

TEAM
216

JUST WHAT YOU'RE
LOOKING FOR



Executive Summary

The way young people look for jobs continues to evolve. We've graduated from bulletin boards filled with job postings to making TikTok resumes and constantly worrying about professional personas on LinkedIn. It's nearly impossible to ignore the firm grasp social media has on the job search – and the stress that comes with it.

To stay relevant in the cluttered landscape of job search methods and platforms, Indeed asked us to **find a way to resonate with the younger generation** of up-and-coming job seekers.

More specifically, they asked us to **increase unaided consideration among 18- to 24-year-olds** and identify a key sub-segment within this demographic that Indeed should prioritize.

We knew we needed to meet our target audience where they are. But first we had to figure out exactly where that was.

Our research showed that young people are excited to find their dream job but struggle to put themselves out there. They are stressed and overwhelmed by the job search process and don't know where to start.

They need a confidence boost and a push in the right direction.

Our strategy shows our audience that Indeed can help them take control of their job search and find just what they're looking for. We crafted a campaign highlighting the good and not-so-good sentiments that job hunting holds for the audience, presented in a humorous and relatable analogy that will resonate with young people.

Welcome to the future of job seeking – and how Indeed can stay in the game.

Now, let's help people get jobs.

TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
METHODOLOGY	2
GEN Z INSIGHTS	3
CONSUMER INSIGHTS	4
JOB SEARCH INSIGHTS	5-6
CONSUMER PROFILE	7-8
CAMPAIGN STRATEGY	9
CREATIVE CONCEPT	10
MEDIA STRATEGY	11
BUDGET & TIMELINE	12

METHODOLOGY

THE ASK

Indeed seeks a campaign to **increase unaided consideration** among 18- to 24-year-olds in the United States by the end of 2023. They want to be the **first site** young adult job seekers **think of** and **consider** when they begin their next job search.

OUR METHODS

To craft a successful campaign, we needed to unpack the minds of young job seekers and **truly understand them**, from their deepest desires to their greatest fears. Our extensive quantitative and qualitative research efforts examined everything from lifestyle attributes of the demographic to trends in the job search market – and most importantly, how 18- to 24-year-olds feel about their own job search experiences.

A thorough analysis of our survey and one-on-one interview data helped us identify a subset audience within the 18- to 24-year-old segment that we believe Indeed should prioritize. Conducting further research specifically with this subset gave us an even greater understanding of the nuances of this audience.

FIRST HAND PERSPECTIVE

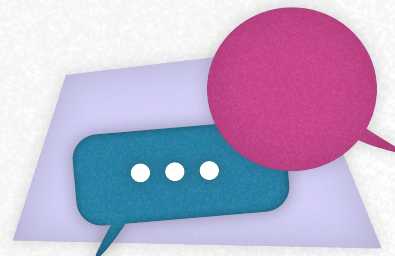
Our last bit of research is something harder to measure but valuable nonetheless – our own personal experiences with job-searching. As seniors in college **beginning the search for our first professional post-grad job**, we have experience using Indeed and other job search platforms.

What we learned from our secondary research and heard from our interviewees and survey participants resonated with our team – we know all too well the emotional rollercoaster that goes along with finding a job.

We are part of the target Gen Z market, and our firsthand perspective was **invaluable** while analyzing our research and crafting a campaign that we know will resonate.

