RECRUITING THE

NEXT

GENERATION OF INTERNS

WUNDERMAN SEATTLE INTERN PROJECT

CAMERON ROLF
ART DIRECTOR

SAHIL AGGARWAL
DATA ANALYST

JARED LEONG
COPYWRITER

TAYLOR FAGAN
PLANNER

KAITLYN FENIELLO
CLIENT SERVICES

BELLE ELIASON
STRATEGIST

AGENDA

WHAT'S ON TAP?

- → **ASSIGNMENT**
- → **SITUATION OVERVIEW**
- → **AUDIENCE**
- → **REFRAME**
- → **EXPERIENCE**
- → **INSIGHT**
- → **CREATIVE**
- → **GO-TO-MARKET PLAN**
- → **QUESTIONS**

ASSIGNMENT

DEVELOP A MARKETING STRATEGY AND CAMPAIGN TO ATTRACT THE NEXT GENERATION OF INTERN TALENT.

GENERATE AWARENESS ABOUT THE NEXT INTERNSHIP PROGRAM

MAKE WUNDERMAN STAND OUT IN ALL THE NOISE AROUND AGENCY INTERNSHIPS

CHANGE THE APPLICATION PROCESS BY EMPOWERING STUDENTS TO BE UNIQUE AND CREATIVE

REACH A DIVERSE GROUP OF STUDENTS TO INCREASE NUMBER OF APPLICANTS

KPIs

- → INCREASE IN NEW APPLICANTS
- → % INCREASE IN APPLICANTS
- → % INCREASE IN DIVERSITY OF APPLICANTS
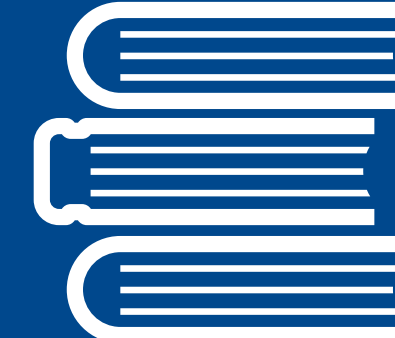- → % INCREASE IN UNDERREPRESENTED DISCIPLINES

METHODOLOGY

23

INTERVIEWS

1

FOCUS GROUP

118

SURVEY
RESPONDENTS

A LOT

SECONDARY
RESEARCH

SITUATION

OVERVIEW

WUNDERMAN'S CURRENT RECRUITMENT TACTICS

LINKEDIN & OTHER SITES

CAREER FAIRS

WUNDERMAN WEBSITE

Name *

First

Email *

Type of Internship *

Account Services ▾

Term *

Summer 2019

Résumé *

Choose Fi...

Link to Portfolio (as appropriate for internship type you selected)

STEP 5

Education History (Optional)

Please add your high school and college.

Email your cover sheet and resume to jobs @ ialternativemedia.com.

**Please note that due to the volume of applicants, we are unable to contact every candidate individually. If your background is a match based on the program requirements, you will be contacted for a pre-screening phone interview.

⫘ ATTACH RESUME/CV

in APPLY WITH LINKEDIN

To be competitive, your portfolio must include a variety of ads, ideally a mix of print, video, and digital.

Note: Applications without a link to a portfolio will not be considered.

Upload Résumé ▾

☑ I would like to parse information from my résumé.

ADDITI...

ADD COVER LETTER   ADD PORTFOLIO

Essay

There is one required essay listed on the application form. It should be no longer than 750 words.

APPLICATION FILES

All files must be in PDF format.

Resume *   Choose File No file chosen

pdf format

Unofficial Transcript *   Choose File No file chosen

pdf format

*   ☐ I understand and agree:

Resume *

Choose File No file chosen

To apply with your Indeed Resume, **sign in**

...ript

Send in transcripts of undergraduate and graduate records. **We accept either official or unofficial transcripts.** If you do not have access to an unofficial transcript, allow enough time to order a transcript from your college or university so that you will be able to send it with your other application materials by the deadline. Visit Frequently Asked Questions for more information.

Samples of Design Work

If you are applying for an internship in the 1) Graphic Design or 2) Retail, Creative, and Marketing departments, you must submit five samples of your design work. If you have an online portfolio, include the link on both the application form and your résumé/CV. If you're not applying for an internship in these departments, skip this

➡ **LOTS OF NOISE**

➡ **LOTS OF COMPETITORS**

THIS HAS **CREATED A PROBLEM** FOR BOTH WUNDERMAN AND APPLICANTS.

500 APPLICANTS

350 DATA APPLICANTS

THE APPLICATION PROCESS IS COLORLESS, NOT CREATIVE.

AUDIENCE

WHO WE'RE TALKING TO

CREATIVE THINKERS,
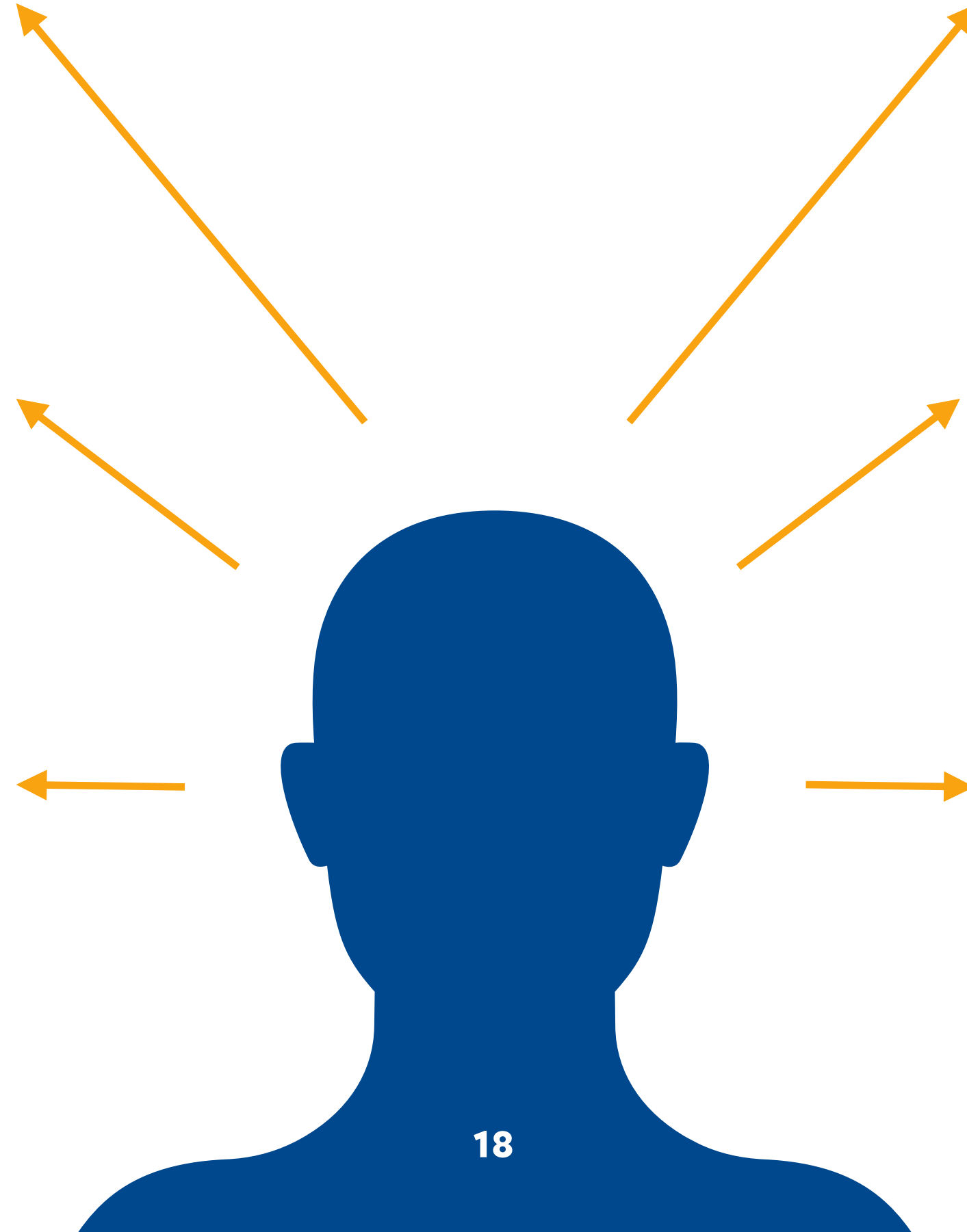GO-GETTERS,
PROBLEM SOLVERS

