

HOME \ FROM COLLEGE

X TMG

INTERNAL BRIEF



Mary >

ughhh I'm so bored + broke .. kms

girl get a job what 😭

nobody wants a college student just for the summer tho 😞

have u heard of Home From College?



iMessage





Sabrina Chou
AM



Christina Kharrat
AM



Keenan Melton
PM



Minseo Choi
Tech



Molyka Duong
Design



Waverly Bagley
Design

MEET THE TEAM



Sean Rana
Digital Strategy



Justina Chou
Digital Strategy



Jamie Chiang
Digital Strategy



Sammi Wang
Digital Strategy



Jonathan Gedam
Creative Strategy



Ada Li
Creative Strategy



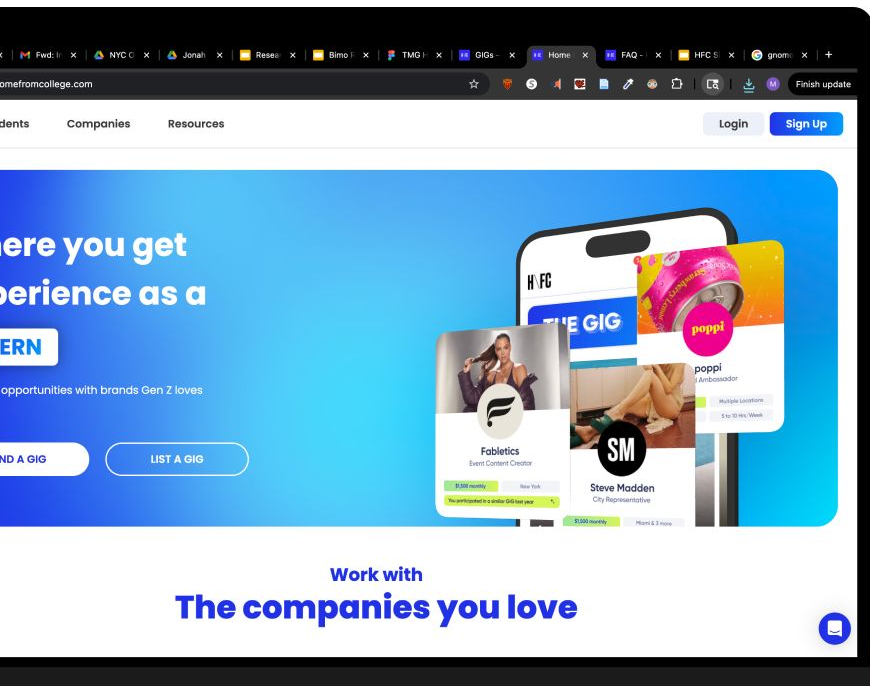
Kyle Kim
Creative Strategy

ABOUT HNFC

- FOR COLLEGE STUDENTS
- GIG WORK
- PROMOTE BRAND CONTENT

HOME \ FROM COLLEGE

ORIGIN STORY



- H\FC emerged from the COVID-19 pandemic in 2020
- Took focus away from unconventional methods
- Helps college students thrive

THE PROBLEM

01

**LIMITED BRAND
VISIBILITY**

With sole
concentration on
digital platforms for
advertisements.

02

**LACK OF
VARIABILITY/
DIVERSIFICATION**

Short-term nature of
gigs provide insufficient
industry-specific
experience

THE TASK

01

Build more on social media platforms and campus marketing strategy

02

H\FC needs to resonate more with college students in easily accessible ways

PAST STRATEGIES

CAMPUS TOURS

- Student creator
- Influencer campaigns

USER- GENERATED CONTENT

- Sampling
- Product Reviews

PAST STRATEGIES



- Campaign in NYC/Time Square
- Gen-Z catchphrases/references
- **Authentic, humorous, relationship-driven** advertising and UGC content



CREATE

opportunities to showcase the brand for college kids at USC and other campuses.

