

Agrias 2019

Most Popular Integrated

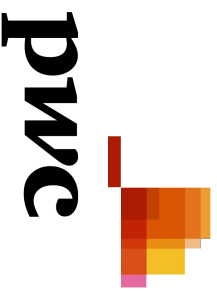
Marketing Campaign Award Entry



Create yourself

Where are you going next?

PwC Australia



The story behind PwC's campaign

'Create Yourself. Where are you going next?' is the next step in PwC's evolution towards a campus recruitment experience that is entirely candidate-focused. This means speaking to students on the platforms they use, about topics that they care about, and sharing meaningful information that helps them to kickstart their unique career paths.

We know there's a lot of uncertainty about the future of jobs. So, this campaign has been motivated by a simple purpose: to help students navigate an increasingly complex job market and connect them with a path that brings their passions to life.



PwC campaign message

In 2018, PwC launched the 'Create Yourself' campaign. It was centred around the understanding that creating ourselves is all anyone really wants to do - to create whatever their unique journey is and to become whoever they wanted to be.

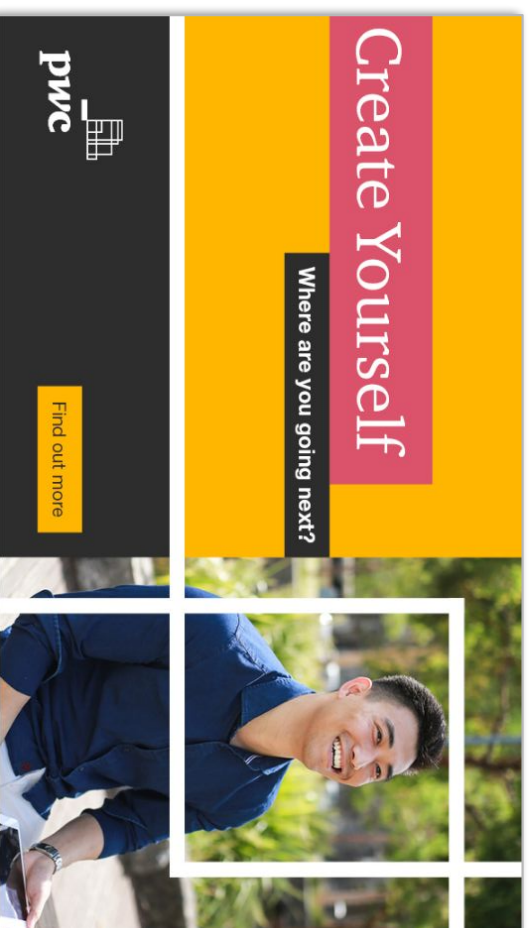
This year, we evolved the concept further – **Create Yourself. Where are you going next?**

Our campaign messaging was entirely focused on the individual and the bespoke career steps they wanted to take. This sentiment holds a natural synergy with PwC, which is a place where there is no singular 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 continues our open invitation to students and graduates to start creating with our collaborative community.

Our ultimate goal?

To continue shifting the student perception of PwC as a place to work, especially among the female and STEM audiences.



PwC campaign strategy

We set out to create engaging content that promoted PwC's culture by giving the workplace a face and voice, as well as dispelling myths and misconceptions about working with us. We promoted the attributes of a career at PwC as well as what is important to our priority talent groups: STEM and women. Positioning PwC as a modern employer with modern values.

We did this through a digital marketing and social media campaign that was supported by:

