

SEARCH  
FOR  
SOMETHING  
BETTER

## EXECUTIVE SUMMARY

News flash for the workforce: Finding a full-time job has become a full-time job in itself. And as life picks up pace, Gen Z is embarking on new milestones like never before. Whether they're graduating from college or deciding not to go at all, they are faced with societal pressure on all sides—which continues to impact the way they view the world of work. As if change isn't complicated enough, applying for jobs can feel like an endless stream of dead-ends which leaves this generation **feeling more discouraged than when they started**. But it doesn't have to.

Indeed has asked us to step in and show young adults that their platform is the simplest path to pursuing something better. With Indeed, **the job search is all about you**; not about what your 3rd connection from freshman year is up to. No longer are the days that crippling comparison and imposter syndrome weigh down this strong-willed generation.

The **Search for Something Better** campaign will prompt Gen-Z to blur out the background noise and tune in to their futures. Because in order to Search for Something Better, you have to swallow the hard pill that your current job simply sucks.

By the end of this campaign, our audience will have redefined what success looks like and leave behind what it's not. Because success doesn't have to mean sacrificing your mental health, feeling burnt out, or losing your self-identity. And no matter what stage of the job search they may find themselves in, they'll **feel empowered to leave behind what no longer satisfies their standards**. With Indeed, Gen Z is not only speaking out against the status quo, but they're on the search for something better.

 [www.indeed.com/apply](https://www.indeed.com/apply)

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## CASE BRIEF MANDATORIES

- Increase unaided consideration for Indeed amongst competitors.
- Determine key subsegments of our target to hone in on.
- Build up job seekers without breaking down employers.
- Maintain a relationship with our target during and after the job search.

# PERCEPTIONS & RESEARCH METHODS

We conducted primary and secondary research that focused on how **Indeed fits into the chaos that comes with the job search**. These diversified tactics led us to discover a deeper-rooted problem of how Indeed is perceived.

## Indeed is prominent...

85%

of respondents are familiar with Indeed. <sup>2</sup>

"Everyone knows Indeed, and I feel like that's because it's usually the **first to show up** when searching for jobs online." <sup>1</sup>

- Female, 20

## but not preferred.

64%

of respondents feel no attachment to Indeed. <sup>3</sup>

"Since Indeed is for everyone, they're not really for anyone. Sure, they help all people find jobs. But that feels like the **bare minimum**." <sup>1</sup>

- Male, 21

## Unaided consideration is only half the challenge

We found that Indeed had unaided consideration amongst our audience, but they were not often preferred to other platforms. To fully grasp where these perceptions came from, our music focus groups were launched. Music speaks to the soul and a brand's essence should do the same. This is why we used **abstract methods** to see what people thought of when imagining Indeed as a music genre or specific song. <sup>5</sup>

### Genre Themes

#### Background Noise

People associate Indeed with 'background noise.' Our target feels that **strong brands shouldn't get lost behind the scenes**; they should stand for something bigger than themselves.

#### Classical Music

Classical music wasn't chosen because 18 to 24-year-olds bop to Beethoven. They put it because it is often **associated with being boring** and unpopular.

### Music Themes

#### Sad

The specific songs chosen revolved around the same **deprecating themes**, such as Landslide by Fleetwood Mac.

#### Unspecific

Many participants **could not think of anything** that reminded them of Indeed, leaving them to reference general songs about working and hustle culture, like *9 to 5* by Dolly Parton.



These findings led us to fully grasp what Indeed's sub-par perceptions boil down to; our target **gravitates toward brands that take a stance**, and "we *help people find jobs*" lacks the initiative needed to empower this emerging workforce. Our target feels unprepared and powerless as they endure the growing pains that come with adulthood, which is why they are on the *search for something better*.

# TARGET INSIGHT

The job search can be an emotional rollercoaster of rejection and disappointing dead-ends. And while outside factors may be to blame, Indeed is being scrutinized for not stepping up and saying something about it. Saturation across an array of tactics led to one unignorable takeaway . . . **Job seekers feel discouraged** during their *search for something better*, and **Indeed can do something about it**.

