



indeed  
Know It All

Team 445

aaf american  
advertising  
federation

# Executive Summary

Information is indispensable in the modern day job search. As Gen Z enters the workforce, they feel lost, inadequate, and anxious. They desperately need personalized information on how to succeed in the evolving job market. Job search platforms like Handshake, LinkedIn, and ZipRecruiter are supposed to provide the informational tools for success. However, this information is scattered across the web, leaving job seekers overwhelmed with tab overload.

Indeed has tasked Team 445 with increasing Unaided Consideration within the Gen Z audience. While competitors are increasing market share, Indeed is struggling to connect with Gen Z.

To tackle this problem, we collected real voices and secondary data to better understand Gen Z and the job market. We know how they feel, what they want, and how to speak to them - and we know that Indeed can give Gen Z what they need to succeed. By creating awareness of Indeed's Career Guide and other job seeker resources, our campaign will show Gen Z how Indeed **puts the pieces together**.

## Campaign Objectives

### Increase Unaided Consideration (UAC)

**KPI:** 500M impressions

**KPI:** 10% increase in search volume

### Curate Positive Brand Perception

**KPI:** 250% increase in Indeed social media followers

**KPI:** 7M Landing Page Views

### Promote Indeed Digital Resources

**KPI:** 15M in monthly site traffic on Indeed digital content

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- 2001  
9/11
- 2007  
*Invention of the iPhone*
- 2008  
*Global Financial Crisis*
- 2008  
*Election of Barack Obama*
- 2012  
*Sandy Hook Shooting*
- 2012  
*Murder of Trayvon Martin*
- 2015  
*Legalization of Same-Sex Marriage*
- 2016  
*Election of Donald J. Trump*
- 2017  
*Rise of the #MeToo Movement*
- 2020  
*Coronavirus Global Pandemic*
- 2020  
*BLM Protests*
- 2020  
*Election of Joe Biden*
- 2021  
*Capitol Riots*
- 2022  
*The Great Resignation*
- 2023  
*Tech Bubble Bursts*

# Audience Insights

Gen Z is a diverse, digitally-sophisticated, progressive generation that values activism and individualistic freedoms. Their commitment to diversity, equity and inclusion is the foundation for challenging societal values, embracing collective action, and community building.

## Who is Gen Z?

Although Gen Z has experienced several periods of social change, political unrest, and isolation, they are incredibly resilient. These digital natives grew up navigating a rapidly changing world, constantly bombarded with information and news to discern and decipher. In the face of these challenges, they developed wit and humor and embraced a commitment to positive change.

## What Gen Z Cares About

Gen Z seeks stability. The world around them is socially, financially, and politically uncertain. They are unsure what the future holds for them, but want peace of mind in the present moment.

Gen Z desires authenticity. These highly collaborative and self-driven individuals are determined to have genuine connections and real experiences. They don't tolerate hypocritical behavior, and expect actions and beliefs to align.

Gen Z values balance. After the pandemic, Gen Z doesn't have time to waste: they want to do what they love with the people they love. Work-life balance is something they fight for; there are no "dream jobs" for these young adults, there's only their "dream life".

**A turbulent world gave rise to Gen Z's need for stability, purpose, and balance.**

# Our Research

## Gen Z Doesn't Love to Work, But, They Need Jobs...

The current economic climate shattered Gen Z's expectations of entering the workforce in what was predicted to be the golden age of the worker. Gen Z will make up about 27% of the workforce, but their trust in it has dissipated. They have been the most heavily affected by global unemployment with 39% of Gen Z having been laid off or suffered from temporary unemployment during the pandemic. Recently, there have been mass layoffs across industries leaving many Gen Z-ers once again searching for their next opportunity.

The volatile job landscape is causing many Gen Z to feel unenthusiastic about their career path, but they haven't given up hope of finding a job that makes them happy.

## Voicing The Gen Z Mentality

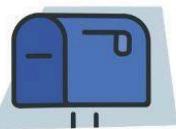
**"When you need the money, you kind of are willing to take anything."** - Evan

**"COVID changed the world in every way it could. I realized that the job security of having an internship was huge."** - David