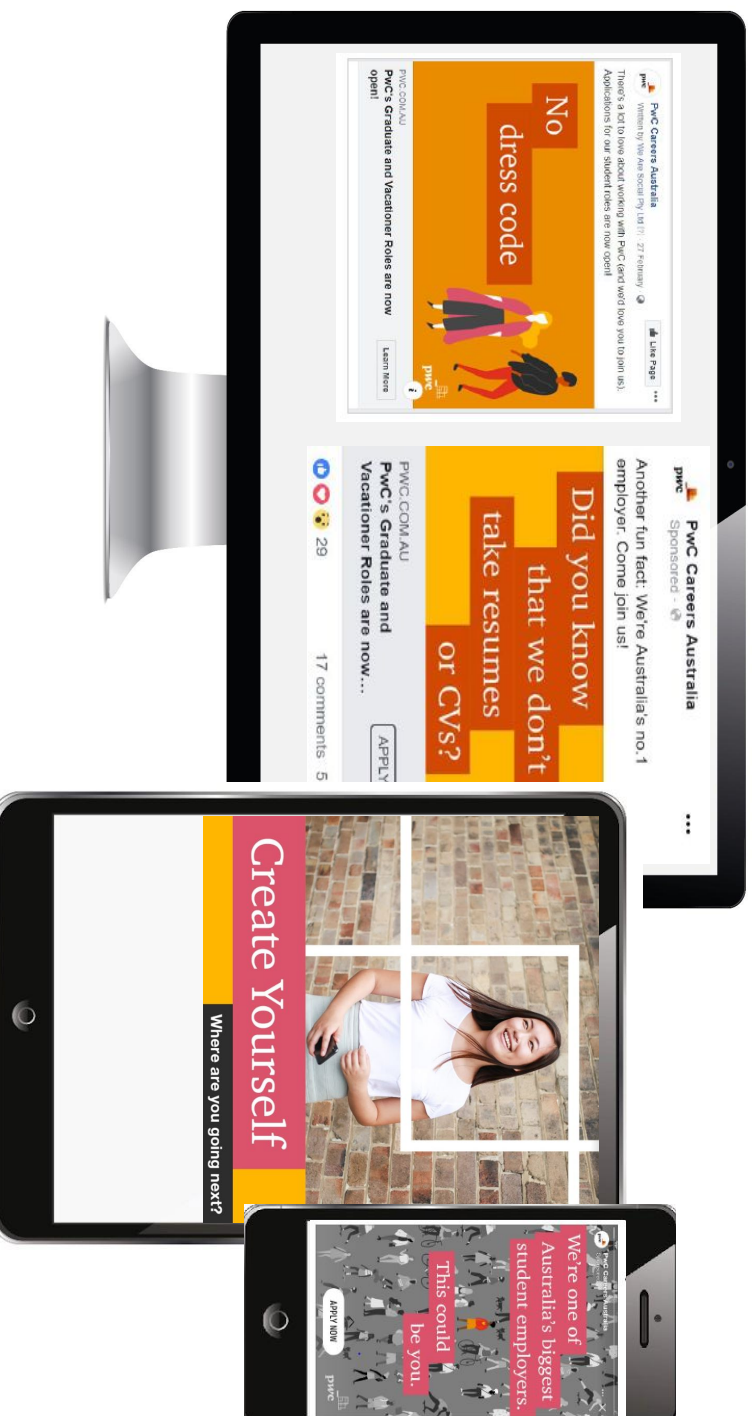
- Social and digital (paid & organic)
- People stories
- Videos
- Multi-platform advertising
- Campus merchandise
- Events (on-campus & in-house)
- Website



Social and digital

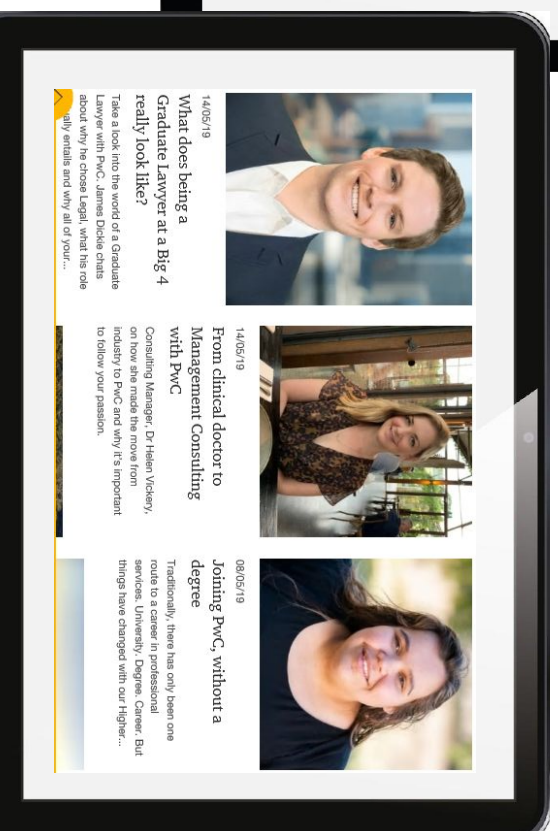
Our social and digital strategy was designed to drive aspiration of PwC as a place to work and as an inclusive employer, using socially native content which showcases our people and builds understanding of our offerings.

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



People stories

Through our 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.