PRIMARY AUDIENCE:
1,015 SURVEY
RESPONSES

SUBSET AUDIENCE:
188 SURVEY
RESPONSES



25 IN-DEPTH
INTERVIEWS

109 INTERCEPT
INTERVIEWS

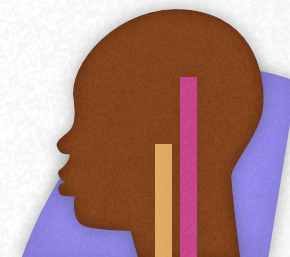
103 HOURS
SPENT
INTERVIEWING



300 CONCEPT
TESTING
PARTICIPANTS

150 18-20
year-olds

150 21-24
year-olds



200+
SECONDARY
SOURCES

50
INDUSTRY
REPORTS

2 CREATIVE
AUDITS

1 MEDIA
AUDIT

SWOT
ANALYSIS

SOCIAL
LISTENING

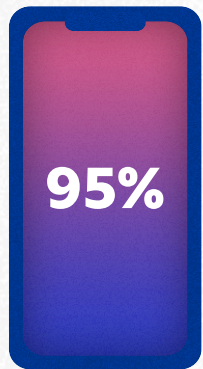
MEET THE MAIN CHARACTERS

GEN Z

The 18- to 24-year-old market encompasses the older end of Generation Z, a group of young people known for being **online** and **opinionated**.

If this generation is anything, it's **technologically literate**.

They've grown up with an iPhone in hand and they depend on digital content to get them through nearly every aspect of their day, whether that is keeping up with the news, staying connected with friends or meeting their basic life needs, like Ubers and food delivery.



More than **95%** of Gen Z own a smartphone¹



54% of Gen Z spends four or more hours on social media every single day¹

As digital natives used to living life on demand, Gen Z has an **extremely short attention span**, making them a hard generation to reach.

If you want to grab their attention **and keep it**, you better understand what makes them click – and what makes them ick.

8
SECONDS
is the average Gen Z attention span²

adulting:
used by Gen Z
to describe
taking on adult
responsibilities

WHAT MAKES THEM CLICK

INCLUSIVITY

69% are more likely to apply to companies that emphasize a diverse workplace³

80% believe it's important for brands to address diversity and inclusion⁴

SUSTAINABILITY

71% factor sustainability into purchases⁵

85% shop thrift and second-hand⁵

EXPERIENTIAL LEARNING

51% of Gen Z learns best by doing⁶

85% learned a new skill from an online video⁶

WHAT MAKES THEM ICK

ADULTING

80% of Gen Z feels they don't have adulting figured out⁷

45% say the hardest part of adulting is finding a job that they like⁷

WORKPLACE INFLEXIBILITY

71% of Gen Z are reluctant to return to in-person work full-time post-pandemic⁸

75% say workplace flexibility is the most important employee benefit⁹

(BAD)VERTISING

44% don't trust ads they see online, making them more distrustful than any other generation¹⁰

82% trust a company more if it uses images of real customers in ads¹¹

TAKEAWAY

To really catch Gen Z's attention, Indeed needs to be **bigger and bolder** in its messaging. Successful campaigns for this demographic are **unexpected and entertaining**, yet still provide a meaningful message about the brand.

THE COMPARISON TRAP

While social media helps keep the 18- to 24-year-old connected to the world, it also serves up a major pain point for our target demographic that our secondary and primary research both highlighted.

In the online social world where everyone portrays perfect versions of themselves, it can feel **impossible to measure up**. Because social media breeds comparison, the hours our target market spends scrolling through their newsfeeds can lead to a multitude of negative emotions.

48%

say social media makes them anxious, sad or depressed¹²

58%

say they seek relief from social media sites¹²

64%

would prefer not to see how people react to their posts on social media⁵

60%

would rather give up social media than search engines⁵

Our target audience feels **killed** by comparison.

*"The reality is that you don't post an Instagram post when you're upset – you post when you're out having the time of your life with some friends. I know that sometimes I get FOMO... but I have to check myself and remember that **social media is just a highlight reel**."*¹³

— **Bella** age 18, Alabama

*"Everyone tries to present their perfect lives. Nothing is super authentic, and I think we need to **stop putting out a perfect image of ourselves online** when it's not reflecting our realistic lives."*¹³

— **Alyssa** age 20, Kansas

FOMO

fear of missing out:

used by Gen Z to describe feelings of jealousy or loneliness when you believe you're missing out on an experience.

TAKEAWAY

The power of disconnection is real. The target's longing to take a break from their social feeds provides a space for Indeed to stand out against its chief competitor, LinkedIn. Although it isn't solely viewed as a social media site, LinkedIn has social comparison built into its functionality. Indeed's lack of a social network is its **true strength as a product**. It allows young job seekers to solely focus on finding the right job for them, without the worry of what anyone else is doing.