**"The job process takes a long time and requires a lot of effort for very little reward."** - Zara

**"Job hunting is very much psychological warfare."**  
- John

## How We Know It All...



**624**  
Survey  
Respondents



**250+**  
Academic & Research  
Articles Read



**68**  
In-Depth  
Interviews



**25**  
Indeed Accounts Created



**11**  
Concept Testing  
Participants



**57**  
Competitor  
Accounts Created



**60.43 Hours**  
Spent Interviewing



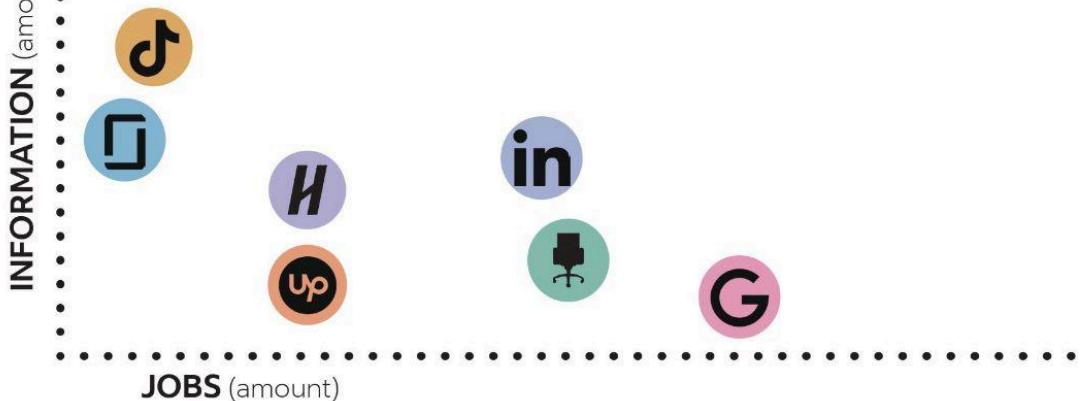
**925 Hours**  
Secondary Research

**We collected extensive primary and secondary data to better understand Gen Z and the job market.**

# Market Insights

## Charting The Chaotic Career Landscape

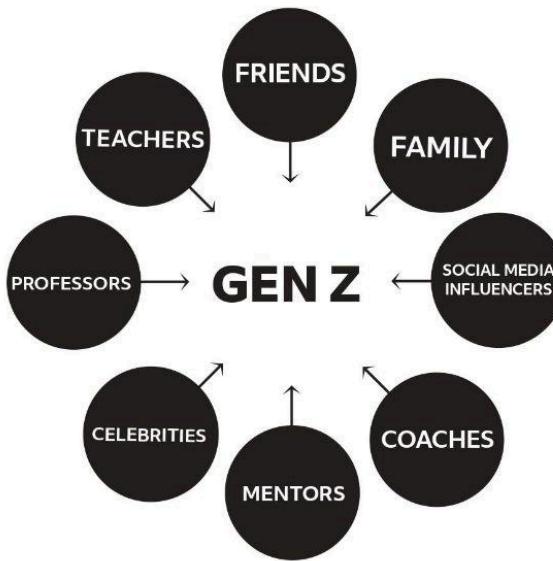
- The average job seeker uses up to 16 sources during their job search.
- Though each source may highlight one part of the job search; but constantly switching between tabs leaves Gen Z's head spinning.



## The Influencers

49.6% of Gen Z survey respondents don't feel in control of their job hunt process. They are looking for guides that they trust and connect with. You know these people: the family, friends, coaches, teachers, and celebrities in their life.

Our data found that 88% of Gen Z rank their level of trust highest in family members, followed by 84% in their friends, 81% in ordinary people doing good, and 74% in educators. Because these influencers support Gen Z by giving them tools, advice, and direction, they are integral in connecting Gen Z to Indeed.



**Information in the job search is scattered and overwhelming. To establish trust, it is essential to connect with the people Gen Z value most.**

### Google Jobs

*The starting line in the job hunt*

**Specialty:** A Simple Search

**Features:** Filters, Job Alerts, and Saved Jobs

**Attraction:** The first step

### LinkedIn

*The link to connections in your industry*

**Specialty:** Networking

**Features:** My Network, LinkedIn Learning, messaging

**Attraction:** Professional connections

### Glassdoor

*Reviews by real employees*

**Specialty:** Transparency

**Features:** Salary information, sample interview questions, and company comparisons

**Attraction:** Knowledge to make informed decisions

### ZipRecruiter

*Personalized support through the job search*

**Specialty:** Tailored Job Matches

**Features:** Personal recruiter, Instant Matches, and 1-click Apply

**Attraction:** Personal job search mentor

### Handshake

*An exclusive resource for college students*

**Specialty:** University job resource platform

**Features:** Job fairs and events, Employer Trust Scores, and filters

**Attraction:** Homebase for college students' job search

### TikTok

*A personalized feed of captivating information*

**Specialty:** Engaging Content

**Features:** Hashtags (#HireMe), advice from recruiters, and TikTok resumes

**Attraction:** Fast, entertaining advice from real people

### Upwork

*A hub of creative opportunities*

**Specialty:** Freelance

**Features:** Talent Marketplace, Project Catalog, and Talent Scout

**Attraction:** Flexible work

# Customer Journey

## How To: Get a Job

**Getting a job is not a linear process: phases can be simultaneous, repeated, and skipped. Everyone's job search looks different, but job seekers today need a solution that works for it all.**