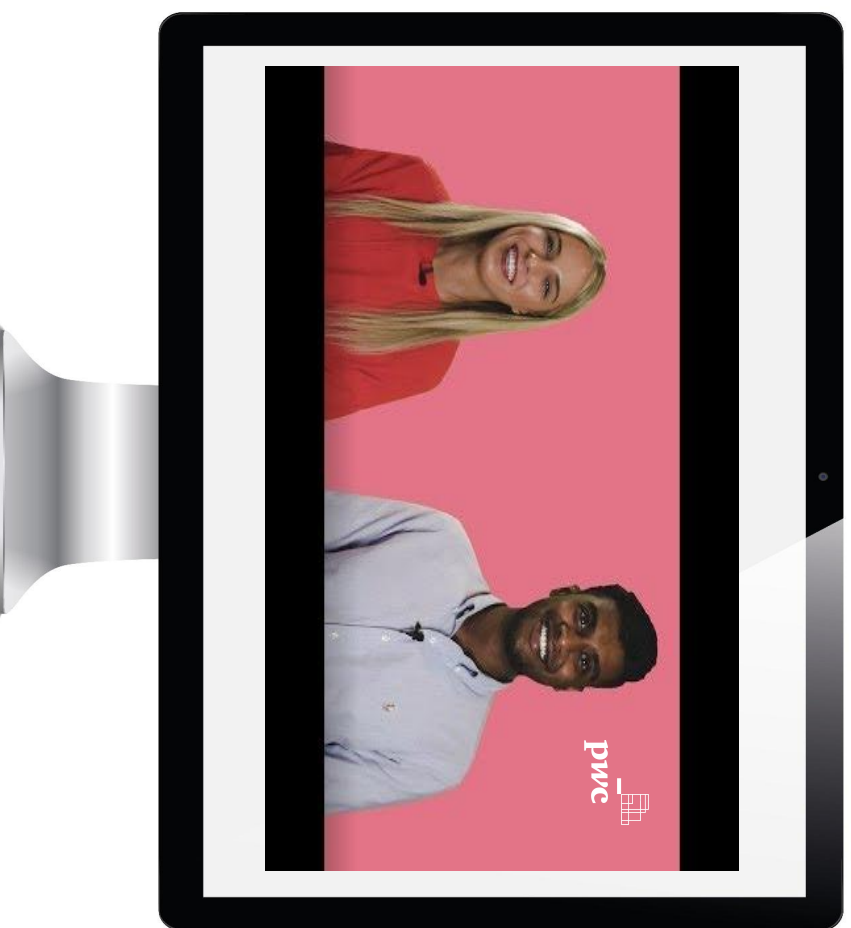


Campaign videos

Our videos are designed to be socially native, to cut through the swathes of content and be real 'thumb stoppers'!

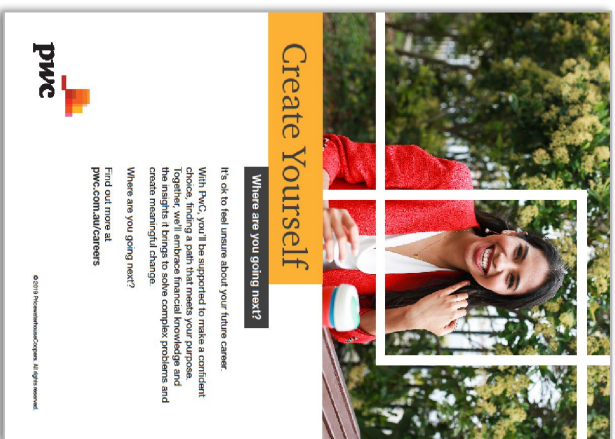
They give the audience the chance to connect with our people, learn about the meaningful work they do, and they reflect our cultural transformation.

The content was served on Facebook, Instagram and LinkedIn encouraging anyone who watched the videos to visit the website and learn more.

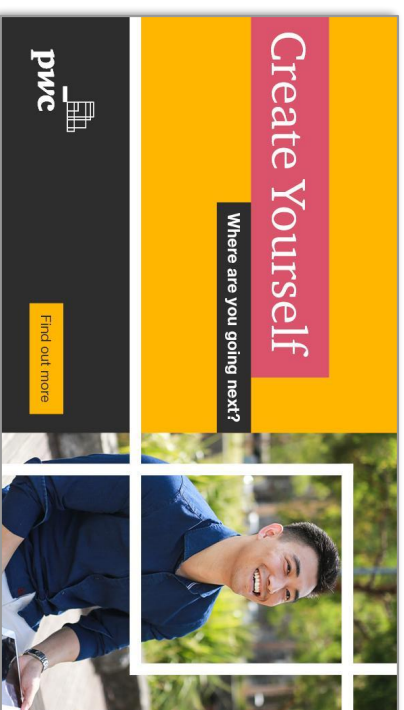
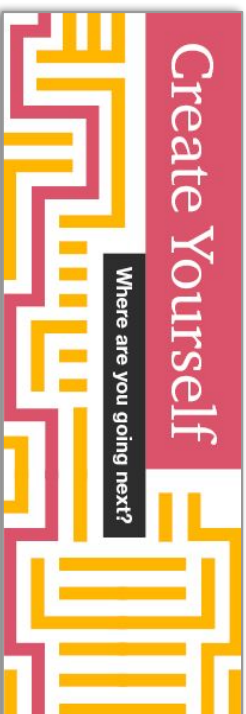