18-25 YEARS OLD

DIVERSE
BACKGROUNDS AND
EXPERIENCES

COLLEGE STUDENTS
OR 2019 GRADUATES

MOTIVATED BY THE
OPPORTUNITY TO
MAKE A DIFFERENCE

DESIRE TO NOT BE BOXED-
IN BY PROFESSIONAL AND
SOCIETAL PRESSURES

18

CONSUMPTION

72% OF OUR SURVEY RESPONDENTS SAID THEY GO TO THE COMPANY'S CAREER PAGE TO LOOK FOR INTERNSHIPS.

75% OF OUR SURVEY RESPONDENTS SAID THEY GO TO LINKEDIN TO LOOK FOR INTERNSHIPS.

66% OF OUR SURVEY RESPONDENTS SAID THAT THEY WOULD CLICK AN INSTAGRAM AD RELATED TO INTERNSHIP PROGRAMS.

3 MOST DESIRED OPPORTUNITIES OF AN INTERNSHIP

**LEARNING &
NETWORKING**

**FULFILLING
DAY-TO-DAY**

**POTENTIAL TO DO
REAL WORK**

"

I'VE ALWAYS WANTED TO WORK IN A FIELD WHERE I AM ABLE TO WORK WITH CREATIVITY AND FREE THINKING RATHER THAN BEING PRESENTED WITH A TASK THAT ONLY HAS ONE SOLUTION.

"

-JOHN, 22

UNIVERSITY OF TEXAS AT AUSTIN
SEARCHING FOR STRATEGY INTERNSHIPS

REFRAME

DEVELOP A MARKETING STRATEGY AND CAMPAIGN TO **ATTRACT THE NEXT GENERATION** OF INTERN TALENT.

DRIVE AWARENESS AMONG YOUNG TALENT THAT WUNDERMAN VALUES **INDIVIDUALITY & CREATIVE THINKING.**

EXPERIENCE

WHY WOULD I WANT TO WORK SOMEWHERE THAT NEEDS TO KNOW THAT I 'THINK DIFFERENTLY,' BUT THAT WON'T GIVE ME THE OPPORTUNITY TO SHOW IT, OR THE LEARNING SPACE TO HONE THIS SKILL?

-MADI, 21

THE UNIVERSITY OF OREGON
SEARCHING FOR ART DIRECTION INTERNSHIPS

THE AVERAGE CANDIDATE SPENDS **3 TO 4 HOURS** PREPARING ONE JOB APPLICATION.

THE AVERAGE RECRUITER SPENDS **6 SECONDS** REVIEWING A RESUME.

65% OF CANDIDATES EITHER RARELY OR NEVER RECEIVE NOTICE OF THE DECISION MADE FROM AN EMPLOYER.

> BEING TOLD WHY I WASN'T HIRED WOULD'VE BEEN HELPFUL. WHAT WERE THEY LOOKING FOR? WAS THERE ANYTHING I COULD'VE DONE TO BETTER MY BOOK?

-HANNAH, 20

UNIVERSITY OF OREGON
SEARCHING FOR COPYWRITING INTERNSHIPS

INSIGHT

YOUNG TALENT WANT TO SHOWCASE THEIR CREATIVITY BUT ARE BEING **FORCED TO CONFORM** THROUGH THE APPLICATION PROCESS.

YOUNG TALENT FEEL UNDERVALUED DUE TO THE **LACK OF FEEDBACK** FROM AGENCIES.

STRATEGY

YOU'RE UNIQUE AND WUNDERMAN WANTS THAT TO SHINE.

CREATIVE

CONCEPT 1

OVERRIDE THE SYSTEM

The application process sucks. People want something different and to have an opportunity to break away from what's expected. Let's free our applicants from this world and reveal how the industry continues to perpetuate this bland, boring process.

A CLEAN SLATE

We want non-traditional interns, so we'll give applicants a non-traditional application for them to show their best selves.

TELL US WHO YOU ARE

SOCIAL

We're going to call for students to join the application revolution by catching them where they go to most, Instagram.

UNIQUE MEDIA PLACEMENT

Non-traditional applicants need non-traditional advertising. On discreet locations on campus, we'll stencil our distinct symbol and tagline, calling for students to join our revolution.

OVERRIDETHESYSTEM.COM

CONCEPT 2

YOU'RE AN
ORIGINAL.

