



indeed
DREAM IT. INDEED IT.

TEAM 136

aaf national
student
advertising
competition

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EXECUTIVE SUMMARY

Since 2004, Indeed has been helping people get jobs. Indeed has transformed job boards by becoming the first search engine to aggregate all jobs posted online. As the number one job site globally, Indeed is determined to assist job seekers in their searches for employment. While this remains true today, Indeed is gradually losing connection with Generation Z, specifically within the 18- to 24-year-old age range. To address this, Team 136 will demonstrate how Indeed can better reach this target market through an integrated marketing communications strategy. This strategy will optimize Indeed's resources and present opportunities to better reach and connect with Gen Z.

Team 136 has created a campaign that targets and resonates with 18- to 24-year-old job seekers. Our campaign elements include social media posts and advertising, in-person events held in key market areas, a webinar series and a job curation quiz in tandem with a brand partnership. Through this campaign, Indeed will highlight how the target audience can benefit from its services. By using various media channels that appeal to Gen Z, our campaign will incorporate online and in-person events to reach and engage the target audience.

With this campaign, we will demonstrate to the target audience how Indeed can help job seekers find jobs that fit into their current lifestyle. By creating a personal connection with the audience, Indeed can show how much it cares about and values its audience's job search efforts and workplace needs. Once this connection is established, 18- to 24-year-olds will begin to consider Indeed first when job searching.

"Dream It. Indeed It." will increase unaided consideration within Gen Z by appealing to their need for work-life balance, growth opportunities, fair treatment in the workplace, and finding a job that they are truly passionate about. This will strengthen Indeed's relationship with the target audience, which, in turn, builds trust and loyalty toward Indeed.

OUR OBJECTIVES

- 01 Increase unaided consideration among the 18- to 24-year-old age group by the end of 2023, making Indeed the first job site this group considers when job searching.
- 02 Improve reach on social media in order to better connect with Gen Z.
- 03 Build trust with job seekers in this age group to uphold a better connection and relationship.
- 04 Support social issues to show that Indeed values the inclusion and well-being of job seekers.

RESEARCH METHODOLOGY

SECONDARY RESEARCH

To understand the market, competition and target audience, Team 136 conducted research that consisted of:

- Brand history
- Job-search tools
- Direct and indirect competitors
- Gen Z habits, preferences and lifestyles
- Social media usage and trends
- SWOT analysis

PRIMARY RESEARCH

Team 136 conducted primary research to understand the target market, their social media usage, overall interests, preferred aesthetics and what's important to them when looking for a job. This included:

- Content analysis of Indeed and its competitors
- A survey of 17- to 25-year-olds resulting in 1,016 qualified responses
- One-on-one interviews to direct the creative process

SWOT ANALYSIS

STRENGTHS <ul style="list-style-type: none">• Top job search site among job boards• Offers multiple detailed job filters• Puts job seekers' needs first	WEAKNESSES <ul style="list-style-type: none">• Minimal interaction on social media• Resources on the website are often overlooked• Lack of networking capabilities that are popular among job seekers
OPPORTUNITIES <ul style="list-style-type: none">• The job market is looking for an abundance of job seekers• Workers want to be in a more social environment after quarantine from the Covid-19 pandemic• Gen Z appreciates out-of-the-box brand partnerships	THREATS <ul style="list-style-type: none">• Our survey shows LinkedIn has the highest brand awareness among competitors• Growing competition from newer job board sites• Many colleges provide career placement services

UNIQUE SELLING PROPOSITION

Indeed's unique selling proposition (USP) is its job and company reviews. When considering Indeed and its competitors, company reviews can only be found on Indeed and Glassdoor; however, Glassdoor is not a competitor. Job and company reviews create trust and transparency for job seekers. In our survey, the top-chosen helpful feature when using a job board site was access to job and company reviews, backed by 43.6 percent of our respondents. Indeed has the highest amount of filters among its competitors, allowing for a highly detailed job search that caters to the job seeker. From our survey, the second most helpful feature was job filters, showing that Indeed has exactly what 18- to 24-year-olds are looking for.