## Our target feels unsupported by the job search ...



**1/5** managers don't fill their open job positions until months later. And half keep job postings up, even if they're not actively recruiting. <sup>13</sup>

"I don't want to waste my time filling out applications all day. Especially for applications that I already sort of assume **won't actually turn into a job in the future.**" - *Male, Interview* <sup>1</sup>

## But they are still set on finding the right fit.



**75%** will do research to see if companies are being honest about the actions they are taking when it comes to social and environmental issues (NCR). <sup>7</sup>

"We're significantly more likely than millennials to apply to a company that supports **diversity, equity, and inclusion.**" <sup>10</sup>

## A mood board is worth a million words.

Describing the job search as discouraging would be a massive understatement—so we asked our target to **show us how they feel** instead. Our target was tasked to create a mood board of words, symbols, and images that reflected their feelings/emotions toward the job search process, which left us with two clear category pain points. <sup>4</sup>

### A lot of work with little reward.

Young adults **feel unrewarded and overworked** when applying for jobs. And these brutal hiring processes are inevitably burning out this previously driven demographic.

### They're empowered, not entitled.

Older generations are quick to write off this generation as entitled and "hard to please." When in reality, **they just know what they want in the workforce.**



"Dead End"



"Unbalanced"



"Rejection"



"Overwhelmed"



"Pressure"

Indeed is the simplest platform for our target to access an immense database of opportunities. But based on our findings, this **lack of value-based branding** has clouded their performance as an effective platform. To increase unaided consideration, **Indeed must communicate a genuine understanding** of what our target feels—in doing so, amplifying their voices and acknowledging the hardships of the job search process.

# PERSONAS

No two people are on the same path in their job search. Some are just starting out, while others have had more phone screenings than they can count. This mental fatigue persists as the job search is prolonged; we found that the best way to separate our target was through **psychographic similarities**. And our three personas are categorized by the most prominent mindsets our 18 to 24-year-old participants fell into.



## The “Discouraged Dreamer”

- Hesitantly looking for a design internship.
- Began networking and sporadically applying online.
- Has not received many responses.
- *A bit discouraged but still determined to dream big.*

*Discouraged Dreamers* are just **beginning** the job search but feel unsure of what next steps to take. They’re driven to get going but are afraid to waste time and energy in the wrong direction. Getting **lost in the logistics** of how to approach this complex process can leave this group feeling more confused than when they started.



## The “Overwhelmed Optimist”

- In constant pursuit of a PM gig.
- Always proactive on professional platforms.
- Steadily making progress but stressed nonetheless.
- *Feeling overwhelmed with a touch of optimism.*

*Overwhelmed Optimists* are obsessively scrolling through job listings in hopes of progressing up the professional ladder. But when **self-doubt** gets the best of them, they can’t help but wonder if their applications are being sent into the abyss, making their hard work seemingly pointless.



## The “Veteran Visionary”

- Has been applying for advertising jobs for months on end.
- Feels confident due to previous experience.
- Search efforts have resulted in constant rejection.
- *Questioning her original vision due to veteran “job seeker” status.*

*Veteran Visionaries* **feel fully prepared** for the workforce but have been unable to secure a job. Knowing their own worth, they have difficulty understanding why employers do not see the same. **The constant rejection** has impacted their ambition and left them questioning their visions for the future.

Finding a job has become a job in itself—except without the benefits, pay, and PTO. Our target is tired and **in need of a solution** to the mental obstacles faced during their search. Luckily, Indeed’s Search For Something Better campaign has what they need to start searching and stop settling.

# SERVICE INSIGHT

Our audience aspires to move on to bigger and better things but **feels paralyzed with procrastination** when it comes time to press apply, and we sought to understand why.

## While competitors are causing feelings of comparison ...

Other platforms cause 18 to 25-year-old job seekers to feel **demoralized** about their future career goals. It becomes impossible to tune into yourself when your entire focus is on someone else.

“LinkedIn always **leaves me feeling so behind**. And I know that everyone has their own path in life, but these platforms make me question my own.” <sup>1</sup> - *Male, 21*



## Indeed makes the job search all about you.

Indeed's simple website is what this hesitant generation needs to jump into the job search headfirst. Their platform offers **countless possibilities** that are perfect for anyone in any part of their professional journey.