Applying for an internship or job is an annoyingly repetitive process. You put together resumes, cover letters and portfolios that end up only being sent into the void. Sometimes you hear back but most times you don't. Let's break this cycle by using data and highlighting the uniqueness of each individual's application.
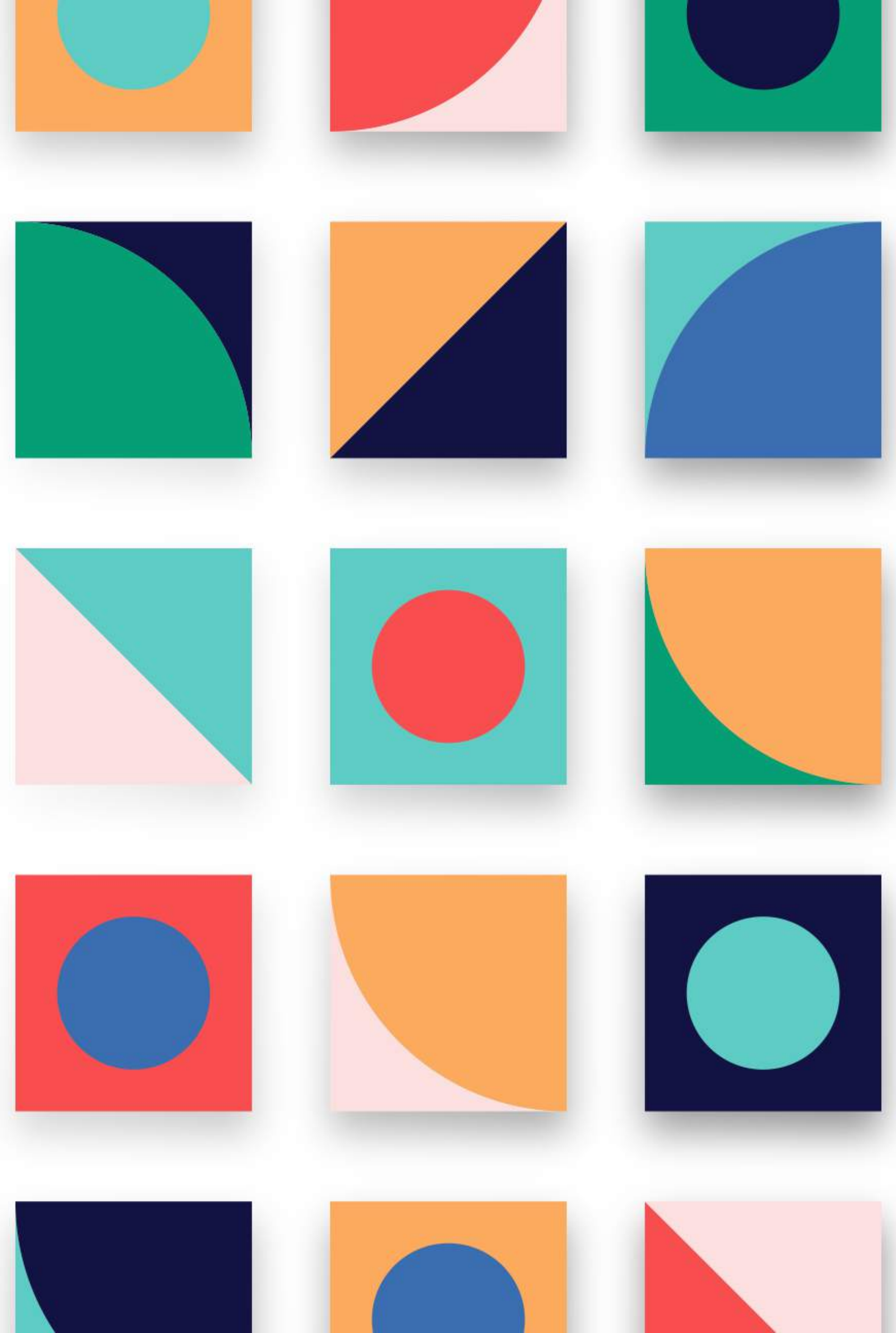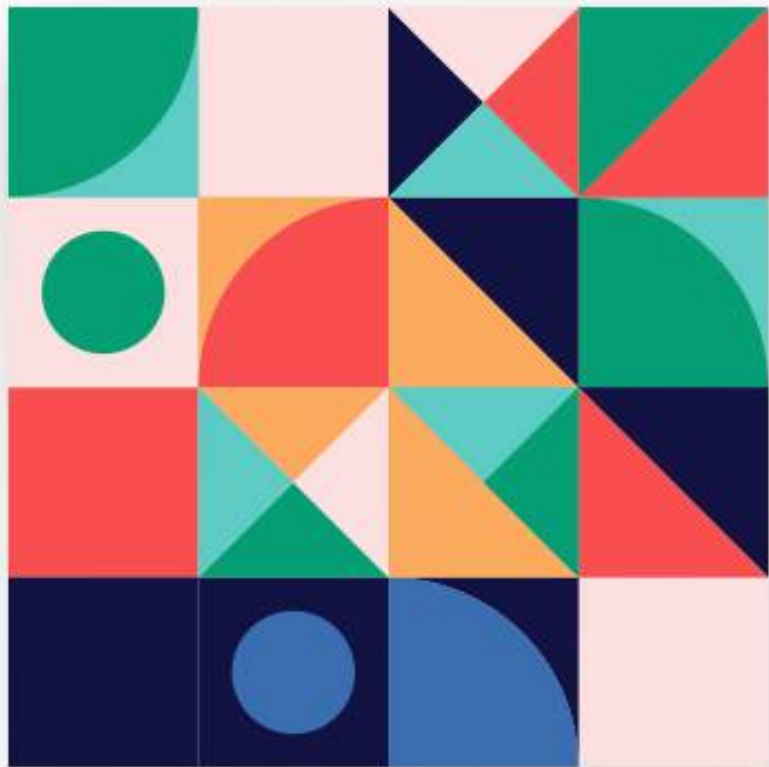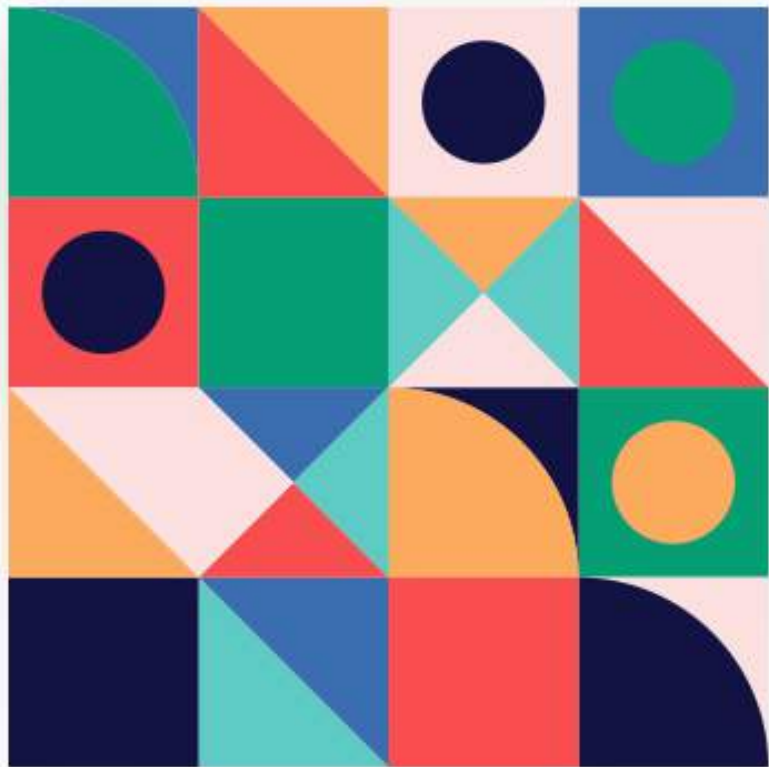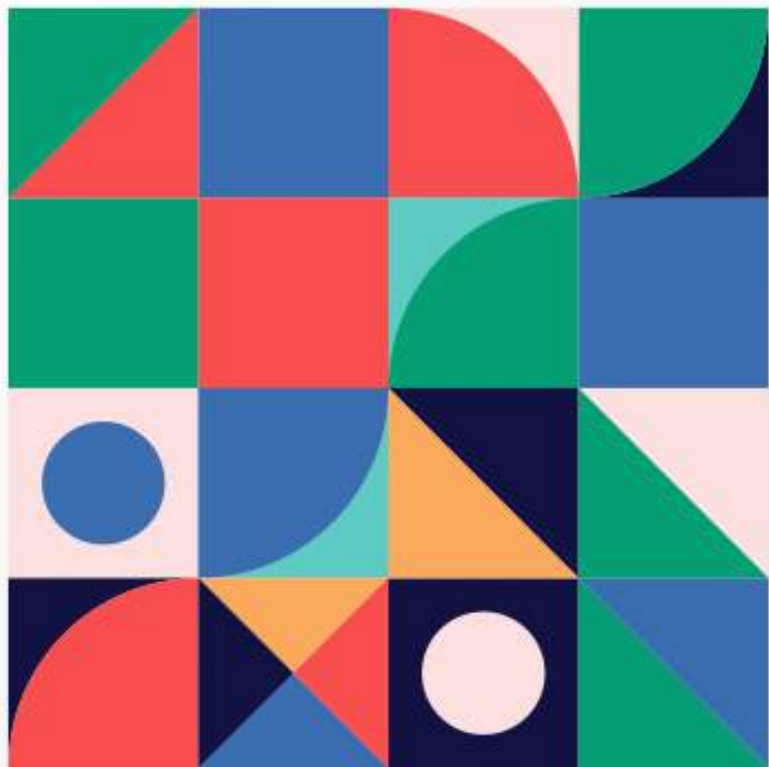
THE IDEA