"My college experience has been very applicable to my career moving forward, but I'm a bit worried about finding a job I'm qualified for."

- Survey Respondent

PRIMARY RESEARCH

SURVEY

Team 136 conducted an online survey questioning 17- to 25-year-olds to understand their lifestyles, work values, social media usage, interests and preferred aesthetics. We had 1,016 qualified respondents. To conclude the responses, we used an across-the-board analysis and a detailed pivot table to compare answers from multiple questions. After a thorough review, we understood our target audience through their routines, personalities, hobbies and where Indeed currently stands among Gen Z.

WE REACHED:



612 Women
285 Men
84 Non-Binary
16 Other/Prefer not to say

STATISTICS

TOP INDUSTRIES:

Arts
Healthcare
STEM
Education
Business

TOP SITES PEOPLE HAVE HEARD OF:

86% LinkedIn
80.5% Indeed
62.9% ZipRecruiter
46.1% Glassdoor

TOP SITES PEOPLE HAVE USED:

60.2% Indeed
53.1% LinkedIn
23.7% Glassdoor
21.6% Handshake

TOP VALUES WHEN CONSIDERING AN EMPLOYER:

66.8% Work-life balance
51.2% Flexible scheduling
47.8% Growth opportunities

TOP STRESSFUL THINGS ABOUT JOB SEARCHING:

50.5% Pay range
47.9% Lack of communication
42.4% Long application process

TOP HELPFUL FEATURES ON JOB BOARDS:

43.6% Job/company reviews
43% Job filters
40.2% Easy to apply

TARGET AUDIENCE

The target audience for “Dream It. Indeed It.” consists of 18- to 24-year-olds who are currently working or will be working soon. Gen Z’s main consideration when searching for jobs is having a sufficient work-life balance, as stated by 66.8 percent of our survey respondents. This generation does not resonate with “hustle culture,” as they prefer working to have an enriched life rather than living to work. This is because Gen Zers do not often tie their identities to their jobs. This generation enjoys having flexible scheduling and growth opportunities to uphold the desired work-life balance.

Gen Z is the most racially and ethnically diverse generation yet, so it is unsurprising that this group of people values diversity and respect in the workplace, as well as sustainability and philanthropy in general. This extends into the job search process, in which our audience often seeks company reviews to see what current and previous employees think about the job, company and workplace efforts. Companies must create real change in these areas rather than just showing support for them.

Gen Zers are digital natives, so they are familiar with online job sites. Growing up around the internet, Gen Z is used to finding information online, especially from social media and influencers. With these insights, we know our target audience wants to feel appreciated not only for the work they produce but for who they are as people. Through our campaign, Indeed must appeal to Gen Z’s needs and create a connection with them to build trust and, ultimately, raise consideration.

ACCORDING TO OUR SURVEY

61.8%

of the people who have heard of LinkedIn have used it



74.8%

of the people who have heard of Indeed have used it

KEY INSIGHT

Our secondary research shows that Gen Z doesn’t “dream of labor” because, unlike previous generations, this group does not typically have “dream jobs”. Rather, they dream that their work and effort will provide them with better opportunities both in life and at work. Their identities are not tied to their jobs, but instead to their passions and lifestyles. They value opportunities that bring them closer to their goals and finding a job that works for them. Gen Zers are looking for jobs that fit into the dreams and lifestyles they want instead of shaping their life around work.

It is important for brands to have good engagement and activity on social media when targeting Gen Z. Unlike competitors with a holistic online presence, Indeed offers little to no engagement on social media, causing a lack of effectiveness when communicating with our target audience.

MEET THE PERSONAS

OVERVIEW

Based on the answers from 1,016 qualified survey respondents, Team 136 has developed three unique personas to represent different needs and values within our target market. These personas are the Information Seekers, the Explorers and the Careerists. Each one has a different perspective on the workplace with specific problems that need to be solved through Indeed's campaign.



