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THE ADECCO GROUP

# CEO for One Month

Campaign Overview

2 July 2018

# Our goals for the CEO for One Month Campaign in Australia

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1. **Attain** more graduate applications than those received in 2017
2. **Attract** quality graduate students from diverse backgrounds & areas of studies
3. **Attend** One Tertiary Institution in every state branch across Australia
4. **Elevate** digital/social presence and engagement across all platforms
5. **Strengthen** Executive presence and involvement in the screening process

We achieved all of the above.

# Overview

**4013**

Applications!

**8**

Executives  
in screening  
process

**5**

Press  
Releases

**263**

Facebook  
Likes

**24,893**

Page views

**2**

Snapchat  
ads

**40.7%**

Female users on  
our website

**244**

Instagram  
Hearts

**24-34**

Avg.  
Expressions of  
Interest

**03:18**

Avg. Session  
Duration

**74.8%**

Users on Mobile  
device

**24.3%**

Users acquire  
via Socials

**8**

University  
Visits

# Key dates

The application process for students will be open on **February 6th** and countries have 2 possible closing dates to decide: **March 20** or **April 17**.

## 'CEO for One Month' + EWD

### FEBRUARY 6

Registrations Open

### MARCH 20

Registrations Close (I)

### APRIL 17

Final Registrations Close

### APRIL 19 - 23

Experience Work Day

### APRIL 18 - MAY 23

Country selection process.

### MAY 23

Countries to deliver candidate information.

### MAY 29

Global 48 CEO's announcement

### JUNE - JULY

Selected CEO's working

### AUGUST 13- SEPTEMBER 02

Global Captains selection process.

### SEPTEMBER 11

10 Finalists announcement

### SEPTEMBER 18 - 20

Boot camp

### SEPTEMBER 20

Global 'CEO for One Month' announcement

### OCTOBER

Global 'CEO for One Month' working alongside with the Adecco Group's Global CEO.



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# Status Report

Analysis of applicants and how they heard about us?



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# Application Tracker

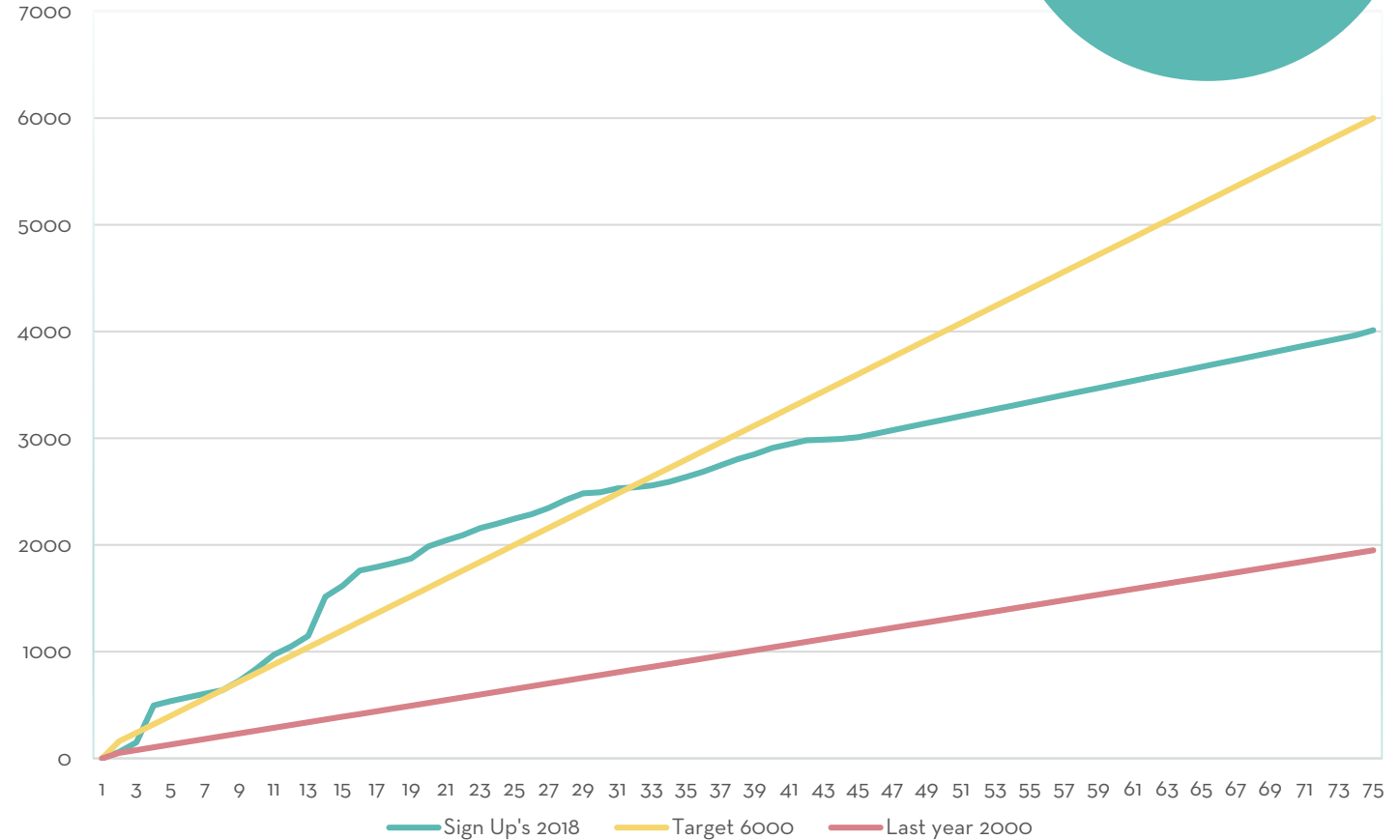
Final number of applications: 4,013 students!