By analyzing each applicant's resume and cover letter, we'll be able to create one-of-a-kind fingerprints that illustrate the power of data to discover the uniqueness applicants hold.
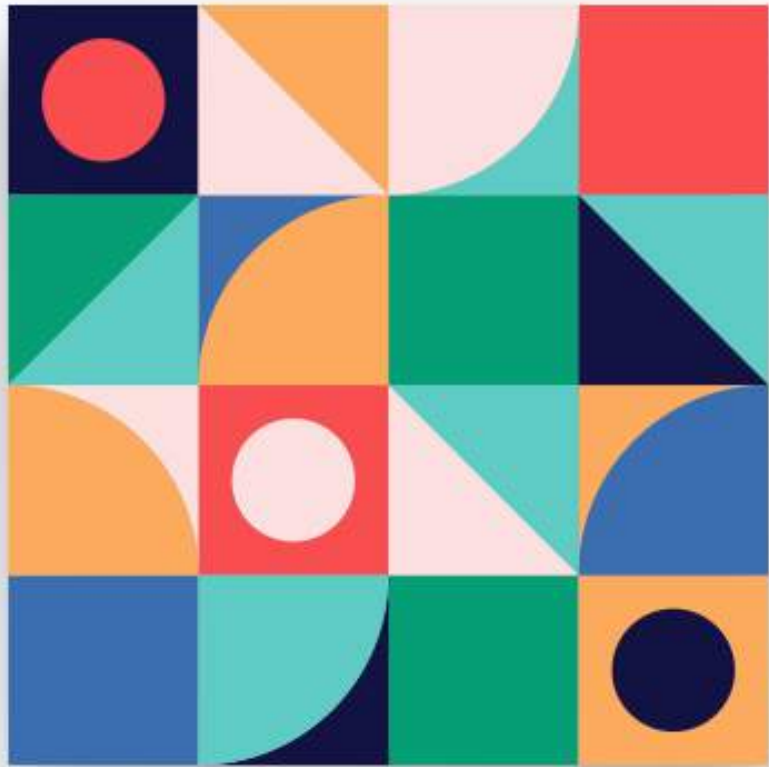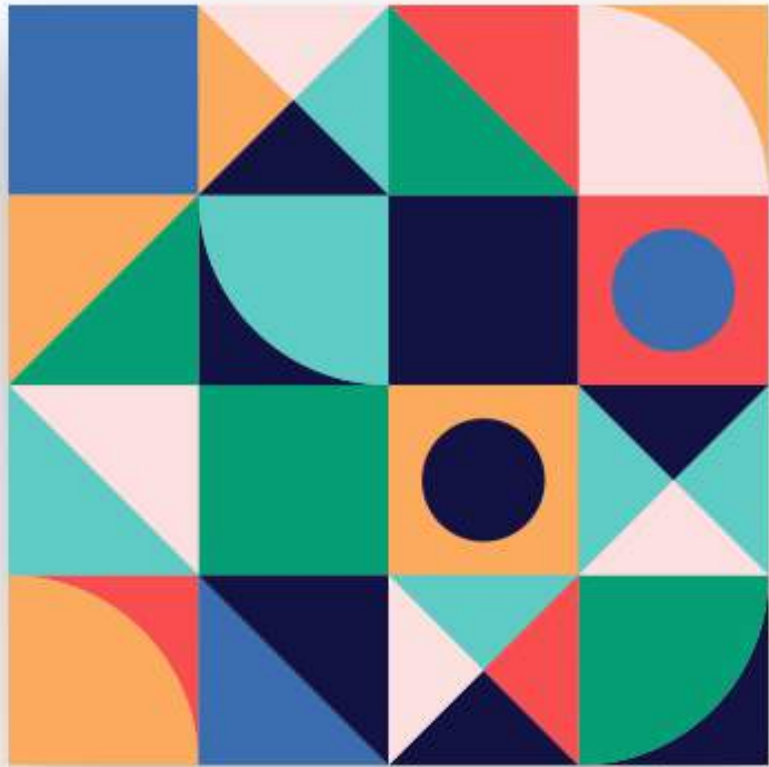
You are 1 of 8 applicants from the University of Missouri.
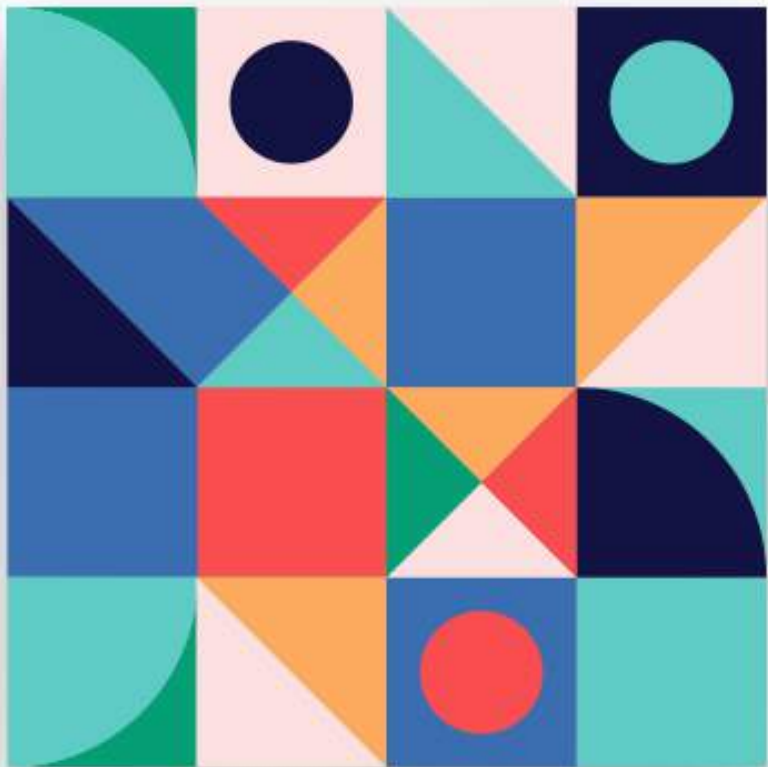
You are the only applicant with skydiving as a hobby.