“Indeed helps me cast my applications over a wide net. I'm never missing out on an opportunity with them because they show me what I'm **looking for and more**.” <sup>1</sup> - *Female, 22*

## Flexible offerings are different than one-size-fits-all.

Indeed meets job seekers wherever they are in their solo job search:

### The “Discouraged Dreamer”

**Problem:** This group has big dreams with **minimal direction** as they begin their search.

**Prospect:** Indeed is ideal for industry incomers as they start applying for jobs through their **simple service** and website.

### The “Overwhelmed Optimist”

**Problem:** This group is working away on applications but is unsure if their hard work is going **unread and unappreciated** by recruiters

**Prospect:** Indeed assures proactive professionals that they are **touching all their bases** as they apply to an array of prospects.

### The “Veteran Visionary”

**Problem:** This group **feels hopeless** as their focused search has resulted in little to no leads.

**Prospect:** Indeed empowers experienced applicants to continue their hard work through their **empathetic values** and tone of voice.

If Indeed plans to create a more personal experience for this **emotionally-driven target**, they have to stand for something — bring empowerment to every step of the target's job search journey. Through this truth, their site will symbolize the **first step taken** in *searching for something better*.



# THE STRATEGY & THE BRIEF

## Search for Something Better

Sometimes you simply want better in life. But **better is easier said than done**. Maybe you're scrambling to make ends meet, switching gears, and searching for gigs. Maybe you're starting over. Maybe you expect more out of life than simply living. Even though the unknown is unsettling to you, settling for less than you deserve **somehow seems worse**.

But the job search is far from simple, and we won't sugar-coat it like it is. We hear your fatigue and frustrations — worries about the future — regrets about the past. We have regrets too. **We regret that you feel alone** in your current reality and that you think there is no other way to move forward.

Indeed hears you and is here to show you the way. We're here to empower you and support you. We believe better can be achieved by anyone. We never said better was easy, but it is always worth it.

So **stop waiting** for something better and **start searching** for it.



### The Identity

Indeed is a site that allows users to explore job opportunities — unique to their personal experiences, pursuits, and requirements.



### The Ask

To establish Indeed not just as a job-search platform but as a comforting resource for all members of Gen Z.



### The Problem

Perceptions of Indeed are clouded by a lack of awareness and negative associations, leaving the target blind to its capabilities.



### The Insight

Our target knows of Indeed, but they believe it is a waste of time and do not associate it with successfully finding a job. In truth, they are simply unaware of what Indeed has to offer.



### The Opportunity

Indeed is a simple yet resourceful site to enhance the job-search process. Putting a stop to the endless, tiring search process, Indeed invites you to a new world of opportunities.



### The Big Idea

The job-search process shouldn't feel like a second job.



### The Tone

Empowering | Bold | Honest

**The Tagline** *Search for Something Better*

# EXECUTION STRATEGY

Indeed helps people find jobs—but **finding a job is only the end goal** in this exhausting process. The platform supports job seekers from the beginning of their search to the very end. And this insight is demonstrated within the Search for Something Better campaign.

## Creative Formula:

The Search for Something Better campaign stays true to Indeed's empathetic and authentic voice. So we decided to weave in an **honest** and refreshingly **bold** tone that works to **empower** this emerging workforce without losing sight of what makes Indeed the optimistic platform it's known to be.

## Empowering | Bold | Honest



This creative direction works to support discouraged young adults in every step of their job search journey. Our strategy and executions expand on this insight that illustrates **new and improved ways** to experience their platform.

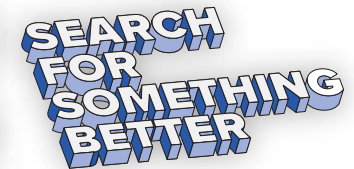
## Our Rebrand & Reasoning:

### Slogan:

Search for Something Better serves as an **empowering call-to-action** that speaks to why the job search is worth the work. Searching for a job is difficult—but so is settling for less than you deserve. This intentional slogan encapsulate how essential it is to **strive for better** even when facing doubt or mental fatigue.

### Design:

The revised design features their **original look and feel** with the incorporation of our own stylistic flare. This allows our campaign to be easily recognizable as the Indeed brand at first glance while still providing a **personable touch** that makes them more relatable to our target.