# How many people have signed up today?

4,013  
Applications!

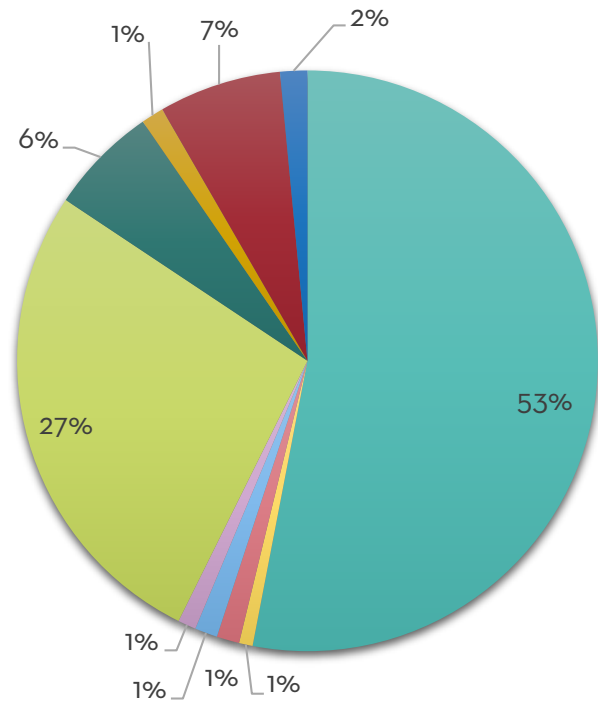
At the last rate of applications recorded (day 5) last week, we recorded a steady increase in applications.

With **4,013 applications to-date**, we have exceeded the number of applications from 2017 (2,000).



# Where are they hearing about us?

Source of applied traffic - How did you heard about us? (394)



- Facebook
- School/University
- Other
- Adecco
- Youtube
- LinkedIn
- Snapchat
- Google
- Seek
- Instagram

A quick snap shot of 394 people that answered "how did you here about us" (source of applications).

Digital paid-advertising proved to be a worthy channel. As Facebook had the larger pieces of the pie.

The second largest group is Tertiary School/University, this is with job advertisements, noticeboards and communication to schools. In addition, our one school visits within each capital city.