RESEARCH > DIRECT ACTIVATION

Client is prioritising research in order to understand how to reach students from colleges all over the country as well as grow signups/engagement.

POTENTIAL CAMPUS ACTIVATIONS

Our team will continue to ideate potential activations as part of our research.

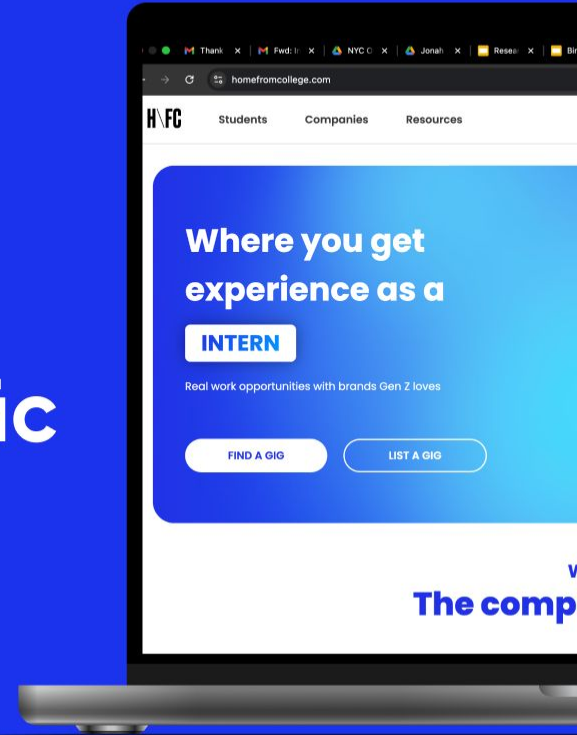
TMG's APPROACH

GOALS

3% Increase in
Instagram Following

5% Increase in Organic
& Click-through traffic

10% Increase in
User Engagement



TARGET MARKET

01

D2C

COLLEGE STUDENTS

Students ages 18-24 wanting to gain experience in fields of interest, work part-time gigs, and earn income.

02

D2B

BRAND PARTNERS

Gigs looking for authentic ways to hire college ambassadors to promote their products/services.

WHAT DO THEY THINK?



polkadot1314 · 1y ago

This is a pyramid scheme. I was actually interviewed by another company home from college running a similar scheme where I had to refer a bunch of people/new customers to the brand. I'm really disappointed because I have used HFC a lot and enjoy the service, but incredibly disappointed they are letting companies like this use their platform



1



Reply



Award



Share



polkadot1314 · 1y ago

To answer your questions though I would agree it's too much for the amount of work and the company does not sound credible. I would pass!



1



Reply



Award



Share



seagirl122 OP · 1y ago

This is super disappointing. I have noticed that there are a lot of sketchy companies that are on Home From College. :(



1



Reply



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polkadot1314 · 1y ago

Agreed! I think they need to be better about screening these companies



1



Reply



Award



Share



Handshake

SIDE SHIFT ➤

H\FC

M MERCOR

COMPETITORS

TRENDS

01 Pricing

02 Fast Earnings

03 Resume-building skills

TRENDS

01 Pricing

02 Fast Earnings

03 Resume-building skills

H\FC describes themselves as “a trusted friend/cool older sister who helps you land meaningful gigs”

WHY
H/FC

Designed for College Students

Fairly Compensated

Backed by Google

Credible & Valuable Opportunities

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THANK YOU!