THE JOB SEARCH PROCESS

Much of our primary research centered around understanding young job seekers' thoughts and attitudes toward the job search process.

In our surveys and interviews, we explored everything from how they find jobs to how their values and priorities influence their job search.

THE FILTERS

Location and **salary** are the most important search filters to our target demographic when they're looking for a job online.¹⁴

WHAT MATTERS TO THEM

- Opinions of family/friends
- Flexible work schedule
- Salary, location and work culture¹⁴

TOP WAYS THEY FIND JOBS

- 1 Online job sites
- 2 Direct web search
- 3 Family and friends¹⁴

THEIR ATTITUDE

*"Jobs are a **part of** your life, not your life."*¹⁵

— Yasha age 19, New York



QUICK STATS

63% have had 1-2 jobs in the past few years



38%

have full-time jobs



41%

have part-time jobs



21%

are unemployed

TAKEAWAY

Online job sites are already being used by our target demographic, and Indeed boasts useful tools and features that support their priorities and needs. Indeed becomes relevant to this audience segment once they understand the power it can bring to their job search.

FEELINGS ABOUT THE JOB SEARCH

Both our survey respondents and interviewees echoed a consistent finding about how this target demographic feels about job hunting – it's often unpleasant.¹⁴

50%
of survey
respondents feel

overwhelmed

stressed

or

uncertain

intimidated

only

7%

reported feeling

confident

*"Building your resume, trying to find jobs, making sure it's the right job you want to apply to, trying to research the companies...it's a lot. **Overwhelming or nerve-racking** would be good words to describe it."*¹⁵

— Hannah age 23, Wisconsin

*"It can be stressful for sure, because there's a lot of different jobs out there, and you want to make sure you find the right one for you."*¹⁵

— Paul age 23, Oklahoma

The key to this finding is its intersection with the negative feelings surrounding social media comparison, which we discussed earlier.

During our interviews, we heard sentiments about social comparison during the job search creating pressure. When they see their friends posting online about their perfect job or an exciting new job offer, it makes them feel inadequate and unqualified.

Because this finding stood out as important to us, we explored it further in a follow-up survey, and **72% of the respondents confirmed they feel pressured by social comparison** from their peers when looking for a job.¹⁶

Our survey respondents and interviewees both told us those "I'm happy to announce" posts – prevalent on competitor LinkedIn – add even more stress over finding a job.

*"I feel like it's almost a competition or I want to live up to what they're going to be doing straight out of college."*¹⁵

— Addison age 21, Missouri

*"It's so easy to compare yourself to what other people are getting – like jobs or internships. In a field where everyone is posting all they're doing, it's so hard not to care and compare yourself."*¹³

— Alyssa age 20, Kansas

TAKEAWAY

The job searching process is **stressful and overwhelming** for young adults. Indeed can help alleviate these feelings through its simplified, comparison-free approach that **puts the power** in the job searcher's hands.

CONSUMER PROFILE

Our research revealed a clear picture of the 18- to 24-year-old demographic Indeed seeks to reach.

They are in search of a **true connection** with their job – something that **ignites their passions** and offers them a way to connect with themselves and contribute to the world.

THEY ARE SPARK SEEKERS

They have lofty expectations of finding a job that meets their needs, and they **don't want to settle** for something they don't love.

Yet insecurity sets in when they begin comparing themselves to their peers who are finding their dream jobs, and they feel the pressure of not measuring up.

Ultimately, they want help in the job-search process but are wary of how reliable online job searching may be. They want reassurance that the application process is legitimate and worth their time when using online sites like Indeed.

