



Agrias 2018
Most Popular
Integrated Marketing
Campaign Award Entry

#Createyourself

PwC Australia



The story behind PwC's campaign

‘Create yourself’ is based on an understanding of what’s happening in culture. It’s motivated by a need to differentiate ourselves from our category – the lines of which are becoming increasingly blurred. And it’s inspired by what candidates are looking for now.

There’s a lot of uncertainty about the future of jobs. People want to be agile and many pursue several career paths (often at the same time!). Students and graduates are wanting to derive more meaning from their work, and are looking for opportunity, change and the space to make a real impact.

When it came to PwC’s external perception, there was confusion about what working in professional services really meant and a lack of understanding around what set PwC apart.



PwC campaign message

Create: Yourself

To create yourself. It's all anyone really wants to do. To create whatever their journey is. To become whoever they want to be. So our campaign message was clear: With PwC, there's not one clear path that everyone must follow. Instead, you're encouraged to create your own unique career. And while you're creating meaningful change, you'll be supported to create yourself at the same time.

The messaging acts as an open invitation to students and graduates to start creating with us. To help us to **Create: Good Energy, Connected Cities, Trust in Food, and Hope in AI.** And then asks them the big question: **What will you create?**



PwC campaign strategy

We set out to create engaging content that promoted the attributes of a career at PwC as well as what is important to our priority talent groups: STEM and women. We did this through a digital marketing and social media campaign that was supported by:

- Video
- Multi-platform advertising
- Campus merchandise
- Events and activations (on-campus & in-house)
- Social and Digital (paid & organic)
- Website
- Blog posts



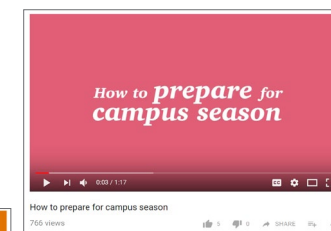
Campaign videos

Our central piece of campaign content is a suite of five videos. They're designed for social platforms, to cut through the swathes of content and be real 'thumb stoppers'! They work with or without sound, telling a visual story of the meaningful work our community does and conveys our underlying message of #createyourself. The content was served on Facebook, Instagram and LinkedIn with retargeted ads to encourage anyone who watched the videos to visit the website and learn more.



Recruitment tips videos

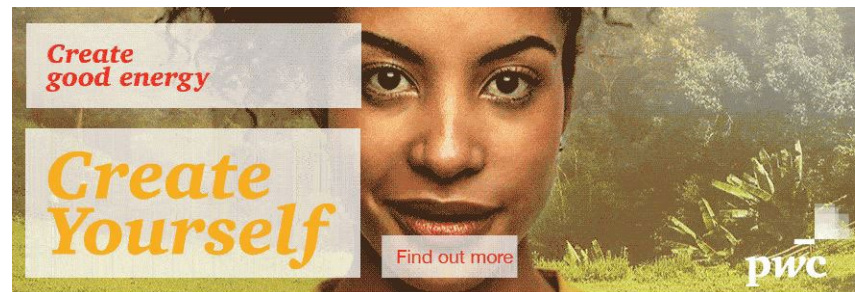
Our 'Recruitment Tips' video series includes five videos offering students and graduates a unique insight into PwC's student recruitment process. They're shot in a visually colourful way with a casually toned script to further soften the traditional employer/employee relationship and continue pivoting PwC's perception to reflect our cultural transformation. The videos were promoted on PwC's careers **Facebook** and **Youtube** channels and by partnering student organisations.



Campaign visuals



Print ads



Digital ads



Pull up banners

Campus merchandise

Our campus and event giveaways were designed with the differing ‘create’ messages across each unit. This allowed students to choose which product they wanted based on the messaging they identified with most.

T-shirts



Pens



Smartphone popsockets



Tote bags



Badges



Stickers



Student Brochure



Events and activations

Our campus recruiters and business ambassadors hosted a range of events both on-campus and within our offices nationally. The events were all strategically designed to embody the 'create' messaging and authentically reflect PwC's cultural transformation.



Photo Booth

The 'create' booth was used as an engagement tool to visually and physically connect students and graduates with our campaign messaging. once inside the booth, students were able to select one of four GIFs, which aligned with one of our campaign agendas: Food, AI, Energy and Cities. The GIFs were projected onto the students to create a shareable boomerang clip that was distributed to them via email.



Highlights:

100%

of students would recommend PwC as a place to work after attending our assessment centre.

99%

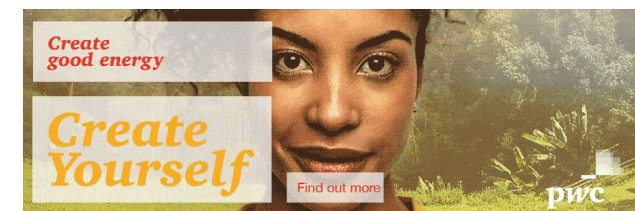
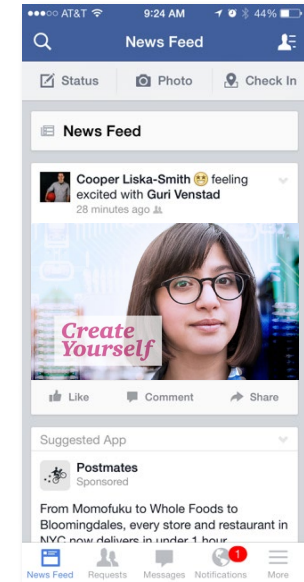
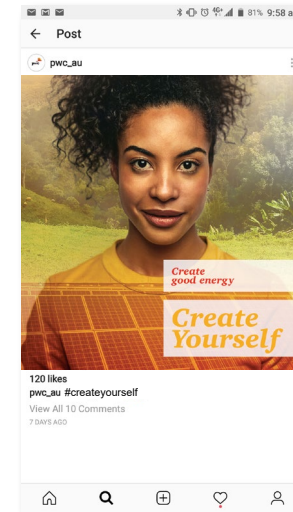
of students rated their event experiences as positive.