HOW IT WORKS

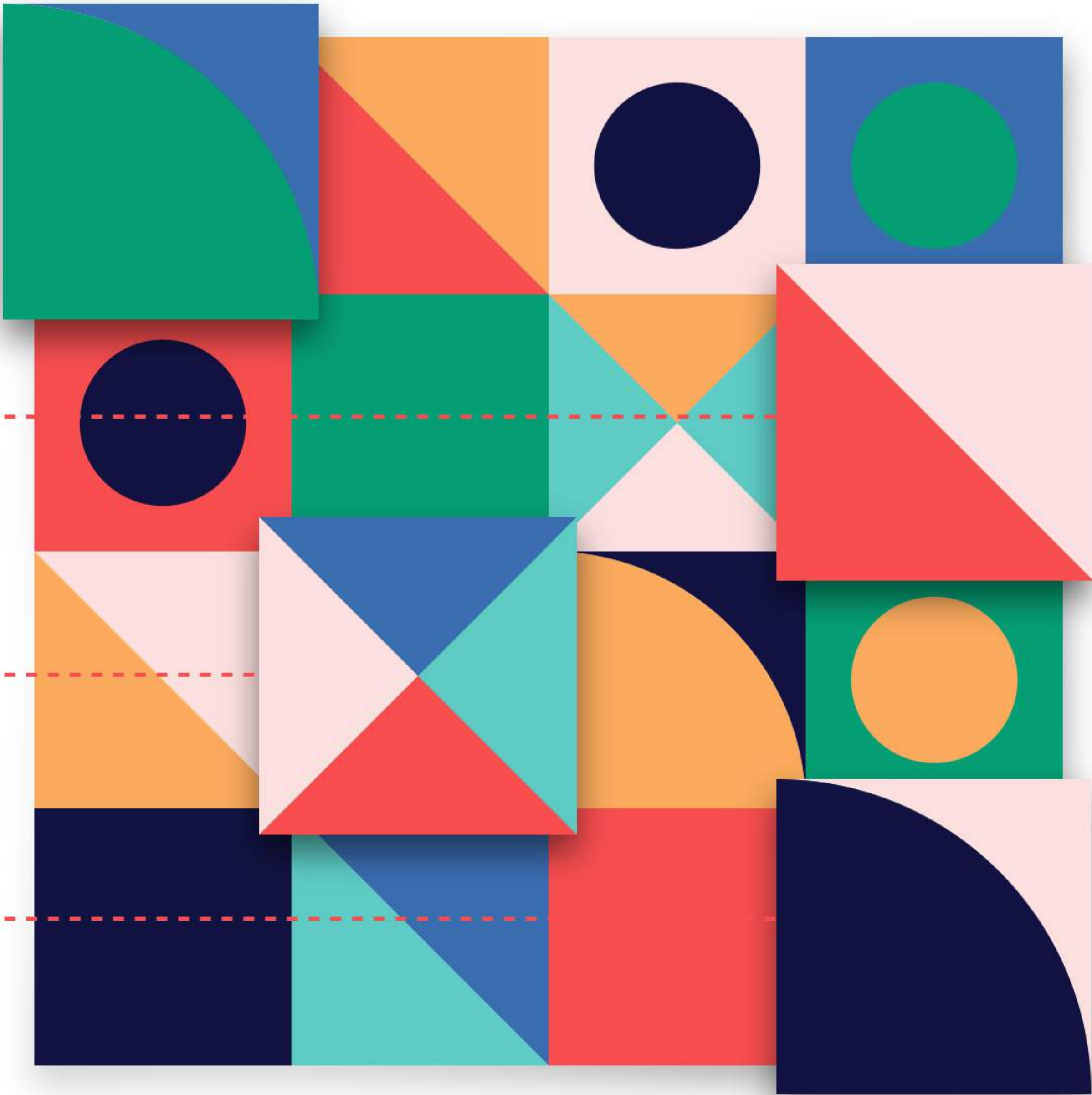**Robbee Minicola**

Walden University

You are 1 of 7 applicants from
Walden University.

**Business Development,
Artificial Intelligence, Leadership**

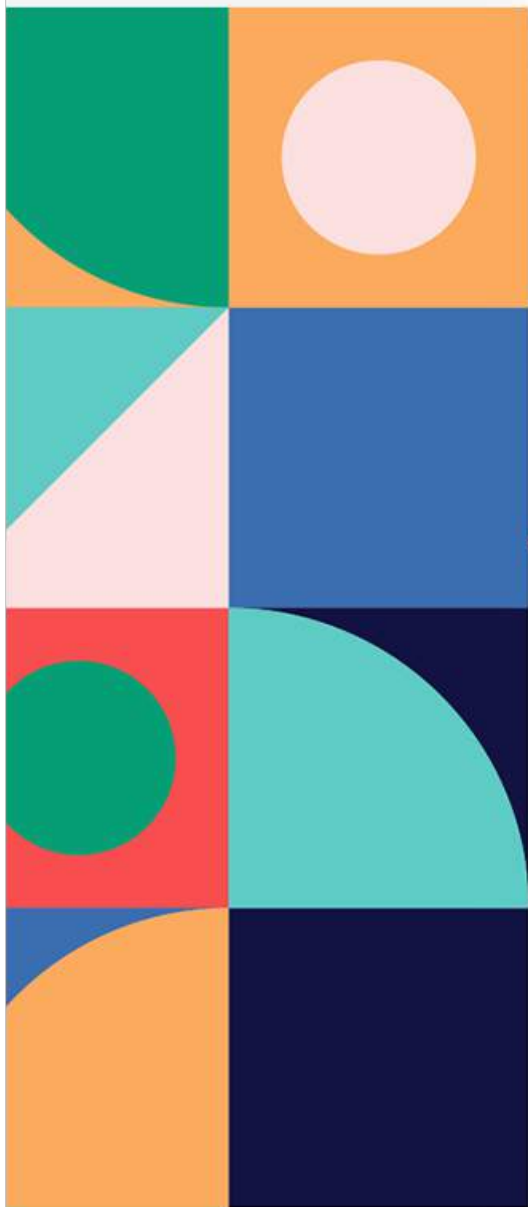You are the only applicant to list
leadership as a skill.

Cooking, Robots

You are in the 11% that listed
cooking as a personal interest.

SOCIAL

On Instagram, we'll highlight interesting data points with a touch of personality. 2/3 of students said they would click on a sponsored post about internships.

4 cover letters have misspelled Wunderman.

Wonderbread has been our favorite so far.

WUNDERMAN NEXT
INTERNSHIP PROGRAM

88% of applicants have private Instagrams.

Hiding something? 🤔

WUNDERMAN NEXT
INTERNSHIP PROGRAM

12 applicants spelled detail-oriented wrong.

Not ideal but we all make mistacks.

WUNDERMAN NEXT
INTERNSHIP PROGRAM

2:35

Instagram

hear from your boss. Like, "Oh yeah, I'm a... more
4 HOURS AGO

Wunderman
Sponsored

Apply Now

624 likes

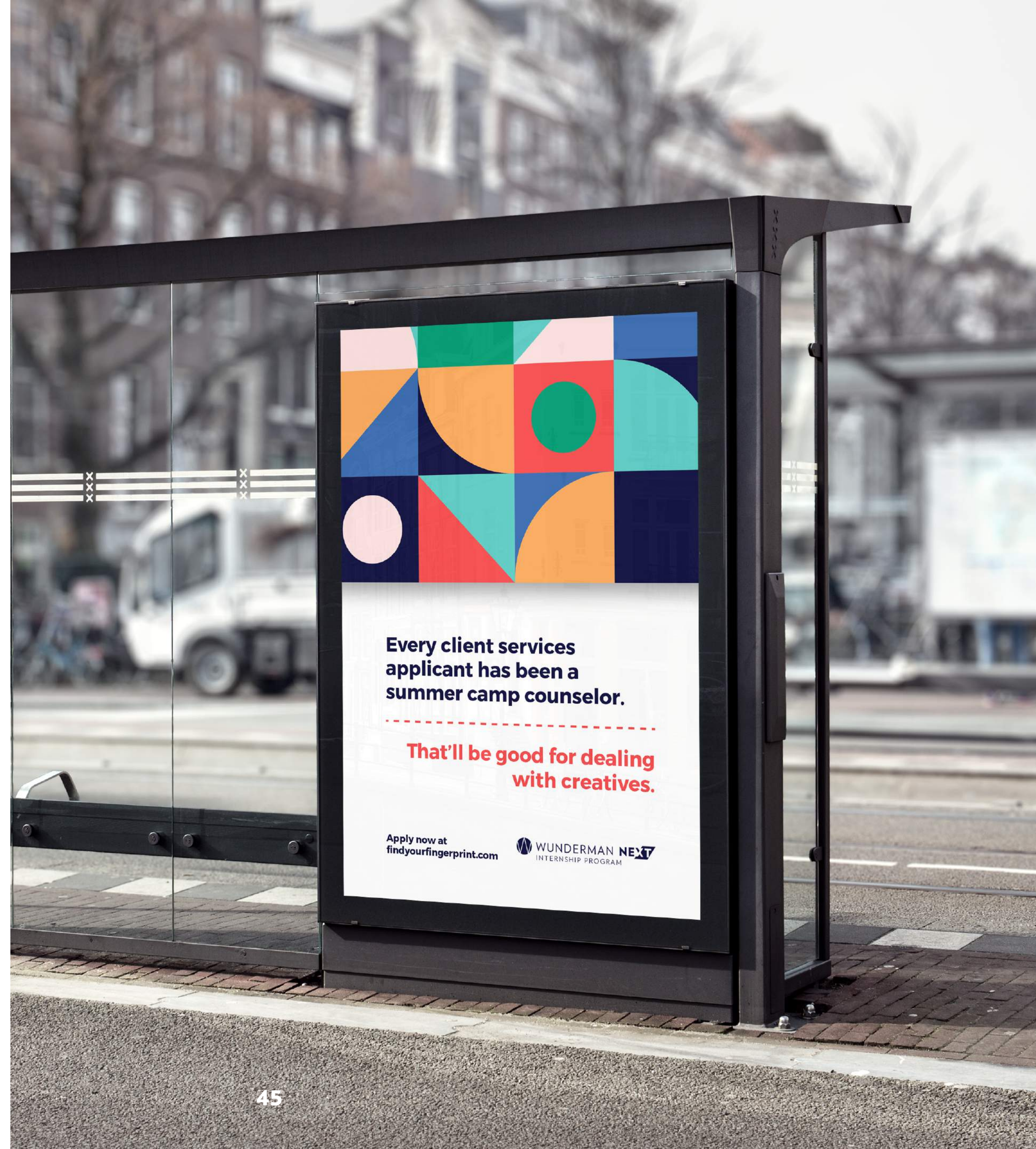**Wunderman** Welcome to a new kind of internship application.