INFORMATION SEEKERS

AGES 18-19 | 26.9% OF SURVEY RESPONDENTS

BOLD

OUTGOING

FULL OF LIFE

THE INFORMATION SEEKERS are just beginning to start their journey in pursuing a career. As recent high-school graduates, this group is either moving straight into the workforce or entering college to further their knowledge in a desired industry. These people value individuality, diversity and connection. At this point in their lives, they have been getting information about job searching from high school classes or family members. While some may be indecisive about their future, the Information Seekers' ultimate goal is to find a career they are passionate about.

PROBLEM: This persona is unsure of what the entirety of the job process looks like, and they have only begun to seek that information. This group is often anxious when approaching the unknown, so Indeed needs to build trust with them by promoting their job filters and career advice to help ease that fear.



EXPLORERS

AGES 19-21 | 49.1% OF SURVEY RESPONDENTS

ADVENTUROUS

AMBITIOUS

GOAL-SETTERS

THE EXPLORERS have begun their career journey, and while most have a set idea of their future, they have not yet found the right fit for a job. They are curious people who are open to new opportunities and eager to gain experience. This group values sociability, honesty and ambition. Currently, they're learning about the job process from instructors, family and online sources. They likely have had or currently have a part-time job but are looking to change jobs soon. Explorers feel strongly about their interests and goals, yet they are still excited about exploring new avenues within those areas.

PROBLEM: This persona is entering a transitional period in which they are searching for the best-suited jobs for themselves, but they struggle to sort through their options. Indeed needs to show that they support job seekers through transitions and assist in finding the perfect fit through job filters and company reviews.



CAREERISTS

AGES 22-24 | 29.5% OF SURVEY RESPONDENTS

HARD-WORKING

RESPONSIBLE

PASSIONATE

THE CAREERISTS have begun their professional careers and have created positive relationships in their work environment. Having started out in an entry-level position, they are now ready to either move up within a company or change jobs altogether. This group is fairly comfortable in their knowledge of the job search process, but they may be unfamiliar with how to change jobs. This group values respect, loyalty and positive relationships. Since they are looking to settle down, the Careerists' main goal is to find and maintain a position that provides security and financial stability for many years to come.

PROBLEM: This persona is looking to change jobs and may be unsure of how to approach their employers about pay raises, promotions or resignations. They are exploring multiple potential jobs, so the long application process can be overwhelming. Indeed has tools that can help guide the Careerists in these areas and show how they simplify the job application process.

DREAM IT. INDEED IT.



CAMPAIGN OVERVIEW

Job searching can be an exciting yet tedious process. The “Dream It. Indeed It.” campaign aims to ease the stress that job seekers often feel. The goal of this campaign is for Indeed to connect more with its younger audience and build trust with them, which will help to increase unaided consideration among the 18 to 24 age range. The campaign will accomplish this through increased social media engagement, in-person events and the promotion of Indeed’s many beneficial resources. Through these promotions, our target audience will feel more comfortable with the process of job searching and therefore rely on Indeed to take them to the next step.

CREATIVE RATIONALE

Based on our survey, we know that Gen Z gravitates toward bold colors and textures. With this knowledge, we utilized creative assets that will improve Indeed’s connection with the target audience. In Indeed’s current branding, there are uses of organic and geometric shapes, textures and a softer color palette. Our team has adopted this design to give the elements a more lively appearance. We’ve brightened shapes and enhanced textures to make them a key part of the campaign’s identity, pulling these elements from the background into the foreground. These colorful, fluid and organic pieces directly relate to Indeed’s ability to cater to the multitude of jobs and lifestyles its audience wants.

MARKETING STRATEGY

KEY PERFORMANCE INDICATORS

- Unaided consideration (UAC)
- Number of Google searches of brand name and related events
- Social media presence
- Social media engagement, brand mentions, brand awareness and follower increases
- Amount of user-generated content (UGC)
- UGC uploaded - comments, likes, uploading their own posts with the hashtag
- Contact information collected: phone numbers, emails, Indeed accounts created and uploaded résumés
- Viewership of digital events and in-person events
- Donations to NAMI
- Dream It Blueberry Cold Brew drink sales
- Indeed It Blueberry Refresher drink sales
- QR code scans
- Microsite engagement

KEY MARKET AREAS

We selected key market areas (KMAs) based on college population, large Gen Z workforces and proximity to other smaller cities. Each location is near our in-person event and brand partnership locations.