94%

strong on-campus brand awareness of PwC among students.

Social and digital

Our campaign creative was actively promoted across Facebook, Instagram, and LinkedIn.



Website

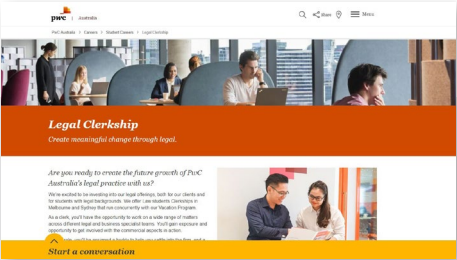
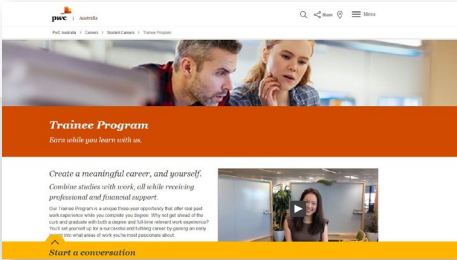
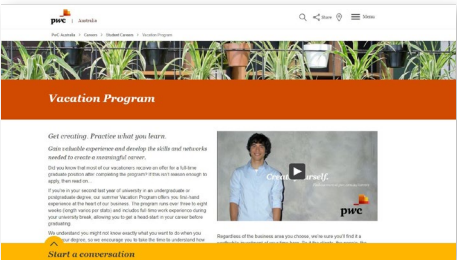
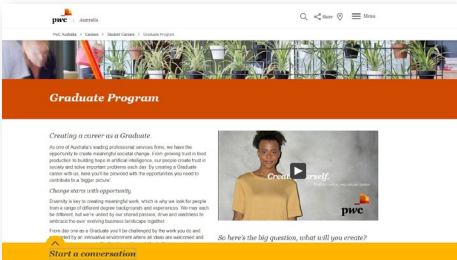
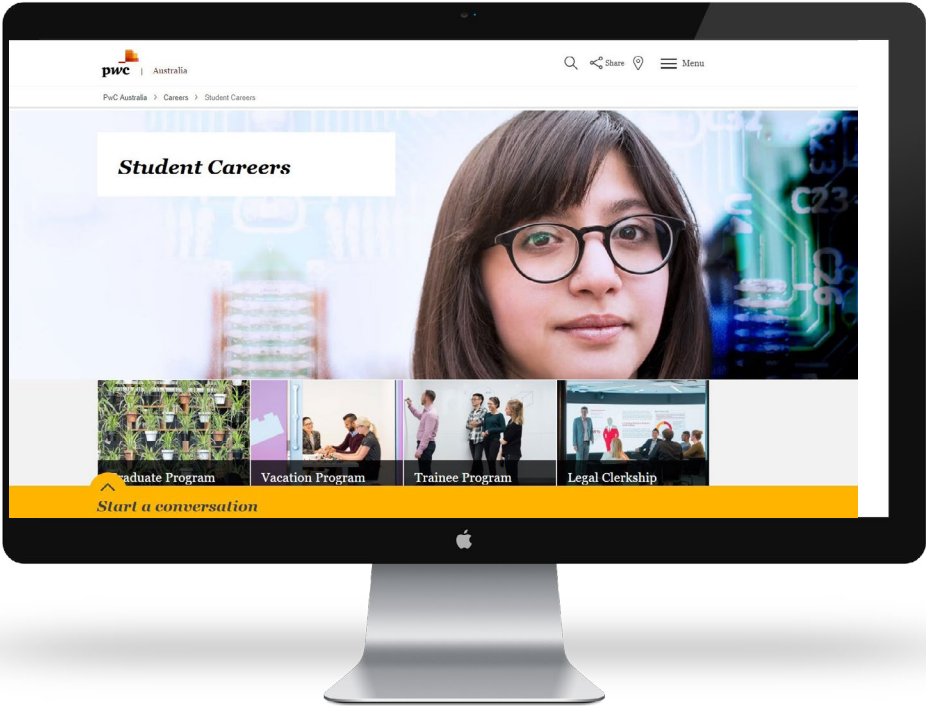
The new campaign saw our *PwC Student Careers Website* undergo a massive transformation to reflect our campaign messaging through content and user experience. We did this by:

Personalising the conversation - Rather than just talking about what we do, we’ve shifted the messaging to be clearer on what the candidate can do and what a career at PwC looks like for them.

Reflecting our cultural transformation - By moving to long form content (optimised for mobile) we’re inviting candidates to engage with our passions more deeply and invest in our firm’s story.

Improved user experience - Our site is now easier to navigate as we’ve simplified the structure through more obvious search tools and program filters.

Regular new content - We’re constantly refreshing our pages to ensure our information is relevant and reflects who we are today. This means covering any awesome new policies, awards, teams and more.



Blogs

With a dedicated PwC & Me blog channel, we're continuing to share the experiences of our people as well as offer unique insights into the work we do and the student programs we run. The blogs are supported through organic and paid social media promotion.



Campaign feedback & results

There has been a *significant increase in visitors to the PwC Careers site*, with the bounce rate remaining below 10%.

53%

Female hires

The *creative messaging was received extremely positively* from both students and PwC businesses.

36%

STEM hires



PwC was ranked **#1** in the Top Graduate Employer list by GradConnection and the Australian Financial Review

Contact

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