Status Report as of 18 April 2018



# Where are they hearing about us?

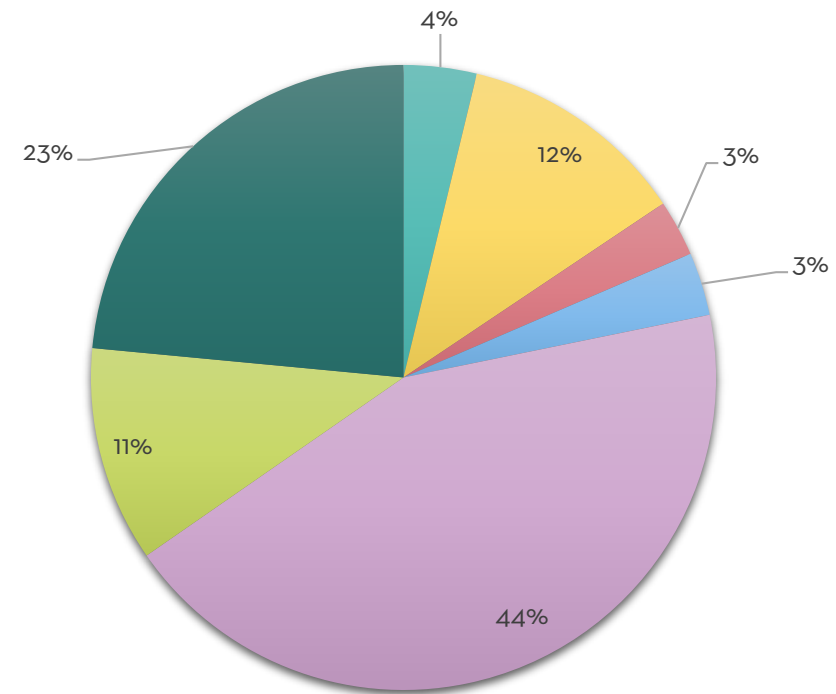
**Melbourne and Sydney** are our top-performing cities for applications.

This is due to the high-density of population and a positive finding given our graduate and internship program runs in these cities too.

We're seeing a fair distribution across most cities in respects to population.

Status Report as of 18 April 2018

Number of application by city



■ Adelaide ■ Brisbane ■ Gold Coast ■ Canberra ■ Melbourne ■ Perth ■ Sydney

# Experience Work Day

## Opening our doors to potential young candidates...

15 Students  
Melbourne



15 Students  
Sydney



- 47 countries on 4 continents
- 500 cities
- 3,800 colleagues shadowed
- 4,400 colleagues involved in total
- 423 branches took part
- 328 clients joined in
- 540 schools engaged