01 Boston, Massachusetts

02 New York City, New York

03 Pittsburgh, Pennsylvania

04 Columbus, Ohio

05 Chicago, Illinois

06 Madison, Wisconsin

07 Minneapolis, Minnesota

08 Lincoln, Nebraska

09 Los Angeles, California

10 Tucson, Arizona

11 Dallas, Texas

12 Miami, Florida

13 Atlanta, Georgia

14 Raleigh, North Carolina

15 Washington, D.C.

BRAND POSITIONING

Indeed is the leading job board search engine that allows Gen Z access to many jobs, search filters, company reviews and endless amounts of resources on the same website. Indeed knows there is a slow rebound with 18- to 24-year-olds to consider Indeed when job searching. This audience struggles with finding the right fit for them in the workforce. We seek to help bridge the gap between next steps in the workforce, lifestyles and a job that fits with Indeed's resources and assistance. With Indeed, job seekers feel more ready than ever to make the transition into full adulthood and continue achieving their passions.

TRACKING AND PLANNING

Hootsuite will be used to schedule social media posts and create a publishing schedule.

Indeed's Brand Tracking Tool will be used to look at analytics and KPIs over everything Indeed publishes, differing between each channel.

Track It Dashboard is a custom campaign dashboard that tracks all relevant KPIs for our campaign. The dashboard sources data from Google Analytics, job seeker information collected, new accounts created, social media statistics and event information in an organized format. There is a specific section in the dashboard to track unaided consideration by looking at surveys sent and taken throughout the campaign. There will be real-time updates to give marketers and Indeed itself a view into the "Dream It. Indeed It." campaign.

CAMPAIGN MESSAGING

Our campaign is called “Dream It. Indeed It.” to relate back to the idea that Gen Z doesn’t “dream of labor.” Rather, they dream that their hard work will provide them with better opportunities and quality of life. They are fueled by their passions and hobbies, and they want to stay true to the values upheld by those things. Because of this, Gen Zers rarely tie their identity to their jobs. Through our messaging, we have focused on this idea and framed Gen Z’s career needs in a way that promotes the enrichment of their lives. Using this approach, Indeed will help them find a job that enriches their current lifestyle.

The target audience for Indeed has many different needs, and our campaign embraces those differences. We know that there is no “one-size-fits-all” approach regarding job seekers’ dreams, so our creative concept recognizes and resembles that. We’ve incorporated subtle textures and bright, vivid colors to represent the bold individuality of each job seeker. We have also kept the designs fluid and flowing to mirror the shared experience and relation among job seekers’ journeys, as well as the connection between the job seekers and Indeed. Each creative element stems from Indeed’s brand guidelines, bringing a fresh perspective while staying true to the brand.

PHASES

PHASE 1 | JUNE 5, 2023 - DEC. 31, 2023

The messaging in Phase 1 will focus on emphasizing dream lifestyles and inspiring the audience to think about what they want to do in life. This phase will appeal mostly to the Information Seekers and Explorers, as it focuses on developing the skills and using the tools necessary for these groups to find the right jobs for themselves. It is based on what they want their futures to look like, but with the premise that these groups may not know how to reach their end goal. Additionally, this messaging will frame the target audience’s dreams as a lifestyle, not just a job.

PHASE 2 | JAN. 1, 2024 - JUNE 24, 2024

The messaging in Phase 2 will focus on advocating Indeed as the bridge to get users where they want to go. This phase will largely appeal to the Explorers and Careerists, which concerns the act of making a change in your job or entering a transitional period by getting a new job. It focuses on promoting Indeed’s resources to help users find the perfect job for them. In this case, the perfect job is one that fits into Gen Z’s dream lifestyle, and Indeed is ready to help them achieve that dream.