“ CONSUMER INSIGHT

Searching for a job stresses me out. Every time I open my laptop to look for a job, I feel **bombarded** by the success stories that I see from my friends on LinkedIn. I get **overwhelmed** when I try to figure out what my future is supposed to look like. **There isn't one straightforward route to success, so why do people online make it seem that way?**

I'm tired of the comparison game and feeling like I don't measure up. **I want to find my own success, but I don't know what that looks like yet or even how to start my search.** I'm looking for a job that **sparks my interest** and that I'm passionate about. I want a job search site that is easy to use and has a lot of different options. I need a tool that can guide me through this process without confining me or making me feel like I have to compete with my peers.

Spark Seekers have many stressors in their life – from worrying about money to their love life, their attention is pulled in many directions.



OUR SUBSET

As we analyzed the hours of interviews and hundreds of survey responses, we were mindful of Indeed's question:

Is there a sub-segment of the 18- to 24-year-old that it should prioritize?

We reviewed our data on Spark Seekers holistically but also to look for meaningful differences. While the group as a whole shares many of the same motivations and fears, nuances in the younger side of Spark Seekers began to emerge, pointing to a clear sub-segment of 18- to 20-year-olds.

Further research with the identified sub-segment, through a survey and intercept interviews, confirmed we were hearing this age group loud and clear.

Meet Spark Seekers' overconfident, less experienced, younger side. They're **naive** about their futures and **new to the world of adulthood**. They need the most help, but don't know where to get it.

WE CALL THEM NAIVE NEWBIES

They're overconfident. Some would even say *naive*.

Life hasn't yet shown the younger side of Spark Seekers that they don't actually know what they think they know. As a result, they speak confidently about their ability to navigate life as an adult.

This was in direct contrast to what we heard from the older side of Spark Seekers, who readily admitted to lacking that same kind of confidence. Many even look back at their 18-year-old selves and cringe at how naive they actually were.

60%
feel confident
in their ability
to take on
adulthood¹⁶

They're new to the job search.

The 18- to 20-year-old subset, by virtue of their age, hasn't been in the job market as long as older Spark Seekers. That makes them a **newbie** job hunter, and they acknowledge that they need help. Indeed has the opportunity to fill this need within an audience that is openly receptive to what its brand has to offer them.

71%
feel they need
help with the
job search
process¹⁶

Most importantly: They're the least aware of Indeed.

Our research found that awareness of the Indeed brand is much lower among 18- to 20-year-olds than it is with 21- to 24-year-olds. Prioritizing the younger side of Spark Seekers provides Indeed with the opportunity to gain extra ground in its quest to raise unaided consideration.

36%
said Indeed was
the first job site
that came to
their mind¹⁶

CAMPAIGN STRATEGY

Our research findings related to social comparison and stress during the job search led us to an underlying human truth:

PUTTING YOURSELF
OUT THERE IS
HARD

Whether it's meeting new people or convincing someone you're right for a job, worrying that you won't measure up can often provoke feelings of inadequacy and anxiety that can be immobilizing.

Our strategy **acknowledges this human truth** and the role it can play when you're searching for employment. We know that Spark Seekers are excited about their work future, but they need help putting themselves out there and they **want support navigating the job search**.

That's where Indeed comes in.

Indeed helps **you take control** of your job search. It **simplifies** the process, providing helpful tools and filters to connect you with thousands of relevant options so you can find a job that meets *your* expectations.

The reality is that putting yourself out there is probably always going to be hard, but when you can at least do it with some confidence and a feeling of control, it feels less hard.

Our campaign shows Spark Seekers that Indeed gets them – it knows job searching is overwhelming and it's here to help.

CAMPAIGN MESSAGE STRATEGY

Indeed is *the* job search platform that creates a **comparison-free zone** for you to find a job as you begin to navigate the job search, **empowering you to take charge** of your future.

GETTING THERE CREATIVELY

To bring our strategy to life, our creative concept will appeal to Spark Seekers through an undeniable analogy: **Job hunting and dating can often feel remarkably similar.**

Our target audience knows the highs and lows of both experiences all too well. Drawing parallels between the two is relatable and will resonate with this age group.

Our creative approach helps Indeed **connect** with Spark Seekers and positions them as the **top-of-mind resource** for job searching.