<https://www.youtube.com/watch?v=403JoTwqGxk>



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# Pre-campaign registration

Web development & Email Marketing for Expressions of interest

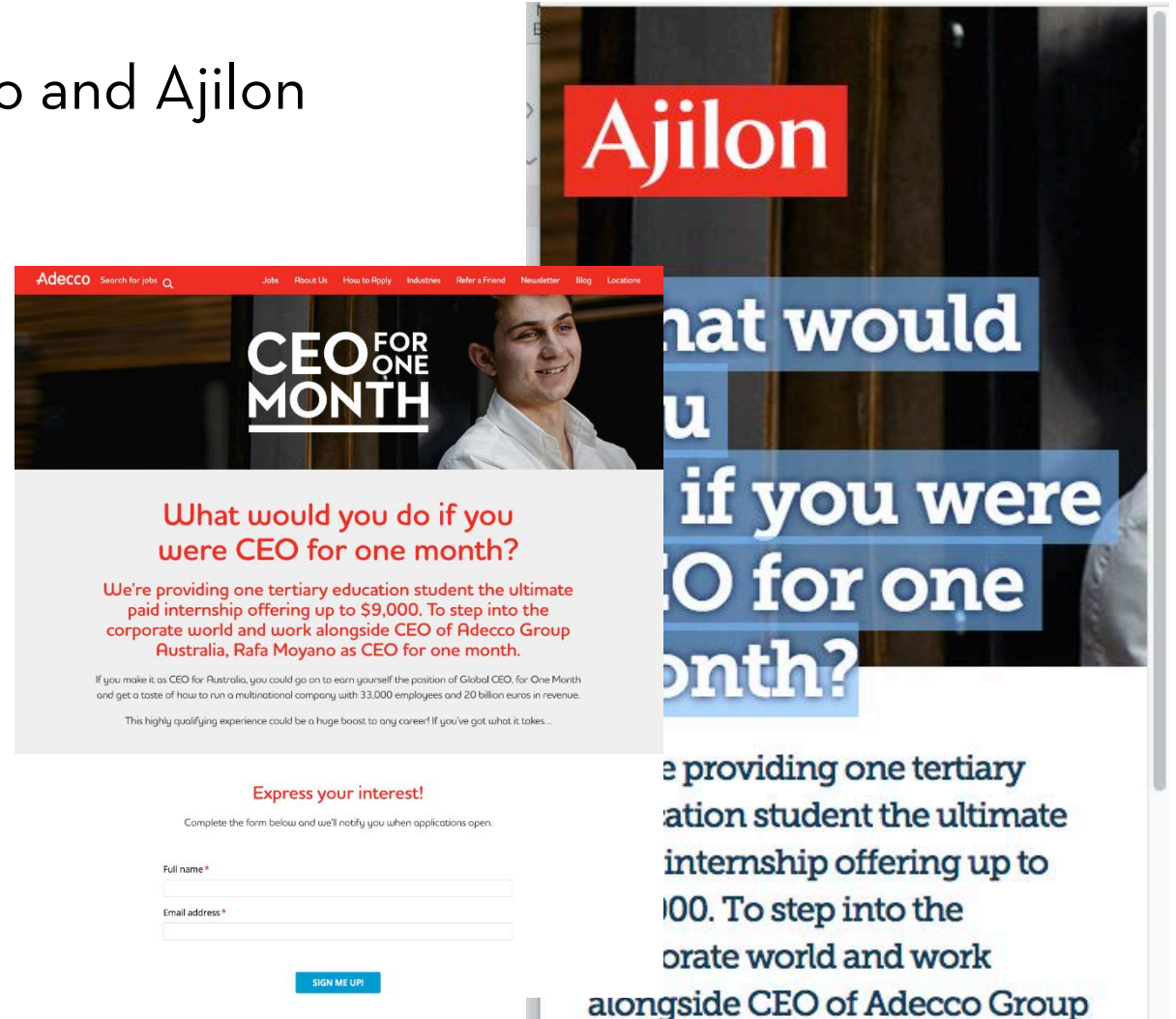
# Pre-Campaign | Website

We ran an expression of form on the Adecco and Ajilon Website before applications opened 7-Feb.

The website allowed us to advertise on social media and online early.

With the pre-registrations, we can now add this to our existing database for email marketing.

197  
pre-registered



\*Figure includes the global expressions of interest - 70



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# Press

Press Release's and Media engagement

# Press & Media



1. [Red Agency](#) announced the opening of applications in Australia including a quote from CEO, Rafael Moyano
2. The launch of Adecco's CEO for One Month in Australia was featured on the UK site for [Recruitment International](#)
3. [Red Agency](#) announced the new CEO for One Month in Australia, Hannah Mourney
4. Hannah was announced the winner of **CEO for One Month in Australia** was featured on the UK site for [Recruitment International](#)
5. Hannah was featured in **Mosman Daily - Print Newspaper** with support from North Sydney, MP - Trent Zimmerman

## The Adecco Group launches 'CEO for One Month' 2018

The Adecco Group's 'CEO for One Month' programme for 2018 has launched.

Applications are now open for young people all over the world to enter the programme to become leaders across 48 countries in the Adecco Group's global network. After completing their national 'CEO for One Month' assignment, ten of these talented candidates will be selected to attend a rigorous but inspiring boot camp where their collaboration and innovation skills will be tested. Only one will then be selected to work alongside group CEO, Alain Dehaze, for one month.

## The Adecco Group Appoints Australia's Young 'CEO for One Month'

Selected from a record 4,000 applicants, Australia's youngest CEO Hannah Mourney wants to empower women to achieve their own definition of success

**SYDNEY, Australia - May 24, 2018:** [The Adecco Group](#), the world's leading recruitment agency, has appointed 22-year-old Hannah Mourney as its latest apprentice CEO in Australia. In its fifth year running, the company's annual global 'CEO for One Month' program seeks to give youth employability a boost through highly effective work-based training.