APPLICATION HUB

Applicants will be led to *findyourfingerprint.com*, where they are able to discover their unique fingerprints and apply.
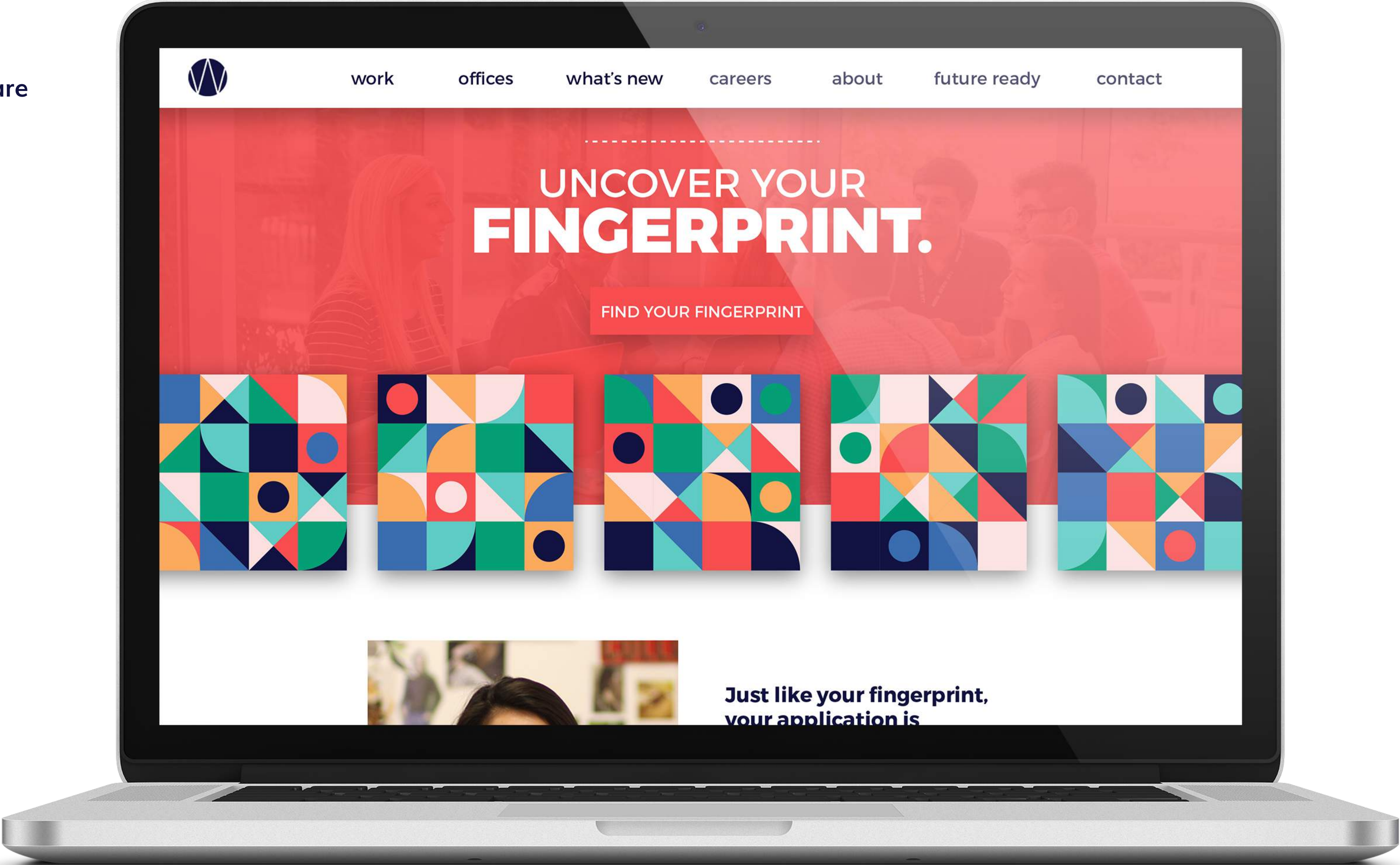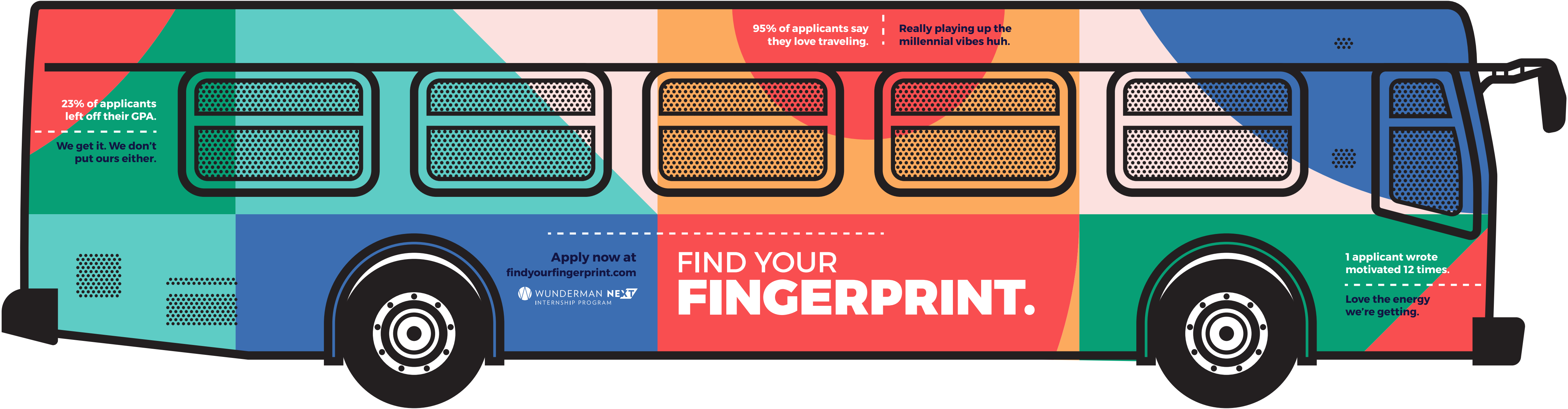
OUT OF HOME

We'll take to campus bus stops in order to catch students as they commute to and from class.

OUT OF HOME

Campus buses will be fitted with custom patterned wraps to reach more students and spark a conversation.

23% of applicants left off their GPA.

We get it. We don't put ours either.

95% of applicants say they love traveling.

Really playing up the millennial vibes huh.

Apply now at findyourfingerprint.com

WUNDERMAN NEXT
INTERNSHIP PROGRAM

FIND YOUR
FINGERPRINT.

1 applicant wrote motivated 12 times.

Love the energy we're getting.