CAMPAIGN EVENTS

INDEED IRL

Indeed IRL brings Indeed.com to life. At this event, job seekers will be able to experience all of the online features in person. This includes a job fair with employers present to talk to people and encourage in-person applications, resources offered by Indeed, interview practice with speed interviews and information about other events. Professional speakers will discuss Indeed's functionality and the job-searching environment. There will also be many learning opportunities, chances to connect with the companies currently hiring, team building activities and job matching upon sign-up.

Indeed IRL is partnering with Dunkin' during the event. Dunkin' will have a booth where they supply Dream It Blueberry Cold Brew and Indeed It Blueberry Refreshers. They will also promote open positions and market their rewards program.

This event is free for job seekers to attend with either a school ID or an Indeed profile. If job seekers don't have a profile, they can make one before entry and talk with staff to get questions answered.

Employers will pay a booth fee to attend Indeed IRL. There are three levels of booth fees: bronze, silver and gold. Each level offers employers different opportunities and interaction capabilities with job seekers at the event, customizing their experience as employers at Indeed IRL.

WHAT'S YOUR DREAM? SOCIAL MEDIA CAMPAIGN

This campaign will run as social posts on Indeed's accounts, but will double as paid social ads. These posts will be on Instagram, TikTok and YouTube Shorts. The posts show a child having fun playing or doing a hobby. Then, it will change to show the child as an adult with a similar activity as their job. For example, a child using a 3D pen becomes an architect. On Instagram, these posts are static pictures utilizing carousels and enticing headlines, while on TikTok and YouTube Shorts, the posts are short videos with the same feelings and ideas.

In the caption of each post, there will be a sentence about the transition, followed by asking the audience "What's your dream? Let us know in the comments." The comments left from Indeed's followers will be used in future posts, inspired by the passions they had as children. This engages the audience and shows them that a job can align with their dreams.

WORK IT WEBINARS

Indeed's Work It Webinars teach job seekers everything they need to know to go through the job searching process. The webinars are hosted by TikTok star Erin McGoff, who is known for her workplace and lifestyle videos. There will be special guests for some webinars to speak on their expertise and experience. Work It Webinars will be advertised on Instagram, Tik Tok, YouTube and Spotify.

There are 12 webinar topics that follow the messaging phases, going from the introduction to job searching to the next steps in accomplishing goals. As the webinars follow the phase messaging, the first half of webinars are focused on introducing Indeed and the job search process. During the second phase, the webinars become more advanced about what to expect from the jobs, interviewing process, networking and job offers.

Work It Webinars will donate to National Alliance on Mental Illness (NAMI). Indeed will donate \$84,000 each month to NAMI, totaling \$1 million in support of mental illness. Gen Z will appreciate that the webinars help shape their skills when joining the workforce, and they will enjoy supporting a good cause for something they care about.

DUNKIN' FOR JOBS

Indeed's partnership with Dunkin' includes two Indeed-themed drinks and a microsite with a job-searching personality quiz. The two drinks are Dream It Blueberry Cold Brew and Indeed It Blueberry Refresher. Found in our secondary research, cold brew drinks are popular among Gen Z because it's a drink they can't often make at home, and the refreshers are great for people who are not coffee drinkers.

Every Dunkin' drink cup will have a sticker with a QR code that leads job seekers to our microsite with a quiz. This quiz asks a handful of questions, some fun and some job related, and the results include job filter suggestions, personality descriptions and recommended jobs. There will also be an option to explore the rest of Indeed.com.

These special drinks will be available during the whole campaign, but there will be two points in the year when a coupon is offered. Exclusive to Dunkin' Rewards members, the coupon is "get a free donut with the purchase of a Dream It. Indeed It. drink," and it will run during the months of August 2023 and April 2024. These coupons encourage more Dunkin' Rewards sign-ups.