FBI Radio and News Corp has expressed interest in media coverage





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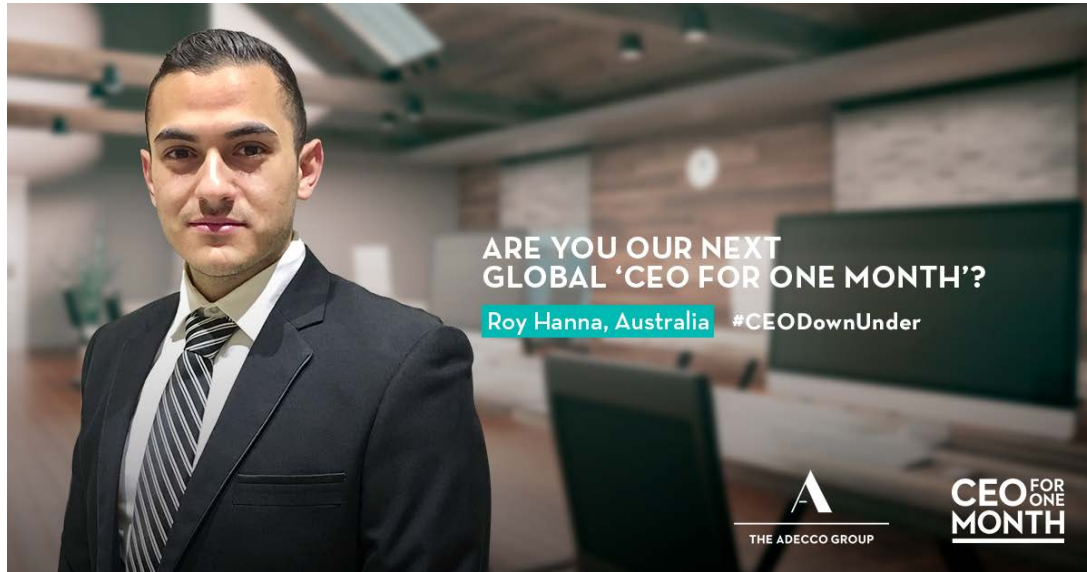
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# Social Media

Paid-advertising, Promotional Videos, Snapchat

# Social Media | Paid-advertising



Paid advertising and scheduled social media across all brand pages.

**Hashtags:** #CEODownUnder #CEO1Month #CEOforOneMonth  
#WayToWork #HannahC1M

## Social Channels:

- <https://www.instagram.com/adeccoaustralia/>
- <https://www.facebook.com/AdeccoAustralia>
- <https://twitter.com/adeccoaustralia?lang=en>
- <https://www.linkedin.com/company/adecco/>

## Social Media / Paid Advertising

- On Facebook, each week we share a new video/image from the campaign with a fresh new caption (we even changed our [Facebook profile](#) banner).
- We continue to post on Facebook, Instagram, and LinkedIn with the application link.
- We share a new image and copy internally to utilise our internal colleagues as 'Influencers' to share the application link with their network on LinkedIn and other social media channels.



# Digital Media | Videos

## Follow in the footsteps of CEO, Rafa Moyano External Use...

Appeared on Hirevue, Social Media, Student Sites



Follow Adecco Group Australia CEO, Rafael Moyano as CEO for One Month

55 views on YouTube  
50 views internally on Vimeo

## 10 things about CEO, Rafa Moyano External & Internal Use...

Email, Yammer, Hub



131 views on YouTube  
50 views internally on Vimeo

# Digital Media | Videos

## Congratulations to our 2018 CEO for One Month Intern in Australia!

External & Internal Use

Appeared on Social Media, Newsletters, Email



424 Views on Facebook

48 Views on Vimeo

## Final Candidates Elevator Pitch

Internal Use only

Appeared on Email/Newsletters



41 Views on Vimeo

# Snapchat Advertising



## What?

- **Image:** Engaging image of a diverse student at an airport, to appeal to the travel 'jet-set' trend amongst millennials today. Leveraging the added benefit of travel with this internship opportunity.
- **Copy:** "Global internship paying up to \$0 - \$10,000" **\*animated\***
- **Swipe:** Lower arrow to link to the WTW website with the CTA 'Apply Now' allowing users to stay in the application and sign-up directly.

## Why?

- Snapchat - 4,000,000 DAILY Active Australian Users (Snapchat data)
- 40% of Australians surveyed have used Snapchat in the past year (June 2017)
- 71% of Snapchat users are under 34 years old
- Snapchat is the 3<sup>rd</sup> most popular social platform amongst 18-29yro Australians
- Australian Snapchat users, on average, will access the platform 41.7 times pw

# Snapchat Advertising | Results

Adecco Group Self Service 2 Active Campaigns

2/19/2018 - 3/5/2018

New Campaign

A\$1,291.19 SPEND	257K PAID IMPRESSIONS	A\$5.02 PAID ECPM	3K SWIPE UPS	A\$0.42 ECPSU
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CAMPAIGNS		AD SETS		ALL ADS		Search...				
NAME	STATUS	SPEND	PAID IMPRESSIONS	PAID ECPM	SWIPE UPS	ECPSU				
<input type="checkbox"/> CEO1M_2018_Add_1 - Campaign	<input checked="" type="checkbox"/>	A\$699.96	147.6K	A\$4.74	1.6K	A\$0.42				
<input type="checkbox"/> Internship as CEO for one month Ad 2 - Cam	<input checked="" type="checkbox"/>	A\$591.23	109.4K	A\$5.40	1.4K	A\$0.42				
Deleted campaigns are excluded from totals		A\$1,291.19 TOTAL	257K TOTAL	A\$5.02 TOTAL AVG	3K TOTAL	A\$0.42 TOTAL AVG				