Skit:

Text chain from girl named Sally to a friend named

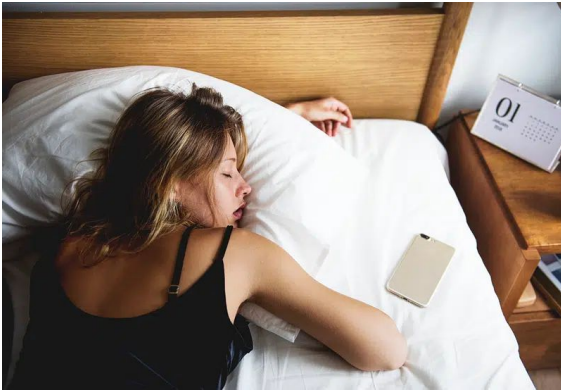
Sally: ugh im so bored + broke its killing me

Mary: girl get a jobbbb

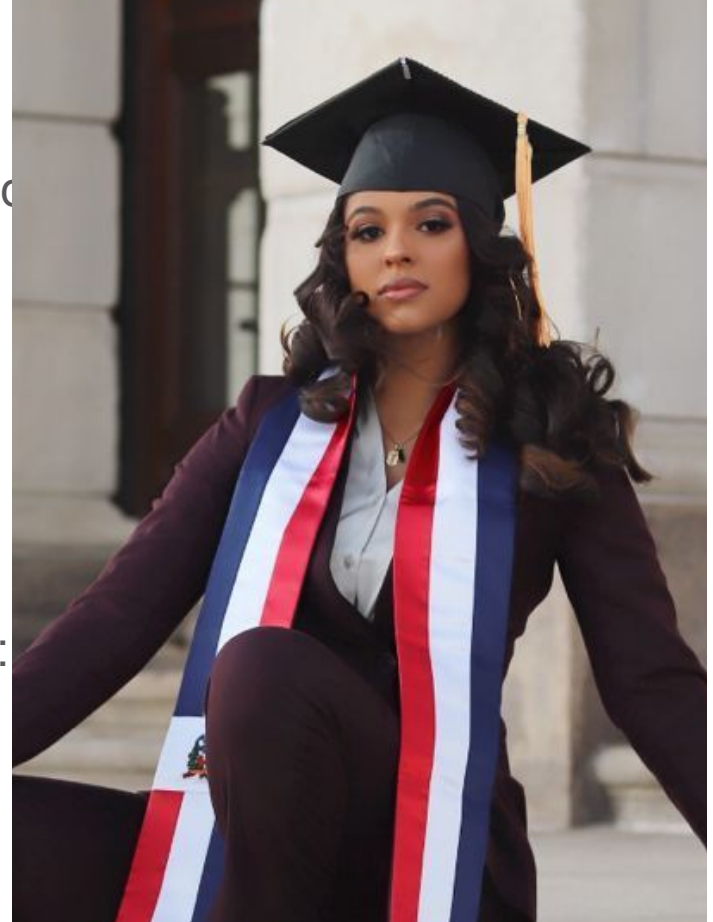
Sally: nobody wants a college student just for the

Mary: have u heard of Home From College?

Sally pfp:



Mary pfp:



Meet the Team

Minseo Choi	tech
Molyka Duong	design
Waverly Badgley	design
Jonathan Gedam	C-Strat
Ada Li	C-Strat
Kyle Kim	C-Strat
Sabrina Chou	AM
Christina Kharrat	AM
Keenan Melton	PM
Sean Rana	D-strat
Justina Chou	D-strat
Jamie Chiang	D-strat
Sammi Wang	D-strat

What do they do?

H\FC created a platform where college students can do gig work and promote/make content for brands.

What is HFC (Why made?)

- H/FC emerged from the COVID 19 pandemic in 2020,
- Took focus away from unconventional methods
- help college students thrive

What's the customer problem/ask of the client?

Problem: **Limited brand visibility** with sole concentration on digital platforms for advertisements. **Lack of variability/diversification** and short-term nature of gigs that do not provide enough specific industry experience.

Ask: As a company, H\FC wants to **build more on social media platforms and campus marketing strategy** in order to resonate more with college students

***Break up problem and ask into two slides**

What they have tried

- Campus tours → student creator/influencer campaigns
- UGC: sampling, product reviews

What they have tried (cont.)

- Recently launched a promotional campaign in NYC / Times Square with large ads and posters
 - Uses Gen-Z catchphrases/references, attempts to appeal to target market
- Most of the tiktok videos they post feature their marketing girl as the main “spokesperson”
- Focus on authentic + humorous + relationship-driven advertising and UGC content



How TMG can help?

