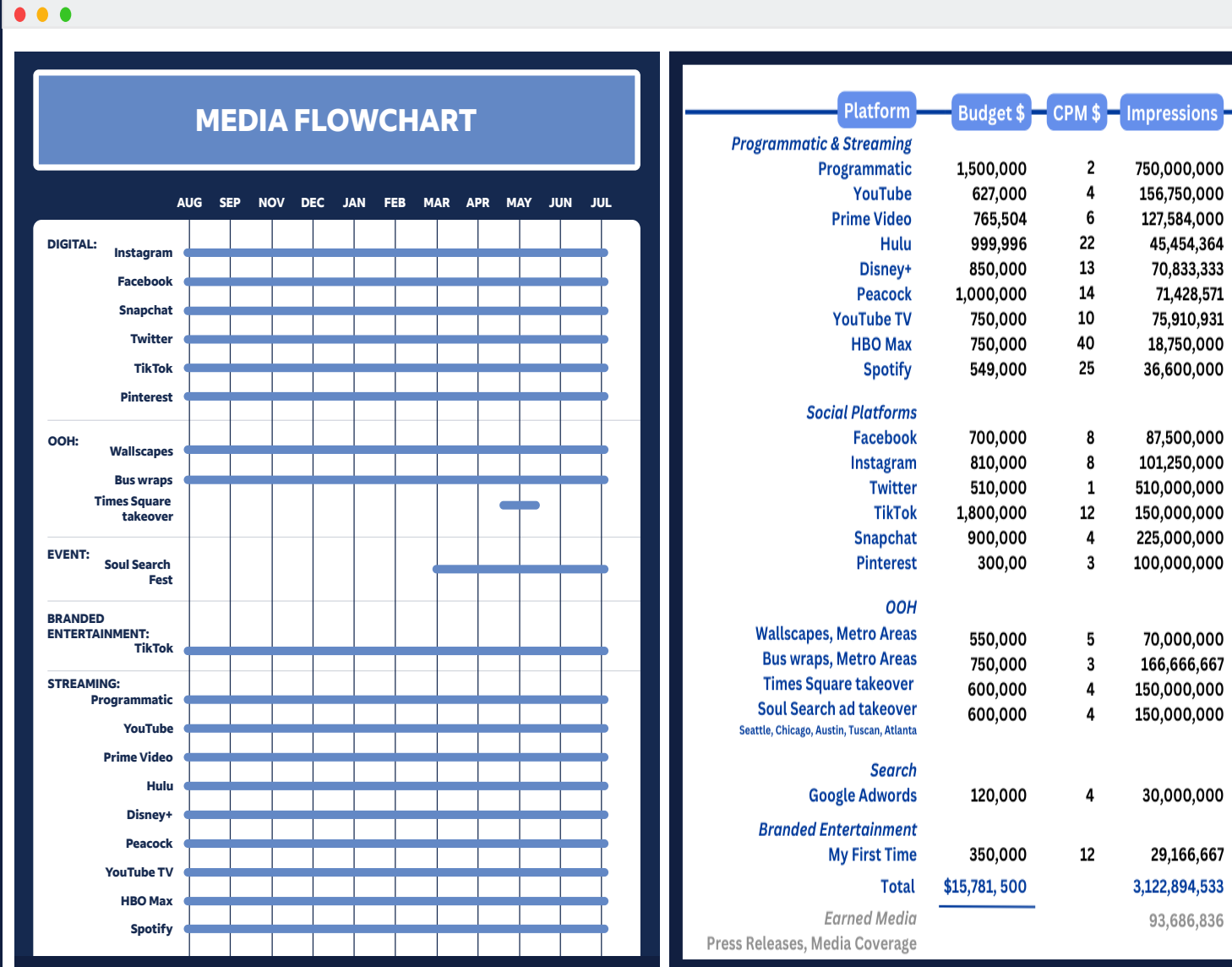
## Media Plan and Flowchart

### MEDIA STRATEGY

- We recommend a 12-month media campaign running from August 1, 2023 to July 31, 2024.
- The strategy will employ an impactful mix of **digital, streaming, social, out-of-home ads and event promotions.**
- By leveraging the media platforms viewed as essential to Gen Z, Indeed positions themselves directly into the heart of their lifestyle.

### MEDIA OBJECTIVES

- Drive unaided consideration through a mix of paid and earned digital, streaming, and event placements. Targeting the geographic areas with highest Gen Z populations, focusing on six metropolitan areas.
- Reach an estimated 20% of the 68 million Gen Zers in the U.S.** by using a combination of platforms focused on branded entertainment and merch, promoted festival events, and social media influencers and activations.
- Maximize reach by scheduling all paid media on the most widely used apps, devices, and streaming services during Gen Z's peak viewing hours.
- Leverage social media, to **reach the 48% of Gen Z job seekers** who use these platforms for job intel. (CareerArc & The Harris Poll)



“So ask yourself: Is my brand a lifestyle brand, or a product brand? If you're a product brand, then just maybe it's time to reposition yourself to use your brand for the purpose of targeting, guiding, motivating, and inspiring consumers by becoming a lifestyle brand. How do you accomplish this? By speaking to your target audience, engaging them, and connecting with them on a deeper level through their lives.” -Forbes


# HERE'S HOW WE MEASURE SUCCESS.

KPIs

Will this campaign raise Indeed to the top of Gen Z's mind when considering their job journey? Your investment of **\$20 million will deliver a 20% increase in unaided brand consideration among Gen Z.** Agency 814's strategy promises to build a sustainable, long-lasting relationship that will not just increase unaided consideration today, but will grow with Gen Z into the future. Today Gen Z represents 13% of the workforce. By 2030 that will grow to 30%, and Indeed needs to be with them every step of their career path. (U.S. Bureau of Labor Statistics)


## BY THE NUMBERS

 **15%**  
Increase of positive  
conversations on social media

 **60%**  
Reach of the Gen Z population  
of 68 million



 **Over 3 billion**  
Gross media impressions

 **20%**  
Increase unaided indeed brand  
consideration for a UAC of 89.9% for Gen Z

## KEY PERFORMANCE INDICATORS

- Pre- and post- surveys measuring unaided consideration among Gen Z: redistribute survey at the 3, 6, and 12 month marks.
- Eye tracking tool to measure the target audience's response to design and messaging hierarchy of all creative assets.
- Social listening to capture the tone of Gen Z's conversation about the brand.
- Click through rates of digital ads to website.

## 68.8 Million Gen Zers

**Current UAC 69.9%**  
**~ 47.9 Million**

**Post-Campaign UAC 89.9%**  
**~ 61.6 Million**

**Increase of 13.7 Million at  
an investment of  
\$1.46/Gen Zer**