## Performance

As of 5 Mar 2018

- We ran two iterations of Snapchat ads for the duration of 1 week each, see full results to-date above.
- The cost per **Swipe-up** is **\$0.48** compared to **Facebook** at **0.78** to **0.92**.
- In our first two days, we saw 554 swipe up's in the application and a strong up tick in applications.
- We decided to run the ad for a second week, and made modifications including the addition of music.



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# Internal Communications

Weekly updates encouraging our colleagues to share & attend visits

# Internal Communications

Hi Suzette!

Today, the Adecco Group publicly announced the opening of applications [Tuesday 6 February - Tuesday 17 April] for the **CEO for One Month** internship (worth up-to \$10,000) as part of the global **Adecco Way to Work™** program.

## What is CEO for One Month?

This is a great opportunity for them and for us! As **CEO for One Month**, one student will follow Rafa Moyano and put their education to work, giving them experience, advice and skills to launch their career.

## How we need you to get involved!

You might know a student or a young candidate that would benefit from this experience! Please share the [Way to Work application page](#) with them, and encourage them to apply.

1. **Follow & share our posts on Social Media** with your network.
2. **Join a tertiary institution visit!** Contact your branch manager about joining a TAFE/University during the application phase to promote the program in schools.
3. **Email your existing candidate list** and provide them with the application link!
4. **Update your profile** with the banner image of [Roy](#).
5. **Update your email signature** with the image of [Ed or Ann](#).

I want to be CEO for One Month



Macquarie University Student, [Roy Hanna](#) was the 2017 Australian Intern CEO.

## Be the first to break the news!

Copy & paste the image of Roy to the left and share this on LinkedIn, Facebook, Twitter, Instagram and anywhere else!

## Say something along the lines of...

The only prerequisite for this job is an eagerness to learn and determination to succeed. Apply now! <https://www.adeccowaytowork.com/apply-now/en/sign-up> #CEODownUnder

## Help us spread the word!

You might know a student or a young candidate that would benefit from this experience! Please share the [Way to Work application page](#) with them, and encourage them to apply.

1. **Follow & share our posts on Social Media** with your network.
2. **Join a tertiary institution visit!** Contact your branch manager about joining a TAFE/University during the application phase to promote the program in schools.
3. **Email your existing candidate list** and provide them with the application link!
4. **Update your profile** with the banner image of [Roy](#).
5. **Update your email signature** with the image of [Ed or Ann](#).

## Share the promo video we filmed with Rafa Moyano!

**Suggested caption:** Do you have what it takes? Follow [Rafael Moyano's](#) footsteps as [#CEO1Month](#) of [The Adecco Group Australia](#). Apply today: <https://linkd.in/ewUEJTD>

<http://vimeo.com/254838002>



Share this post now!

- A **weekly update** is sent to all colleagues via our both our Ajilon/Adecco newsletter – new video or image to share on social media.
  - For example, one of our colleagues shared the image (as per our advice in the newsletter this week) and influenced another to do the same – [see here](#).
- Branches arranged **one visit/career fair/engagement** with a university of choice.
- We offered a prize to the state branch with most applications from their school after April 17.
- **Colleagues were greeted by Ed Broadhead** when they login to their PC until April 10 – a wallpaper that reminds them to share the program.



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# Tertiary School Involvement

Job advertisements, Branch Material, Upcoming visits

# University Visits

8

University visits

Colleagues recently visited the following universities and promoted on LinkedIn...

1. Griffith University - Brisbane, 90 registrations, March 7, Melika Shahroodi attended ([presentation](#))
2. University of Canberra - Canberra, March 21, Melisa Papuckoska attending ([presentation](#))
3. University of Adelaide - Adelaide, March 28, Taryn Widdows and team attended (career fair)
4. Deakin University - Melbourne, April 9, Fleur Bennett and team attended ([career fair](#))
5. La Trobe University - Melbourne, April, Fleur Bennett and team attended (presentation)
  
6. Deakin University - Melbourne, 10 April, 57 registrations, Tony Meechan attended
7. Western Sydney University - Sydney, Natalie Little
8. Wollongong University - Sydney, Engagement

**Plus!** Matthew Chapman in Darwin (NT) has engaged with a top university in the country - Charles Darwin University, they are advertising the job within their campus internally.