PERSONA REACTIONS

INDEED IRL

Information Seekers enjoy all of the resources available, taking in everything they can and gathering as much advice as possible. Explorers break through their fears by talking with and listening to industry professionals. Careerists get the help they need while figuring out their next steps.

WHAT'S YOUR DREAM? SOCIAL MEDIA CAMPAIGN

All of the personas choose Instagram as their favorite social media platform. Each persona sees themselves in the kids, dreaming about their passions, then sees themselves in the adults who turned their passion into a job.

WORK IT WEBINARS

During the first phase, Information Seekers appreciate the content most. In the second phase, they still find value in the webinars, but the topics are geared toward the Explorers and Careerists who are more advanced in their job search.

DUNKIN' FOR JOBS

With the quiz, Information Seekers will enjoy getting a bit of everything in the results, while the Explorers will be interested in learning more about themselves while job searching. The Careerists will appreciate the recommended job filters and curated job lists.

SOCIAL MEDIA

INSTAGRAM

According to our primary research, 60.9 percent of our audience uses Instagram, which is why the “Dream It. Indeed It.” campaign will primarily be advertised there. Through our secondary research, we found that Gen Z enjoys trends and relatability, and this campaign aligns with those interests. The advertisements and posts shared on Instagram will prompt viewers to comment, which piques interest and strengthens the connection between the audience and Indeed. Dunkin’ has a successful social media presence which will help Indeed connect with their followers during the Dunkin’ For Jobs promotion.

KPIs: Brand awareness, audience engagement, follower increases and UGC

TIKTOK

Our research found that 53.5 percent of our target audience uses TikTok. Because Gen Z has an attention span of approximately eight seconds, TikTok is a great platform choice for advertising to this audience. The ads posted on TikTok will be the main component in developing awareness of Indeed IRL. They will also assist in the “What’s Your Dream?” campaign that is largely promoted on Instagram.

KPIs: Brand awareness, audience engagement, video views, follower increases and UGC

SNAPCHAT

Snapchat is another favored platform, with 45.3 percent of our audience using it daily. Geofilters are popular among Snapchat users, so these will be available at the Indeed IRL locations. As attendees send posts with the filter, others will see it and become exposed to the event, even if they are not attending it in person. This adds to the increased consideration for Indeed.

