

THE
SIMPLEST WAY TO START

+ indeed®



TEAM
295

indeed®

aaf national
student
advertising
competition

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CASE BRIEF MANDATORIES

- Avoid a “one-size fits all” approach
- Avoid creating net new products or features
- Connect to Indeed’s brand mission and values
- Must follow brand guidelines (color, logo, treatment)
- Communications must not directly criticize or disparage employers

THE ASK



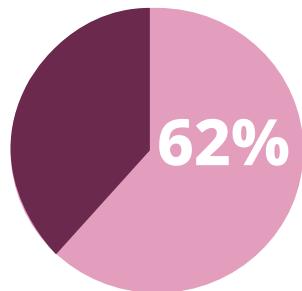
While Indeed is the most considered and preferred job site right now, their prevalence among Gen Z is wavering. Whether it's taking a picture with friends or scrolling through social media, Gen Z is here and they're changing the way we need to think about the job search process. In order to do this, we will meet them where they are, and prove to them that Indeed is and will continue to be the #1 place for the next generation of jobseekers.

Team 295 has been tasked with setting Indeed apart from the competition in a way that excites and attracts young adult job seekers (18-24 yrs) to consider Indeed as their first step when they begin their next job search. The **Simplest Way to Start campaign** connects with a deep understanding of Gen Z and the struggles they are facing. It shows them that searching for jobs does not have to add to their already overwhelmed lives. In fact, it can be quite simple.

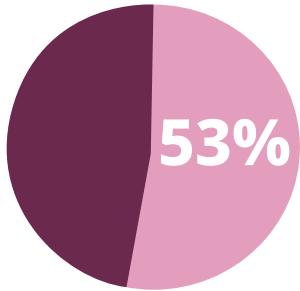
How will we become the #1 place for the next generation of job seekers?

RESEARCH METHODS

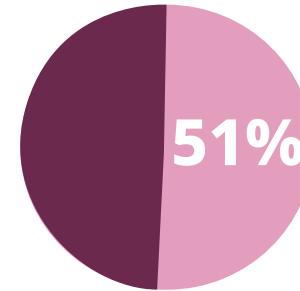
To further uncover the task at hand, Team 295 conducted **primary and secondary research** to go beyond the screen and have conversations directly with Gen Z. We really wanted to dig deep into these raw emotions to help us, help them, overcome the overwhelm.



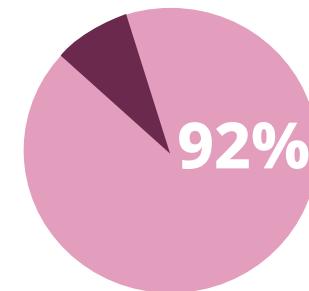
of Gen Z feels overwhelmed about the job search



of Instagram respondents consider themselves indecisive



of Instagram respondents consider themselves as impatient



of Gen Z spend 4 hrs or more daily on social media¹

The Result: A better refinement of the feelings and attitudes already in place about the job search, unfiltered, in their own words.

WHAT WE FOUND:

Gen Z is overwhelmed due to the number of job listings, abundance of job search sites, and the infinite number of people to compare themselves to through social media.

"I'LL STARE AT MY COMPUTER FOR AN HOUR LOOKING AT JOBS AND END UP FEELING LESS PRODUCTIVE THAN BEFORE I STARTED."

- 20 year old focus group participant



RESEARCH IMPRESSIONS:

- 1,952 Survey Respondants
- 40 In-Depth Interviews
- 4 Concept Tests
- 4 Copy Tests



WHAT WE KNOW: OVERWHELMED PEOPLE DO NOTHING.

The role we are playing is combating this paralysis and overwhelm, by sliding into Gen Z's lives in ways that they are open to receiving the message. Expressing that it can be as simple as just loving whatever you are loving right now, and let that be enough to start your job search.

PERSONAL STORIES

MEET GEN Z

Gen Z is known for its diversity, encompassing people of many ethnicities and backgrounds. Growing up in the digital era, Gen Z looks for the simpler things in life. Also known as the COVID generation who has constantly had to hit the restart button and redesign their careers, it has caused them to fall into a state of overload. Technological advancements have given them many options, leading them to decision paralysis that causes them to never start.

Meet Peter, Sofia, and Emily.



SOFIA

Oh Shit! Moment



Sofia is a social butterfly but constantly compares herself to her peers, causing her to feel insecure and behind. At the same time, she's motivated by inspirational posts of influencers on social media. She wants a job that gives her purpose.