### Preparing

### Researching

### Networking

### Applying

### Interviewing

### Negotiating



ZETY

Canva

Google  
GitHub

in  
ADPList  
JOBVITE  
f   
y

craigslist  
AngelList  
ZipRecruiter  
CareerBuilder  
MONSTER  
flexjobs  
MONSTER  
USAJOBS

biginterview  
glassdoor  
MOCKMATE  
 CAREERS

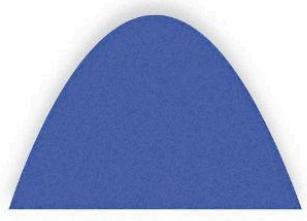
BLS

The Salary Project®  
A PARTNER BRAND OF CAREER CONTESSA

salary.com

# SWOT Analysis

## Introducing Indeed



### STRENGTHS

Indeed is a simple platform with easy-to-use resources for any stage of the job search process.

**60%** of Gen Z survey respondents think Indeed is easy to use and/or functional.

"If I have a question I'm gonna go to Indeed." -Bryan

### WEAKNESSES

People don't know what Indeed has to offer, and information overload makes it hard to care.

**48%** of people are unlikely to recommend Indeed to a peer

"Indeed has never helped me."  
-Temi



### OPPORTUNITIES

Indeed has yet to tap into the vast Gen Z market.

**27%** of the workforce will be Gen Z by 2025

When asked what Gen Z wants in their dream job site, they said:

"I don't think I've used Indeed since high school. I looked in high school a little bit for jobs on there, but I have not used it since."  
- Ashley

### THREATS

Indeed needs to step it up. Their UAC is plateauing, while its competitors are successfully appealing to Gen Z.

**40%** of people we surveyed have heard of Indeed but haven't used it

"Indeed is very much a third-rate platform. Behind LinkedIn first and Handshake second."  
-John

***The Gen Z audience doesn't know why they should care about Indeed. The key to changing that attitude and distinguishing Indeed from its competitors is to highlight Indeed's Career Guide and essential informational tools for any stage of the user journey.***

# Product Insights

## Indeed's Job Seeker Resources

Indeed is proud of being the number one job site, but still needs to prove its worth against new market players who know how to better connect with Gen Z audiences. What we found in our research is that Gen Z appreciates Indeed's Job Seeker resources. These resources are what will get more of Gen Z on Indeed and, ultimately, win them over.

### Job Seeker Resources that Gen Z care about:

- **Career Services:** Prepares people at all stages of the application process by providing resume help, career coaching, pay negotiation, and interview prep.
- **Company Pages:** Ensures job seekers end up with a job that is perfect for them by providing reviews of company culture, work environment, mission and values, and benefits/perks.
- **Work Happiness Score:** Prevents applicants from applying to unfulfilling jobs by briefing them on what it's really like to work at a company with data from the world's largest study of work happiness.
- **Salary Search:** Helps job seekers know their worth by equipping them with the most up-to-date salary information.
- **Resume Builder:** Saves job seekers time and effort by crafting personalized resumes that employers and robots (ATS) are searching for.
- **Career Guide:** Provides job seekers with practical, comprehensive articles and resources about their field in order to help them pick the right role. Our campaign centers around highlighting the value of the Career Guide in helping job seekers find success and fulfillment in their careers.

***Indeed's Career Guide and resources equip job seekers with the advice and tools necessary for success in their job search.***

# Campaign Insights

**The job market is volatile and treacherous: Having the right information is crucial to success.**

**Gen Z isn't lazy, they just don't have time to waste on dozens of sites to find the right information.**

**Information about the job hunt is scattered: It feels impossible to get the full picture.**

**Indeed's Career Guide section is its best asset, but it's hidden away at the bottom of the page.**

**Our Strategy:**

## **Indeed Puts the Pieces Together**

# Creative Manifesto

Indeed has long been known as a job board because that's all it has been to its users. Gen Z considers it just another place to mass apply and \*cross fingers\* hear back.

However, Indeed is so much more than a job board. It guides you through every stage of the frustrating process that is the job hunt.

Indeed is a hub of knowledge to learn about career fields, get honest advice on how to talk about your experience, and feel prepared and empowered in your job hunt.

Even if you are qualified for the position, you may not be qualified to navigate the job market effectively. Searching for job advice leads to information overload and feeling overwhelmed - and who wants to waste their time switching through dozens of tabs? Lucky for you, Indeed wants to be your source of truth for everything job-related. Indeed guarantees you the knowledge and confidence to master your job hunt.