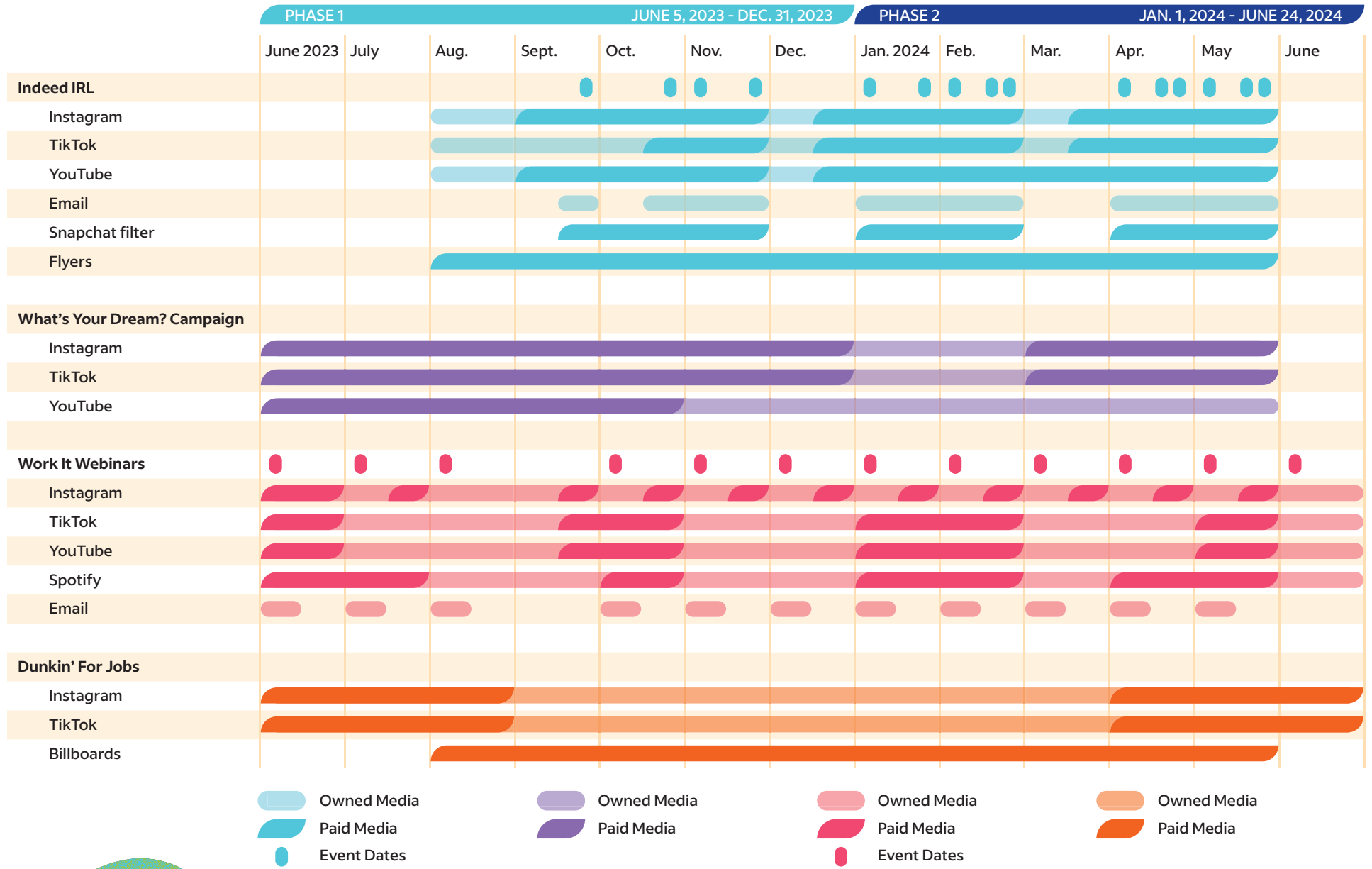
KPI: Filter usage

YOUTUBE

With 41.3 percent of our audience using YouTube, it is the ideal platform for displaying longer ads in relation to Indeed IRL. These ads will incorporate fun, short clips representing the event to hold our audience’s attention. Since Gen Zers’ attention spans are shorter than previous generations, YouTube Shorts will be utilized for the “What’s Your Dream?” campaign and Work It Webinars.

KPIs: Subscriber increases, audience engagement and views

MEDIA PLAN



BUDGET

INDEED IRL

Costs	
One time payments:	\$21,046
Merchandise:	\$457,500
Venue:	\$525,000
Advertising:	\$1,003,285
Production:	\$1,458,000
Total cost:	\$3,464,831
Dunkin's total cost:	\$250,000
Indeed's total cost:	\$3,214,831
KPIs:	
<ul style="list-style-type: none"> • Event attendance • Brand awareness • Contact information collected • UGC for Snapchat filters 	
Total impressions:	113,533,806
Instagram	52,238,806
TikTok	43,750,000
YouTube	14,500,000
Snapchat	3,000,000
Attendance	45,000*

WHAT'S YOUR DREAM? SOCIAL MEDIA CAMPAIGN

Costs	
Advertising:	\$2,000,000
Indeed's total cost:	\$2,000,000
KPIs:	
<ul style="list-style-type: none"> • Number of Google searches of brand name and events • Social media engagement • Brand mentions • Brand awareness • Follower increases • Amount of UGC 	
Total impressions:	236,753,731
Instagram	149,253,731
TikTok	62,500,000
YouTube	25,000,000