Motto: Fake It Till You Make It



EMILY

Needs Cash Now

Emily seeks the fast solution that most of Gen Z also desires. She doesn't think too far into the future; she'd rather live life to the fullest now and choose any job that allows her financial freedom.

Motto: You Gotta Do What You Gotta Do.



PETER

Headless Chicken

Peter embodies our research that overwhelmed people do nothing. Not knowing where to begin his search, he opts for shortcuts at any chance he gets.

Motto: Work Smarter Not Harder

TARGET AUDIENCE

Gen Z is always full of surprises. They are constantly surrounded by others, whether it's hanging out with friends or communicating through their digital worlds. They see more, create more, and feel more than any other generation before them. They have adapted to new realities of remote learning, virtual hangouts, and wearing masks while keeping their social lives alive. With this generation constantly seeking new experiences, the following rulebook shows where we plan to meet them.

THE GEN Z RULEBOOK

INSTANT GRATIFICATION

Instant gratification is a strong craving among Gen Z. The proliferation of social media, e-commerce, and ride share services are constant reminders that they're only ever a few clicks or taps away from what they want. This has created **an expectation of immediacy which fuels impatient and insecure attitudes** when it is not fulfilled.

LIFE HACKS

Gen Z prioritizes the use of online tools that make their lives much easier. They opt out of complicated, time consuming things because **they are accustomed to finding simpler solutions to achieve their goals.** Why manually turn down the volume when they could just ask a voice assistant to do it for them from across the room?

INFLUENCE

Living in a digital realm has given Gen Z access to be connected to billions of people around the world. Although they value individuality and a sense of self, **they find comfort and inspiration in digital leaders to help them identify a path for their futures**, whatever that may be.

"A SUPER LONG LIST OF REQUIREMENTS AND EXPERIENCES INTIMIDATES ME AND MAKES ME FEEL UNQUALIFIED EVEN WHEN I AM QUALIFIED. IT IMMEDIATELY TURNS ME AWAY."

- 22 year old focus group participant

INSIGHT & STRATEGY

WHERE WE SET OURSELVES APART:

Based on the research, we recognize that our target audience is a generation that has grown up overwhelmed due to never-ending technological advancements, excess amount of options, and constant comparison. This has led them to decision paralysis, which makes them seek the most straightforward solutions.

Our research taught us that **subtraction is the best cure to overwhelm**. Focusing on who you are and what you want helps eliminate distractions.

In an industry focused on crafting perfect profiles, networking through 2nd and 3rd-level connections, and hopelessly waiting in someone's inbox, **Indeed has a unique opportunity to cut through the clutter and offer ease and simplicity**. After all, to get started with Indeed, you only need to know two things: what and where.

If what and where wasn't simple enough, we uncovered a little piece of gold that was undeniably an asset for making things easy:

Indeed's SEO is incredible... so much so that a job seeker can type anything + Indeed into a Google search, and relevant jobs will appear. **Try it! We dare you to start.**

We want to prove to a generation that values ease, but is considered the CEO of overthinking, that things don't have to be so complicated. It all lies in the ability to simply start.

WHEN IT COMES TO THE JOB SEARCH:



Goal: Make Indeed the go-to job seeking site for Gen Z workers by increasing unaided awareness by 15%.

Insight: Gen Z lives in the moment. When they are overwhelmed, they look for simple solutions that give them results.

Campaign goal: Become the simplest starting point for Gen Z when it comes to the job searching process.

Roadblock: Gen Z is an overwhelmed generation, who'd rather spend time living than looking for a job.

Solution: Speak to Gen Z with a simple, straightforward message.

Roadblock: Gen Z overcomplicates how to go about the job search.

Solution: Give Gen Z reassurance that they are not unqualified, behind, or won't hear back.

Roadblock: Gen Z is indecisive, they move from one thing to the next.

Solution: Provide direction and inspiration to the generation.

"TRUTH IS EVER TO BE FOUND IN SIMPLICITY, AND NOT IN THE MULTIPLICITY AND CONFUSION OF THINGS."

- Issac Newton



Fri 6:00 PM

BIG IDEA



THE SIMPLEST WAY TO START

[CAMPAIGN](#)

Simplicity; the missing piece to the seemingly million-piece puzzle we call the job search. The Simplest Way to Start is a shortcut to finding a job that speaks to Gen Z now, because every day brings a new opportunity. Some like to call them lazy, “masters of none”, or too ambitious because of that. But they like to think of themselves as: creators, doers, and thinkers. We only have one label: overwhelmed.

So, it's time we cut their task list to one:

SIMPLY START.