We can help increase brand awareness and create opportunities to showcase the brand for college kids at USC and other campuses.

- **RESEARCH:** This client does not want a direct activation, but rather, they want research in order to understand how to reach students from colleges all over the country as well as grow signups/engagement.
- **POTENTIAL CAMPUS ACTIVATIONS:** Despite their focus on research, we hope to help them with their concerns through potential activations here at USC.

Goals

Collect data and fieldwork research to craft actionable insights propelling a strengthened H/FC ambassador program, integration of awareness on USC and other target campuses, and advertising that achieves maximized resonance with Home From College's target audience.

- Improved user engagement and retention with featured gigs
- Increase Instagram following by 15%
- Established omni channel presence across all digital touchpoints (key for GenZ target audience)
- Organic traffic and increased click-through rates on social media content

What's the slide after btw...and are the slides after this ordered...?

- Higher platform engagement metrics from male GenZ demographic; increase male audience demographic ratio (70% of audience demographic on platform = female)

Who is the main target market?

- **D2C College students (ages 18–24)** who want to gain experience in their field of interest, while working part-time gigs and earning short-term streams of income.
- **D2B Brand partners** for gigs/opportunities looking for authentic ways to hire college ambassadors who match the demographic of their existing customers to help promote their product or service to collegiate audiences.

Problem (more specific) → Questions about legitimacy of provided gigs



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Design: please just have this picture on slide with the title “What do they think?”

Who are the main competitors/industry?

Student-targeting job platforms, general side hustle apps, campus ambassador programs from individual brands. 3 main competitors are Handshake, Sideshift, and Mercor AI.

Shares same target audience of college students:

- **Handshake** - but more career oriented and offers students internship and full-time opportunities; free for companies to post and recruit
- **Sideshift** - concentrated on UGC gigs; costs businesses \$149 to list job offers
- **Mercor AI (startup)** - MORE GENERAL AUDIENCE, non-GenZ centered, provides expertise-specific independent contractor roles and generally higher earnings

Trends

- **Pricing:**
- **Fast earnings**

Trends

- **Resume-building skills** that provide a launchpad for first-time job seekers, and gig history builds legitimate experience in their desired field
- H\FC is focused on adapting to current trends, offering roles tied to AI and new tech that few other student platforms have embraced, as they like to say, “a trusted friend/cool older sister who helps you land meaningful gigs” (design please shorten this bullet point however you see fit, only kept longer sentence so you can have context.) maybe : AI opportunities with the quote?

Trends

- Gigs relating to emerging technology (ex. AI)
- **Free for all students**
- **Fast earnings; students can typically earn up to \$30/hr, with some ambassador programs bringing in \$1K/month**
- **Resume-building skills that provide a launchpad for first-time job seekers, and gig history builds legitimate experience in their desired field**
- All hiring, communication, and payments are managed directly through the platform (security and ease), from contracts, messaging, to pay and submissions
- Community: exclusive access to content, career resources and a network of peers and industry leaders that provide mentorship and shared opportunities
- **HVFC is focused on adapting to current trends, offering roles tied to AI and new tech that few other student platforms have embraced, as they like to say, “a trusted friend/cool older sister who helps you land meaningful gigs”**

Why HFC Value Proposition

H/FC exclusively offers paid, flexible, and short-term opportunities, FOR college students who are compensated appropriately, rather than looking through unpaid internships or vague “experience only” listings. H/FC is backed by Google Ventures (venture branch of Google that also backed Uber, Nest, Partiful and many more big companies) so students have access to a larger brand network for gig collaborations. Featured brands are popular and beloved by the target GenZ audience; therefore, it establishes a digital omnichannel presence and consistent humorous media content appealing to current trends.

- designed for college students

- fairly compensated

- backed by Google

- credible and valuable opportunities

Maybe split these into sep slides or animations on one?