**Indeed wants you to**

## Know It All

*Become the ultimate job search expert. Feel confident and prepared for your career journey.*

*Specific salary information, resume and cover letter tips, interview advice, general career development, and more.*

*Anything and everything for your job hunt.*

# Target Audience

Using our survey data, we divided our audience into four primary segments and three secondary segments separating between active and passive job seekers. These segments are statistically representative of Gen Z job seekers.

## • • • • • PRIMARY • • • • •

### **The Novice - 17%**

The Novice is just beginning their career. With the right resources, the Novice is one step closer to finding their passion and unlocking their full potential.



**How Indeed helps them:**

- Indeed Profile
- Resume Builder
- Career Guide

### **The Aspirational - 29%**

The Aspirational is sure of their career goals, but they haven't found the position yet. What the Aspirational needs is solid advice for how to achieve these goals.



**How Indeed helps them:**

- Career Services
- Skill Assessments
- Career Guide

## • • • • • SECONDARY • • • • •

### **The Opportunist - 14%**

Despite being employed, the Opportunist remains committed to actively seeking new opportunities that align with their passions and aspirations.



**How Indeed helps them:**

- Salary Search
- Job Alerts
- Career Guide

## • • • • • PASSIVE • • • • •

### **The Nonchalant - 9%**

Although the Nonchalant isn't currently looking for work, they may be exploring different fields, trying new hobbies, or pursuing more education to gain clarity on their career path.



**How Indeed helps them:**

- Personal Homepage
- Resume Builder
- Career Guide

### **The Self Assured - 23%**

While the Self Assured may be in a transition period, waiting for the job or internship they have lined up, they are taking this time to prepare themselves for the next step in their journey.



**How Indeed helps them:**

- Work Happiness Score
- Skill Assessments
- Career Guide

### **The Optimizer - 8%**

While they may not be actively searching for a new job, the Optimizer keeps their eyes and ears open for potential opportunities. If something better came along, they wouldn't say no.



**How Indeed helps them:**

- Salary Search
- Work Happiness Score
- Career Guide

## **INFLUENCERS**

Influencers doesn't just mean people Gen Z follows online; these are the people who show they care by sharing relevant articles, job listings, and resources. Our campaign will generate content that these influencers will share with Gen Z. Influencers are who Gen Z trusts most, and making them Indeed advocates is crucial. Their opinion makes or breaks Gen Z's mind on what to use in the job search.

# Media Strategy

To accomplish Team 445's campaign objectives for both primary and secondary audience segments, we will utilize a variety of platforms including social media, streaming services, OOH, experiential advertising and influencers. Our media strategy will reach Gen Z wherever they are in their career path.

**Social Media connects and generates engagement where Gen Z already hangs out.**

- Streaming Platforms trigger strong emotions while also keeping the viewer

**Out of home media breaks through the clutter and provokes shareable content.**

- Experiential workshops reach and engage Gen Z in a hands-on environment.

**Influencers promote and model desired activity in a relatable and entertaining way.**

**82% of people trust social networks to guide purchasing decisions.**

**73% of Gen Z streamers are willing to watch ads in exchange for access to free movies or TV shows.**

**46% of people have looked up information about a product after seeing an OOH ad in the past six months.**

**40% of consumers said they felt more brand loyalty after participating in a brand experience or interaction.**

**49% of consumers depend on influencer recommendations.**

## Social Media Influencers



@asap.kristy  
107.5k followers



@farahsharghi  
81.5k followers



@workhap  
634.8k followers



@hannahgetshired  
57k followers



@aliabdaal  
634.8k followers



@breakyourbudget  
783.7k followers



@\_misomelon  
114k followers



@stevenmorea  
36.7k followers



@levelupwithli  
17.2k followers



@hanna.montoya  
4.2M followers



@aliazaita  
352k subscribers



@Matt D'Avella  
3.65M subscribers

## Target Cities

Geographically targeted executions will be placed in 22 cities with high Gen Z populations. The chosen cities are a mix of large and mid-size cities and are hotspots for 18-24 year old job seekers.



### East Coast

Pittsburgh, PA  
Raleigh, NC  
New York, NY  
Boston, MA  
Memphis, TN  
Norfolk, VA  
Washington, D.C.

### Midwest

Madison, WI  
Chicago, IL  
Minneapolis, MN  
Cincinnati, OH

### West Coast

San Francisco, CA  
Los Angeles, CA  
Las Vegas, NV  
Seattle, WA  
Phoenix, AZ  
Portland, OR  
Denver, CO

### South

Atlanta, GA  
Austin, TX  
Houston, TX  
Louisville, KY

# Media Flowchart