EXPERIENTIAL

On select college campuses, we'll place kiosks for students to have their resumes analyzed and unique fingerprints printed for them.
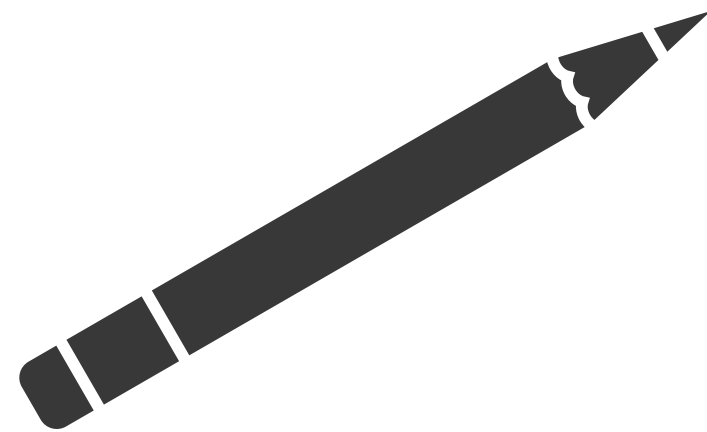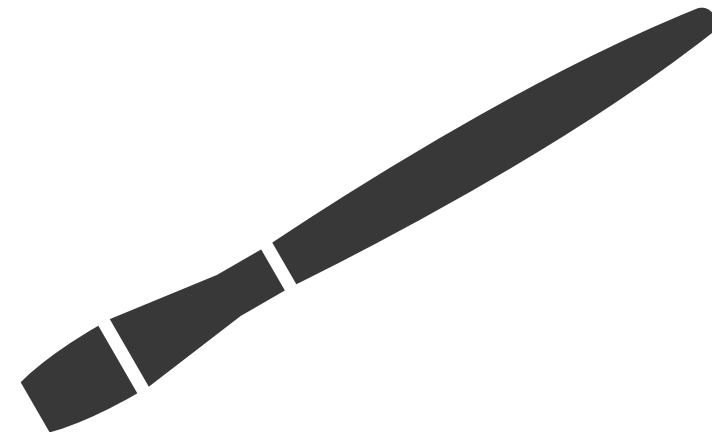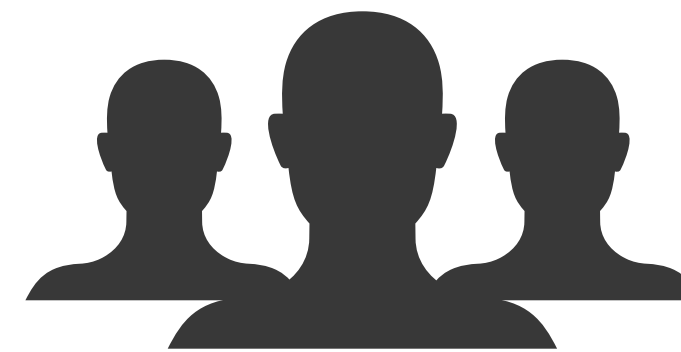
GO-TO-MARKET

PLAN

SEGMENTATION

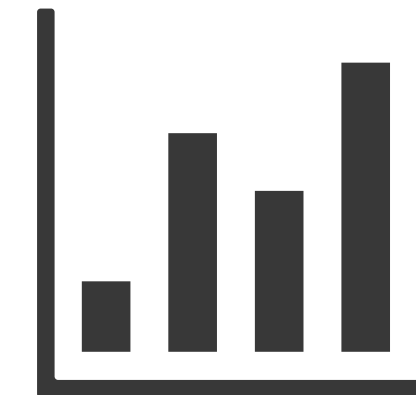**STRATEGY & PLANNING**

CREATIVE

MANAGEMENT & CLIENT SERVICE

DATA

CONSUMER JOURNEY OVERRIDE THE SYSTEM

| AWARENESS | CONSIDERATION | CONVERSION |

SOCIAL

PRINT → **LANDING PAGE** → **APPLY**

OOH

IMPRESSIONS &
SOCIAL ENGAGEMENT

SITE
VISITS

NUMBER OF
APPLICATIONS

KPIs
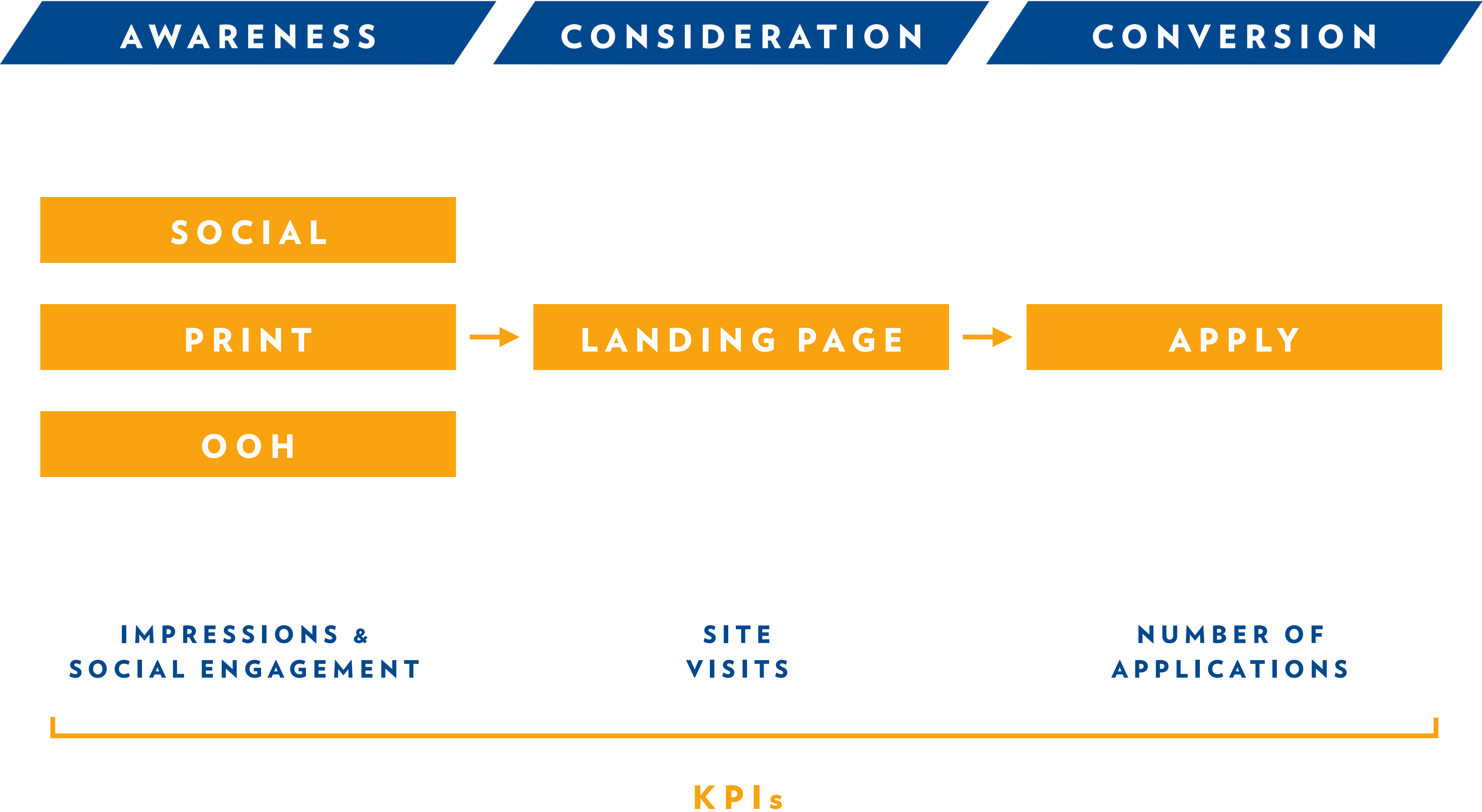
CONSUMER JOURNEY YOU'RE AN ORIGINAL