PHASES

In order to establish a connection with Gen Z and effectively communicate "The Simplest Way to Start", the executions of the campaign are going to be organized into three different phases. Our research proves that the following channels are best suited to reach Gen Z.

PHASE 1

Influencer Marketing, Chrome/Web Extension, Backlinking for Pinterest and Reddit, Digital Ads, and Spotify

This first phase will reach through our target audience's most used channels and introduce Indeed as a simple start. They will address the "overstimulated" aspect of Gen Z by providing a personalized and human execution.

PHASE 2

Voice Commands, Amazon Prime Video, YouTube, Indeed Coffee Pop-Up

During this phase, ads will run alongside the visual, in-person, and audio aspect to allow a greater understanding of how Gen Z can start working. They will also deal with the "overwhelmed" trait of Gen Z by showing how simple it is to just start.

PHASE 3

Social Media, Digital and Audio Ads

The third phase of the campaign is going to be a combination of almost all channels to send the message home. Here, our target will receive the final push to take action if they haven't already. If they are still indecisive, these channels will provide a way to direct action.

CHANNELS

SOCIAL MEDIA

Social media is a virtual party for Gen Z, making it the perfect spot for "Simplest Way to Start" to approach and circulate content.

SPOTIFY

Music has always been a cornerstone for previous generations, and this is no different when it comes to Gen Z. They use music daily to both listen and feel heard.

STREAMING SERVICES

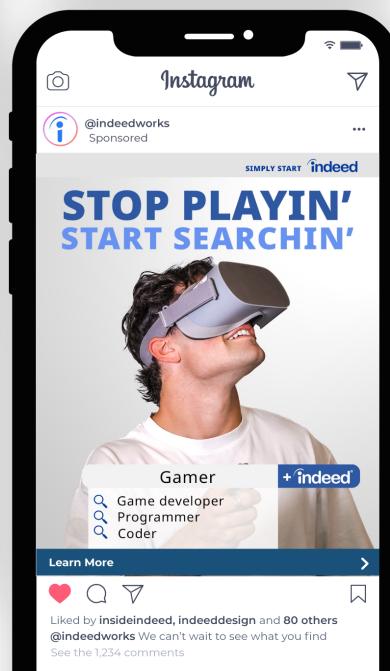
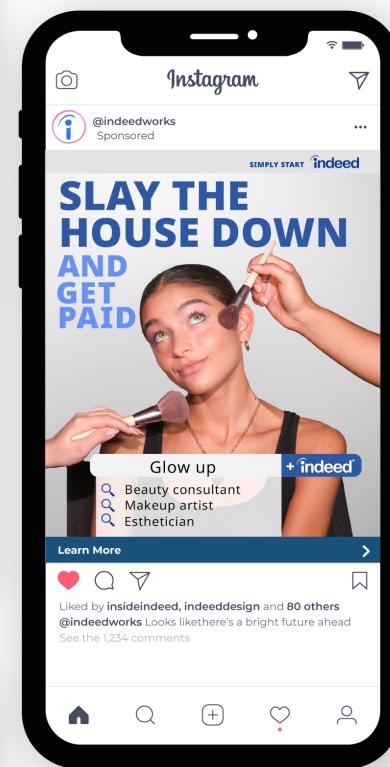
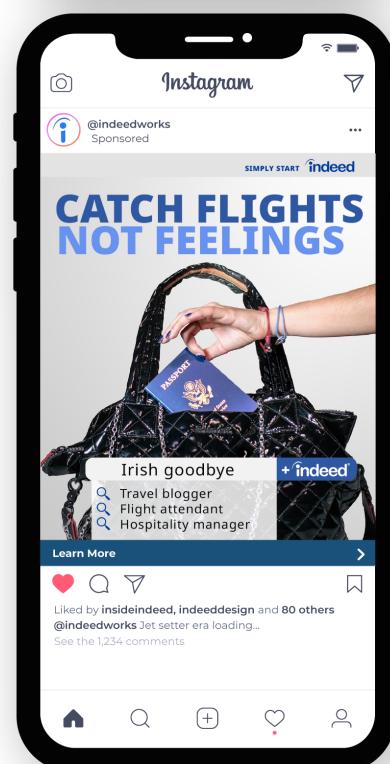
When Gen Z isn't on the go, they're at home relaxing with their favorite YouTubers or binging the new series that just came out.

THE MORE YOU KNOW

¹ Just under 90 percent of Gen Z uses social media to communicate with friends on a weekly basis.