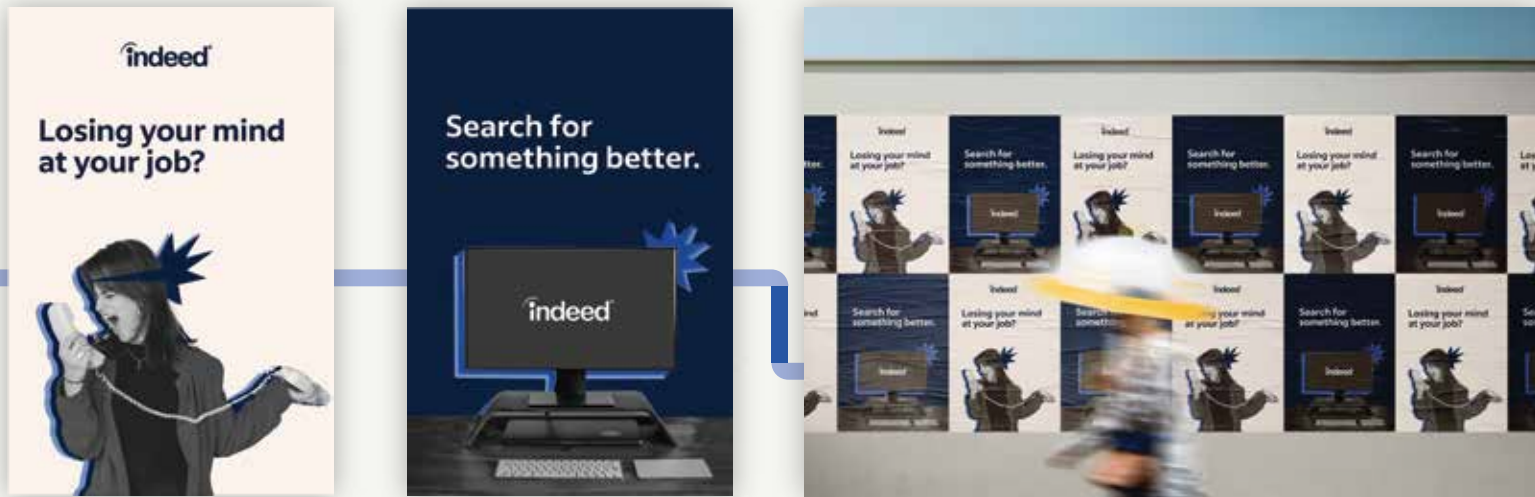
### Campaign:

Our executions empower discouraged job seekers to **take charge of their careers**. Indeed helps all people find jobs. But what young adults are seeking is **support and acknowledgment** from these job search sites. They need something better. And their simple platform can help them achieve this and more.



# EXECUTION STRATEGY

Indeed is an expansive platform that **meets applicants wherever they are** in their job search journey. All executions work to empower our target of discouraged young adults by speaking authentically about what it means to search for something better—and where Indeed comes into the mix.



## The Idea Behind Our Initiatives

Print executions will include two posters side-by-side featuring a “Discouraged Dreamer” questioning their career and Indeed answering with a call to action. The headlines add **relatable humanity** to the campaign and welcome consumers into the **conversation**. Minimalistic corporate-style featuring colors from Indeed supplemented by dynamic black and white images

Video executions set the tone for our campaign by encouraging members of Gen Z to use Indeed when taking charge of their careers. **Fast-paced and snarky** dialogue create an empowering video that resonates with our target. In turn, appealing to their interest in brands that are based on **meaningful missions**—in this case, the mental fatigue that comes with the job search and taking steps to counteract this current reality.

## Case Brief Guardrails

- Relevant to our category and offering
- Triggers a strong emotion
- Brand role is clear, strong, and believable
- Stand out amongst other advertisements
- Fully reflects and embraces a diverse world of work and promotes Indeed’s values around inclusion and belonging

# CAMPAIGN STRATEGY

Indeed will provide all the necessary resources to ignite and enhance the career search process. All while delivering new experiential and digital content allowing the user to **authentically connect** with the brand.