CREATIVE CONCEPT

**WAITING BY THE
PHONE FOR A CALL**

**GETTING
GHOSTED**

**AGONIZING
OVER THE LATEST
REJECTION**

**STALKING
THEIR SOCIALS**

**HOPING THE
NEXT ONE WILL
BE THE ONE**

Spark Seekers know these scenarios *intimately*.

Job hunting and dating often mirror each other. Both can be overwhelming, stress-inducing and **heartbreaking**.

Many 18- to 24-year-olds are stuck in a comparison trap, courtesy of their social feeds, and feel like they're **just not good enough**.

They're desperate for someone to remind them that not everyone matches with their 'soulmate' or lands their 'dream job' in their early '20s.

But, when they finally make the right connections — whether with a date or employer — **the search is worth it**.



This campaign highlights the undeniably real and sometimes comedic parallels between these quintessential coming-of-age experiences.

Through these parallels, Indeed will resonate and relate with our target audience.

We aim to **empower** Spark Seekers to flip the script and take the job search **into their own hands** and remind them that Indeed is...

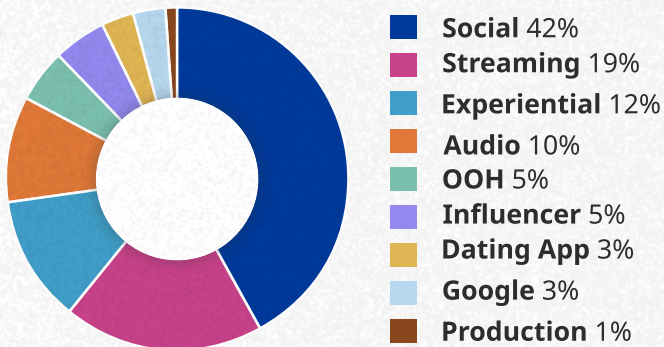
**JUST
WHAT YOU'RE
LOOKING FOR**

MEDIA STRATEGY

MEDIA MIX

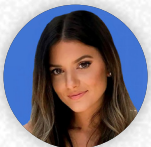
Digital tactics are one of the most effective ways to reach the 18- to 24-year-old audience. Because they come with huge cost efficiencies, our media strategy can cover a variety of digital platforms while preserving a large chunk of the budget to allocate for out-of-home, experiential and influencer marketing.

During our presentation we'll provide details about each of our planned tactics, but here is the big picture look at how we will strategically use the media budget.

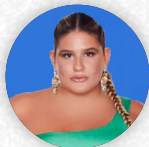


TIKTOK INFLUENCERS

To highlight and gain momentum for our brand partnership with Goodwill, we will be using **four macro fashion and lifestyle influencers** and **33 micro influencers** on TikTok. The micro influencers will be chosen based on geographic location, and we will use paid amplification to increase content circulation. Three micro influencers will be selected for every one of the 11 cities in which our out-of-home and experiential tactics are featured.