WORK IT WEBINARS

Costs	
Hosting:	\$10,600
Influencer:	\$120,000
Advertising:	\$753,000
NAMI donation:	\$1,000,000
Indeed's total cost:	\$1,883,600
KPIs:	
<ul style="list-style-type: none"> • Number of Google searches of brand name and related events • Social media engagement • Brand mentions • Follower increases • Amount of UGC 	
Total impressions:	77,313,433
Instagram	37,313,433
TikTok	25,000,000
YouTube	7,500,000
Spotify	7,500,000

DUNKIN' FOR JOBS

Costs	
Design production:	\$5,352
OOH advertising:	\$324,000
Advertising:	\$500,000
Coupon promotion:	\$2,980,000
Total cost:	\$3,809,352
Dunkin's total cost:	\$1,902,000
Indeed's total cost:	\$1,907,352
KPIs:	
<ul style="list-style-type: none"> • QR code scans • Number of people who completed the quiz • Engagement on microsite • Clicks going to Indeed.com • Number of sales of the "Dream It. Indeed It." drinks 	
Total impressions:	108,776,119
Instagram	44,776,119
TikTok	25,000,000
OOH/Billboards	39,000,000

*We estimate 3,000 job seekers attend each Indeed IRL event, meaning 45,000 job seekers at Indeed IRL overall.

Additional	
Hootsuite:	\$3,237
Indeed's total cost:	\$3,237

TOTAL CAMPAIGN COST: \$9,009,020

OBJECTIVE EVALUATION

- 01** Increase unaided consideration among the 18 to 24 age group by the end of 2023.
How it's resolved: By making 18- to 24-year-olds aware of Indeed and Indeed's efforts throughout the in-person and online events, they will be more intrigued to use Indeed for the first time and continue coming back to it.
- 02** Improve reach on social media in order to better connect with Gen Z.
How it's resolved: Through the "What's Your Dream?" campaign and other various posts, Indeed is interacting with its audience more. Collaborating with Dunkin' allows for connection with the target audience by stepping out-of-the-box.
- 03** Build trust with job seekers in this age group to uphold a better connection and relationship.
How it's resolved: Indeed shows that it truly cares about job seekers through each event in the "Dream It. Indeed It." campaign. Indeed wants to help Gen Z through the job search process and provides multiple spaces to do so, gaining trust and connections through it.
- 04** Show how Indeed is making a difference regarding social issues to show that it values the inclusion and well-being of its consumers.
How it's resolved: With Indeed's Work It Webinars, Indeed donates to NAMI and makes it clear that it cares about supporting mental health. In the ads throughout the campaign, Indeed shows that they value diversity and inclusivity.

CONCLUSION

As the campaign closes, the Information Seekers, Explorers and Careerists will be able to use Indeed to help them during every point of their job search. Each of the personas may be at different points in the job searching process, but they know the answers to each question they had and know where to go when new ones arise. The Information Seekers are now comfortable searching for a job and can use everything they have learned to apply for jobs, interview and get an offer. The Explorers are no longer worried about being stuck in a transitional period and can use Indeed's support and assistance to get them what they need. The Careerists have received valuable advice and opinions to forge their path by either speaking up for themselves or making their final decision to move on.

Indeed's "Dream It. Indeed It." campaign guides our personas through the entire job search process and is there to help them with whatever obstacles they may run into. They are taught many skills to help them accomplish everything they want with getting the job that fits their life. Our target of 18- to 24-year-olds will see that Indeed recognizes the ever-changing needs of Gen Z and knows that they have a desired path. Together, they can Dream It. Indeed It. to get exactly what the personas want.

Indeed IRL creates connections that are difficult to find online and offers valuable skills and opportunities. Indeed's Work It Webinars increases philanthropic efforts in the community, provides professionals a place to share their expertise and allows job seekers to hear their conversations to learn as much as possible.

The "What's Your Dream?" campaign elevates Indeed's social media presence and engagement by interacting directly with its followers and featuring them in posts. Dunkin' For Jobs captures a wider range of the target audience outside of these events and invites them to the microsite for a quick quiz. Together, these events help the target audience overcome their fears of job searching and get a headstart on their next steps in the process, while never forgetting their dreams.

DREAM IT. INDEED IT.