## Digital

### Indeed x Cut:

A special collab between Indeed x Cut will put the **power of the job search into the job seeker's hands**. Cut is typically two people searching for the right match—but this version will be applicants searching for the right job.

### Podcast:

This campaign will work to **expand the platform's reach** by introducing the Office Hours podcast. Office Hours will feature industry experts and influencers when covering various topics related to the job search and current workforce.



## In-Person

### Indeed x Uber:

Our collab with Uber will **increase accessibility to job-related destinations** (career conferences/interviews) amongst our audience. This partnership works to get rid of the obstacles that job seekers often face during their search for opportunities.

### Hire Grounds Cafe:

This Indeed-run cafe will launch nationwide to provide **tangible resources** for our target. These productive spaces work to lessen the often stressful job search by supplying focused workspaces and professional support to Gen Z.



## Full Circle Finale

### Live Show:

The Indeed Live Show is where **our creative executions come full circle**. The Office Hours podcast finale is recorded in front of a live audience and will foster engagement amongst our target; which will be accomplished through additional activities and offerings related to our overlapping partnerships (Uber/Cut). This integrated strategy will not only empower our target but will serve as a **functional** means to search for (and secure) something better.

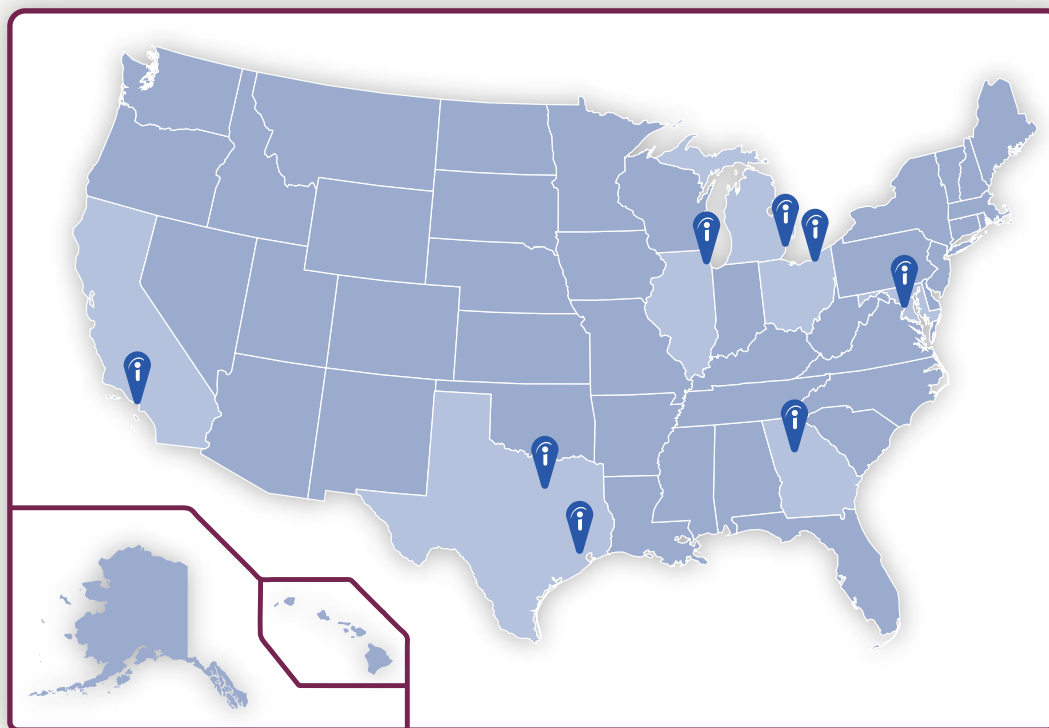
# FLOWCHART & BUDGET

We have developed a **fully-integrated** multimedia campaign from September 1, 2023, to Feb 28, 2024. With social media functioning as a direct bridge to our Gen Z audience, our channels will run throughout the campaign with special events and partnerships occurring during the holidays and the beginning of the year.