In 2021, Gen Z's streamed music more often than they used other media (including videos, games, and TV).²

Youtube currently has 377 million users aged 18-24 which makes up 15 percent of their total ad audience.⁴





Fri 9:00 PM

EXECUTION

We have created specific executions to strategically target this unapologetic generation who deeply enjoys listening to music, drinking coffee, lives for influencers, and seeks the simpler things in life.

We aim to integrate ourselves into every aspect of Gen Z's lives through coffee bars, digital ads, browser extensions, voice commands, Spotify ads, and TikTok personalities.

VOICE COMMANDS



Gen Z enjoys having the power to find the information they crave when and where they want. That's why the voice command helps the job-seeking process for Gen Z. All they need to do is ask about their interest through Siri, Amazon's Alexa, and Google Assistant to start their journey to the next step.

UNLOCK SIMPLE-CHROME EXTENSION

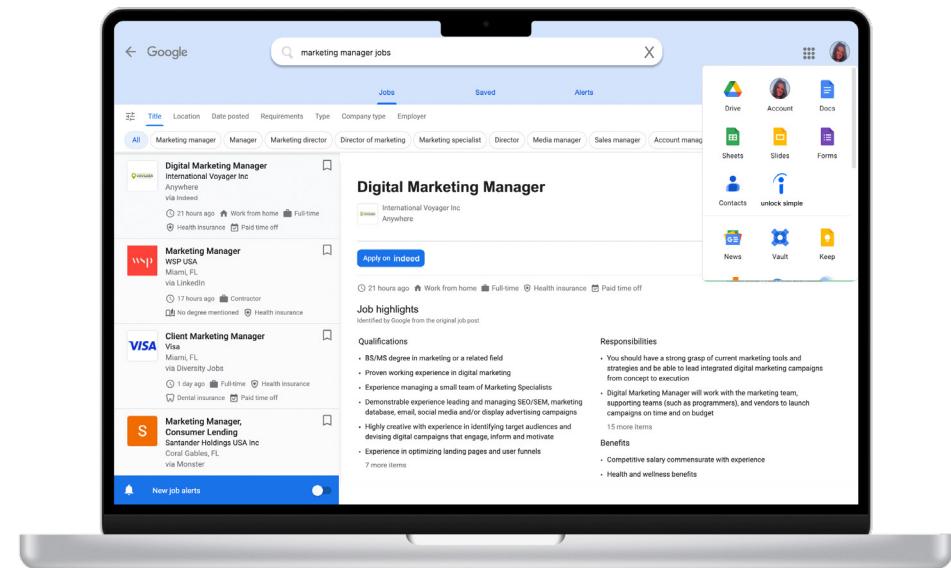


For Gen Z, reading a job description can be very overwhelming. This Chrome extension will turn "corporate" pages of text into Gen Z slang. Having their language style available during this tedious process will make things more relatable for Gen Z, unlocking a simpler mindset to the job searching process.

DIGITAL ADS



We will run digital ads portraying the simplicity of Indeed's interface, which speaks to Gen Z's aspirations and interests.



HEY SIRI, "HOW DO I JUMP-START MY CAREER?"

EXECUTION

SEARCH BAR

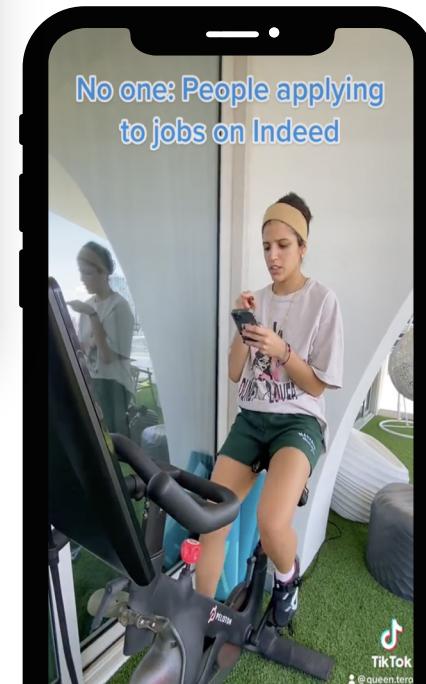
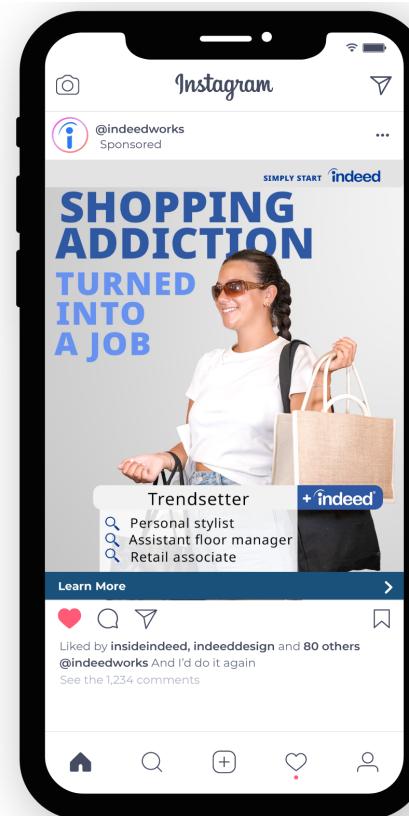
To bring the simplicity of Indeed to life amongst the 18-24-year-old workers, we created coffee bar pop-ups around the popular cities Gen Z is most notably moving to. This interactive pop-up will be in partnership with Chamberlain Coffee, most noted by its founder, Emma Chamberlain, a successful influencer who made it to the top by simply starting. The coffee bar will invite Gen Z workers to interact with Indeed's Search Bar to prove how easy the job search process is with Indeed. Come on in, tell us what you like, and sip your future.³