| AWARENESS | CONSIDERATION | CONVERSION | AMPLIFY |

KIOSK → **FINGERPRINT GENERATED**

SOCIAL

OOH → **LANDING PAGE**

APPLY

FINGERPRINT GENERATED/ UPLOADED

SOCIAL

| IMPRESSIONS & SOCIAL ENGAGEMENT | SITE VISITS | NUMBER OF APPLICATIONS | NUMBER OF SHARES |

KPIs
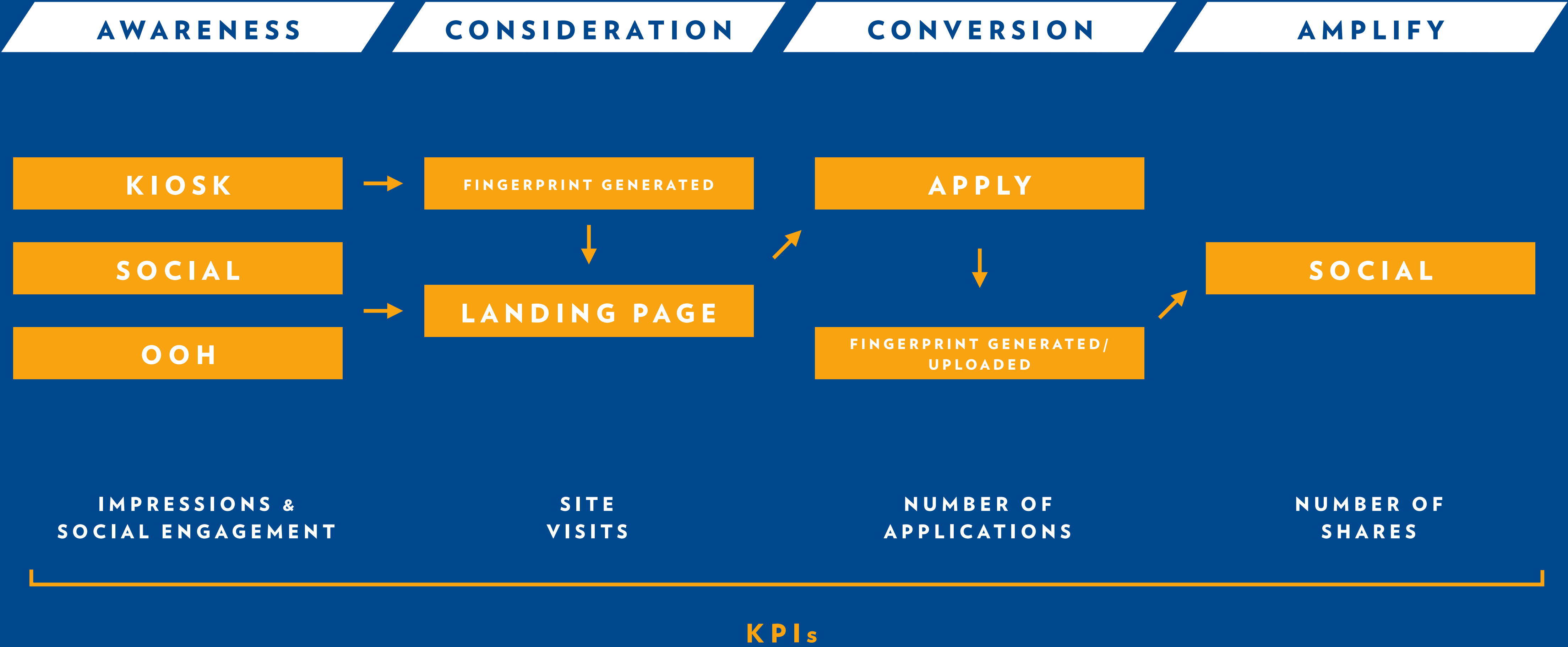
CHANNELS - DIGITAL

SPONSORED JOB POSTINGS ON LINKEDIN THAT LINK TO LANDING PAGE FOR APPLICANTS TO APPLY ON

TARGETED INSTAGRAM ADS THAT DRIVE AUDIENCES TO THE LANDING PAGE

COMPANY PAGE THAT WILL DIRECT POTENTIAL APPLICANTS TO THE APPLICATION

CHANNELS - PRINT & OOH

POSTERS WILL BE PLACED IN UNUSUAL LOCATIONS TO CATCH THE EYE OF NON-TRADITIONAL APPLICANTS

KIOSKS IN LIBRARIES, DINING HALLS AND STUDENT UNIONS ON 5 COLLEGE CAMPUSES THAT ALLOW FOR STUDENTS TO GENERATE THEIR FINGERPRINT

ADS ON THE OUTSIDE OF CITY BUSES AND BUS STOPS NEAR COLLEGE CAMPUSES THAT DIRECT STUDENTS TO THE LANDING PAGE

LOCATIONS

SEATTLE

EUGENE

PALO ALTO

LOS ANGELES

DENVER

MINNEAPOLIS

KANSAS CITY

ST. LOUIS

MEMPHIS

DALLAS

AUSTIN

HOUSTON

CHICAGO

ANN ARBOR

TORONTO

DETROIT

KNOXVILLE

ATLANTA

GAINESVILLE

MIAMI

MONTREAL

BOSTON

NEW YORK CITY

PHILADELPHIA

WASHINGTON DC

OFFICES —

BUS ADS —

KIOSKS —

TIMELINE

APPLICANT BEHAVIOR

YOUNG TALENT STARTS TO SEARCH FOR INTERNSHIPS

INTERVIEW PERIOD

2018 **DEC** | **JAN** | **FEB** | **MAR** | **APR** 2019

EXECUTION SCHEDULE

DEPLOY SOCIAL

LANDING PAGE LAUNCHED

DEPLOY POSTERS, KIOSKS & BUS ADS

APPLICATION GOES LIVE

SEND OUT OFFER LETTERS

THANK YOU

APPENDIX

LOCATIONS

UNIVERSITY OF PENNSYLVANIA (KIOSK)
➡ PHILADELPHIA, PA
UNIVERSITY OF MICHIGAN (KIOSK)
➡ ANN ARBOR, MI
HARVARD UNIVERSITY
➡ CAMBRIDGE, MA
MASSACHUSETTS INSTITUTE OF TECHNOLOGY (MIT) (KIOSK)
➡ CAMBRIDGE, MA
UNIVERSITY OF WASHINGTON
➡ SEATTLE, WA
CALIFORNIA INSTITUTE OF THE ARTS (KIOSK)
➡ VALENCIA, CA
NEW YORK UNIVERSITY (KIOSK)
➡ NEW YORK CITY, NY
UNIVERSITY OF FLORIDA
➡ GAINESVILLE, FL

MIAMI AD SCHOOL
➡ MIAMI BEACH, FL
UNIVERSITY OF GEORGIA
➡ ATHENS, GA
UNIVERSITY OF OREGON
➡ EUGENE, OR
UNIVERSITY OF TENNESSEE
➡ KNOXVILLE, TN
STANFORD UNIVERSITY
➡ PALO ALTO, CA
UNIVERSITY OF TORONTO
➡ TORONTO
UNIVERSITY OF HOUSTON
➡ HOUSTON, TX
CONCORDIA UNIVERSITY
➡ MONTREAL

BUDGET
YOU'RE AN ORIGINAL

BUS	$64,000
BUS STOP	$64,000
LINKEDIN	$5,000
INSTAGRAM	$5,000
KIOSK	$16,000
TOTAL	**$154,000**

BUDGET
OVERRIDE THE SYSTEM

BUS	$64,000
BUS STOP	$64,000
LINKEDIN	$5,000
INSTAGRAM	$5,000
TOTAL	**$138,000**