Strategy	Tactic	Sept	Oct	Nov	Dec	Jan	Feb	Total Budget: \$10,000,000
Social	TikTok							\$577,00
	Instagram							\$599,500
	Facebook							\$587,500
	Snapchat							\$200,000
	Twitter							\$348,665
	Reddit							\$11,400
Video & Audio	Streaming Services							\$30,000
	Podcast							\$386,250
	Youtube							\$1,760,500
Partnerships	Cut x Indeed							\$196,400
	Uber x Indeed							\$180,000
OOH	Billboards/Posters							\$2,352,000
	Other OOH							\$119,760
Events & PR	PR Boxes							\$577,000
	Productivity Cafe							\$1,582,538
	Live Show							\$138,315
Production	Video							\$377,280
	Photography							\$37,335
	Graphics							\$61,507
Other Expenses	Evaluation							\$200,000
	Contingency							\$200,000

# CHANNEL STRATEGY

This campaign will execute a mix of in-person experiences and short-form digital content to enhance brand associations and increase awareness and engagement across our audience. The forms of media and brand partnerships were chosen due to their **popularity and relevance** to the target audience



### DMA Locations:

Dallas, TX	Cleveland, OH	Washington D.C.	Los Angeles, CA
Houston, TX	Detroit, MI	Chicago, IL	Atlanta, GA

## Channels & Platforms

**Social Media** is where our interactive career content can be accessed and sent around online.

- 54% of Gen Z is on social media for 4 or more hours a day. Almost double that of all U.S. adults. <sup>6</sup>
- 60% of Gen Z use social media to discover information. <sup>11</sup>

**Out-of-home media** will pull our audience's attention while in their natural environment without the ability to skip or unsubscribe.

- 84% of Gen Zers pay attention to out-of-home advertising.<sup>12</sup>
- 82% of Gen Z skips online ads and 50% have ad blockers.<sup>8</sup>

**Partnerships** will make Indeed versatile for job seekers who would otherwise view Indeed as one-dimensional.

- 71% of Consumers Enjoy Co-Branding Partnerships. <sup>10</sup>
- 55% of brands said that partnerships increased their revenue and drive growth. <sup>9</sup>

## Projected Impressions

**Media:** 503,041,229

**Total Impressions: 861,738,429**

**Events/PR: 24,777,200**

**Total Reach: 71,811,535.77**

**OOH: 333,920,000**

Based on **the target audience** (exact details), Agency 583 specified several spot markets that would best suit the campaign and its objectives.

## FINAL PITCH

From the first slide of our proposed campaign to our last, Search for Something Better signifies the **entire consumer journey** and places Indeed at **every intersection**.

Our research showed us the adverse attitudes expressed by our audience toward Indeed. The job search process can be demoralizing, draining, and downright disillusioning. And while Indeed's simple platform works to make this search less stressful, this general approach came across as **impersonal** for struggling young adults who gravitate toward genuine branding.

Our strategy is an opportunity to show this discouraged target that Indeed acknowledges the flaws of the job search. Indeed has limits to improving this unideal experience as so many areas are impacted by outside factors. But we know Indeed can do something better—something that **symbolizes empowerment** for job seekers.

Our answer is to search for something better. 18 to 24-year-olds are always aiming for the end goal. But what if success is not defined by perfection but by **progress**? The executions bring this empowerment to life by inserting Indeed into whatever current step our target may find themselves in. Because Indeed can be there for **you** and for everyone else too.

## CAMPAIGN OBJECTIVES & THE OUTCOMES

- **Increase unaided consideration for Indeed amongst competitors.**

Indeed is a versatile platform that provides value for any job-seeker at any part of their professional journey. This **personalized experience** makes their site one that our audience can always look to for support.

- **Determine key subsegments of our target to focus on.**

There is no one-size-fits-all job search journey. But there are different psychographic mindsets that our target has adopted due to feeling discouraged, and our three personas reflect the same.

- **Build up job seekers without breaking down employers.**

Young adults want platforms to acknowledge that the job search has its flaws. This transparent campaign shows how Indeed can **address those issues** and provide solutions without placing blame on employers.

- **Maintain a relationship with our target during & after the job search.**

The idea behind Search for Something Better is an **endless pursuit of progress**. This call to action works to continuously empower this emerging workforce whether they're preparing for their next interview or planning far ahead in the future.