+ INDEED

A visualization of Indeed's thorough SEO, + Indeed is a compelling discovery where anything searched via Google followed by Indeed provides jobs related to the keyword. For example, "coffee Indeed" results in the first link showing barista jobs on Indeed. This concept is a perfect example of how Indeed can speak to Gen Z's desire for the quickest path to accomplish their goals.

TIKTOKS

TikTok is one of the top growing social media platforms among Gen Z, with a lot of potential for the advertising industry, with a reach of over 880 million users. TikTok allows us to meet Gen Z where they are, allowing us to relate on a more personal level with them and better understand their individual needs.⁴





MEASUREMENT

MEDIA RATIONALE



Based on our research, Gen Z spends the majority of their time on social media platforms: mainly TikTok and Instagram. This is why we have decided to put most of our efforts into posting on these platforms to help reach a larger audience in a quicker and more significant way. They are up to date on the latest **trends, streaming services, podcasts, and music.**⁵

Throughout the entire campaign, content posted on Instagram and TikTok will increase Indeed's online presence, raising awareness to ensure our target audience is repeatedly exposed to them. This pairs with the content across other channels to keep a consistent messaging strategy, which is key when increasing consideration among Gen Z.

Our campaign expects to generate **321,450,000 impressions, which will cement Indeed as the first job search engine that comes to young job seekers' minds** when applying or even thinking about applying for a job.

CAMPAIGN MEASUREMENTS



We estimate that this campaign will reach over 320 million impressions. This will be a large factor in reaching our goal of increasing unaided consideration by 15%. There will also be organic content posted all over social media, influencer marketing, and executions. At the end of the campaign, we will send out a survey to measure the unaided consideration of 18-24 year old workers.

SCHEDULE & BUDGET

SEO	J A S O N D J F M A M J	Costs (in \$)	est. CPM	est. Impressions	KPIs
Voice Commands		\$ 540,000.00	30	18,000,000	clicks, views, organic conversions
Backlinking		-	-	-	clicks, views, organic conversions
Digital	J A S O N D J F M A M J	Costs (in \$)	est. CPM	est. Impressions	KPIs
Instagram		\$ 1,000,000.00	10	100,000,000	click through rate, impressions
TikTok		\$ 1,000,000.00	10	100,000,000	click through rate, impressions, shares, average watch time
Social Listening/Answering		-	-	-	leads, conversions, share of voice
Influencer Marketing		\$ 690,000.00	25	27,200,000	average watch time, impressions, reach, shares
Streaming Services	J A S O N D J F M A M J	Costs (in \$)	est. CPM	est. Impressions	KPIs
Youtube Pre Roll		\$ 450,000.00	8	56,250,000	views, drive to website
Amazon Prime Video		\$ 300,000.00	25	12,000,000	views, drive to website, click through rate
Audio	J A S O N D J F M A M J	Costs (in \$)	est. CPM	est. Impressions	KPIs
Spotify		\$ 80,000.00	10	8,000,000	average listen time, website traffic
Podcasts		\$ 130,000.00	10	-	click through rate and conversions
Activations	J A S O N D J F M A M J	Costs (in \$)	est. CPM	est. Impressions	KPIs
Search Bar		\$ 900,000.00	-	-	drive to website, leads, impressions
Gen Z Chrome Extension		\$ 2,000.00	-	-	leads, drive to website, impressions
Production	J A S O N D J F M A M J	Costs (in \$)			
Production		\$ 350,000.00			
Unforseen		\$ 200,000.00			
		TOTAL	\$ 6,332,000.00	128	321,450,000