@JennaPalek
585.9K followers



@RemiBader
2.2M followers



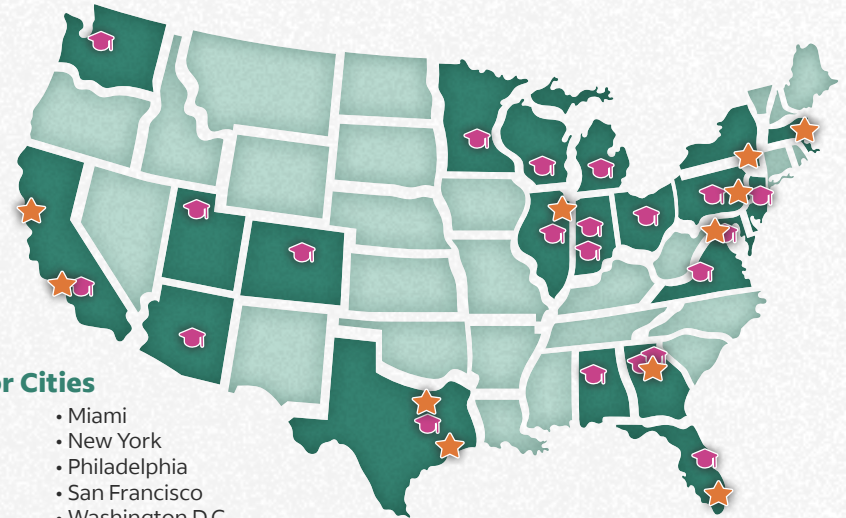
@VioletEzedimora
445.9K followers



@TreyBryantStyle
1.2M followers

KEY MARKET AREAS

Our digitally-based tactics provide our campaign with nationwide reach, while our OOH and experiential tactics give Spark Seekers an opportunity to engage with the campaign on a more personal level.



★ Major Cities

- Atlanta
- Boston
- Chicago
- Dallas
- Houston
- Los Angeles
- Miami
- New York
- Philadelphia
- San Francisco
- Washington D.C.

🏠 College Campuses

- Arizona State University
- California State University
- Indiana University
- Kennesaw State University
- Michigan State University
- Ohio State University
- Penn State University
- Purdue University
- Rutgers University
- Texas A&M
- University of Alabama
- University of Central Florida
- University of Colorado
- University of Georgia
- University of Illinois
- University of Maryland
- University of Minnesota
- University of Washington
- University of Wisconsin
- Utah Valley University
- Virginia Tech

When selecting the locations of our **out-of-home**, we chose the **top 11 cities** with the **most saturated 18- to 24-year-old populations**. We will place these advertisements in high-trafficked locations in each of these cities, then increase exposure by placing additional ads at locations in these cities that 18- to 24-year-olds have a high affinity for.¹⁷

When selecting the locations of our **experiential tactics**, we found the **21 largest colleges** in the United States, based on on-campus undergraduate enrollment.¹⁸ We then **increased Indeed's exposure** by featuring some of our experiential tactics in popular locations within those same 11 cities identified for out-of-home placements.

BUDGET & TIMELINE

Based on parameters that Indeed provided in the case study, we have designed a 6-month campaign that will be measured and evaluated at the end of 2023. During the course of the campaign, our tactics are strategically placed to drive awareness, engagement and brand affinity while encouraging them to register for an Indeed account.

	JULY	AUG	SEPT	OCT	NOV	DEC	BUDGET	IMPRESSIONS
SOCIAL								
Instagram							\$ 2,250,000	251,116,071
TikTok							\$ 2,250,000	225,000,000
Snapchat							\$ 500,000	228,310,502
YouTube							\$ 1,500,000	200,000,000
Pinterest							\$ 250,000	62,500,000
STREAMING								
Hulu							\$ 2,500,000	96,153,846
ESPN+							\$ 400,000	30,769,231
Twitch							\$ 200,000	28,571,429
AUDIO								
Spotify							\$ 955,800	47,790,000
Soundcloud							\$ 375,000	37,500,000
Podcast							\$ 270,000	—
SEARCH								
Google Search Ads							\$ 500,000	119,047,619
OOH								
Bar Coasters							\$ 96,800	20,000
Coffee Sleeves							\$ 83,600	20,000
Park Benches							\$ 110,000	3,969,969
Mirror Clings							\$ 130,300	3,969,969
Bus Wraps							\$ 69,000	3,969,969
Taxi Toppers							\$ 275,000	3,969,969
EXPERIENTIAL								
Dress to Impress Truck							\$ 385,500	3,969,969
Kiss Cam							\$ 315,000	196,146
Phone Booths							\$ 165,000	3,969,969
Career Affair							\$ 1,135,000	797,038
DATING APPS								
Tinder							\$ 500,000	76,923,077
PRODUCTION								
The Joblorette Show							\$ 40,000	12,861,000
INFLUENCERS								
Pete Davidson							\$ 500,000	1,800,000
Macro Influencers							\$ 178,000	4,431,800
Micro Influencers							\$ 66,000	1,650,000
TOTAL							\$16,000,000	1,449,277,573