CEO FOR ONE MONTH

### Fancy your chances at the helm of a multinational like The Adecco Group?

Well, we are offering that once-in-a-lifetime opportunity! You could become CEO for One Month under the leadership of Ed Broadhead, CEO of The Adecco Group in your country and if you've got the skills and experience to lead a multinational company, you could be chosen to become CEO for One Month 2017.

The selected \*CEO for One Month will be paid up to \$10,000 for one month. Experience could be a plus.

\*CEO for One Month will be chosen from candidates who apply to be CEO for One Month before making it to a shortlist. The winner will be chosen to become CEO for One Month 2017.

Sign up About

Become our #CEOofTheAdeccoGroup www.adeccowaytowork.com

WAY TO WORK BY THE ADECCO GROUP



Flyers X2 designs

## In Branch Materials



Giveaway Candy



Pull-up banner

# Latest! Internal Communications

## Our Announcement

CEO for One Month Australia 2018 | 24 May 2018

No Images? [Click here](#)



### Our 2018 CEO for One Month Announced in Australia

Last week, we invited our top 6 finalists to the CEO for One Month Bootcamp at our Melbourne Head Office. Our finalists spent the day going through a series of challenges; behavioural tests, pitches, video interviews, and presentations.

Finalists met some of the Australian Executive team and colleagues as panel members; Rafael Moyano, Givile Mockute, Richard Dunlop, Lucy Sharp, Hayden La Ragy, Svetlana Bobroff, and Melika Shahroodi.

Each candidate was assessed on; Presentation skills, Complex Problem Solving, Analytical skills, Self-Awareness, Engagement, Passion, Customer Focus, Innovation, Team work, Leadership, Entrepreneurship, Drive & Ambition!

### Meet the **CEO FOR ONE MONTH** Finalists

Click the CEO for One Month finalists names below, to view their 60 second **Elevator Pitch**. Learn about why they wanted to be the next CEO of The Adecco Group Australia...

- [Joshua Ferris](#)
- [Chris Schumacher](#)
- [Jessica Davies](#)
- [Hannah Mourney](#)
- [Nick Sargeant](#)
- [Jordan Steer](#)

### Follow Hannah's journey as a CEO for One Month...

We look forward to welcoming Hannah as CEO for One Month in July this year! In the meantime, Hannah is studying a Bachelor of Biomedical Engineering and a Bachelor of Arts at the University of Sydney.

At 22-years-of-age, Hannah will be the youngest member of the Adecco Group Executive Team and has high hopes for the experience...

"I hope working with Rafael will give me insight into how he approaches his every day challenges and The Adecco Group as a whole. I can't wait to start!"



We encourage you to follow and share her journey with your network via our social media channels below!



### CEO's joining the Adecco Group around the globe...

Hannah will join a network of 48 other CEO for One Month interns across the globe. Click the globe image and keep it bookmarked to discover Hannah, and the other 48 Country CEO's bio LIVE on Tuesday, 29 May.

Next, Hannah will aim for the top spot amongst her peers as the global CEO for One Month, shadowing our Global CEO, Alain Dehaze.



To learn more about the CEO for One Month program and this announcement please view the press release linked below. Alternatively, contact the project team via [email](#).

[Press Release Announcement](#)



<https://www.youtube.com/watch?v=pbji5HRsnAw>

- Announcement of the new CEO for One Month to Colleagues via Email
- Fortnightly Update of the CEO for One Month Project on the Newsletters

# Job Advertisements

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- a. Job advertisements exist on University Career Sites across Australia  
*Please let me know if you require the full list - there are several!*
- a. Including promotion within Indigenous faculties at; ANU, UTS, UOW, UNSW.
- b. Seek job advertisement for [CEO for One Month internship](#) closed on April 17
- c. Adecco Australia advertised the [CEO for One Month](#) as an internship until April 17
- d. [LinkedIn](#) job advertisement - since closed due to timeline set (will look at reopening until April 17).





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Thank you

If you have any questions please contact:  
[Melika.Shahroodi@adecgroup.com](mailto:Melika.Shahroodi@adecgroup.com)