Campaign visuals

Print ads



Digital ads



Pull up banners



Campus merchandise

Our campus and event giveaways were designed to be useful, sustainable and visible out on campus.

Pens



Smartphone popsockets



Tote bags



Student Brochure

What type of career will you create?

Where are you going next? We know it's never easy to decide on your future. But we can help you explore your options. You'll find a range of career opportunities in our areas of expertise: **Accounting, Consulting, Cyber, Financial Services, Insurance, Marketing, Operations, Technology, and Talent Solutions.**

Programs you can join

- Outstanding Programs**

Indicates your skills are relevant to the business. You'll gain valuable experience and professional development opportunities. You'll also receive a stipend to support your education. You'll also receive a stipend to support your education.
- Leadership Programs**

Develop your leadership skills and gain valuable experience. You'll also receive a stipend to support your education.
- Legal Challenge**

As a summer clerk, you'll gain to explore your options. You'll also receive a stipend to support your education.
- STEM Academy**

As a summer clerk, you'll gain to explore your options. You'll also receive a stipend to support your education.
- Practise Working**

As a summer clerk, you'll gain to explore your options. You'll also receive a stipend to support your education.
- International**

As a summer clerk, you'll gain to explore your options. You'll also receive a stipend to support your education.
- Health & Fitness Parks**

As a summer clerk, you'll gain to explore your options. You'll also receive a stipend to support your education.

Connect with us

To find out more about our exciting work, visit our website or contact us directly. We're always looking for talented people to join our team.

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- Instagram
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Create Yourself, with PwC

As one of Australia's leading professional services firms, we're proud to be a part of the most significant business in the world. To discover more about our exciting work, visit our website or contact us directly. We're always looking for talented people to join our team.

Events

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 focus on what's important to our key audiences. From our agendas, to helping students understand the work we do, and preparing candidates for recruitment processes.



Highlights

92%

of students agree that PwC has a strong brand perception on campus

97%

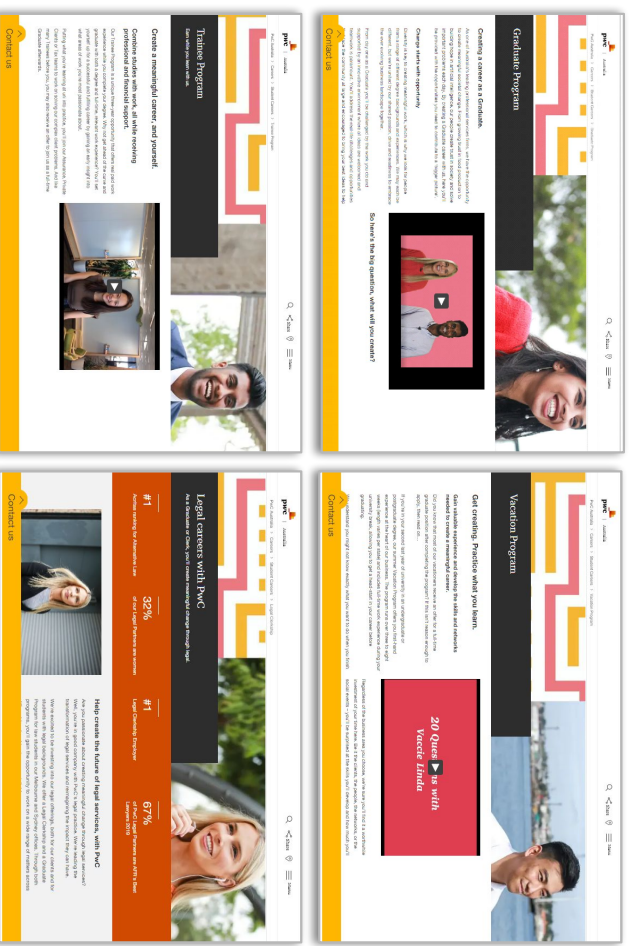
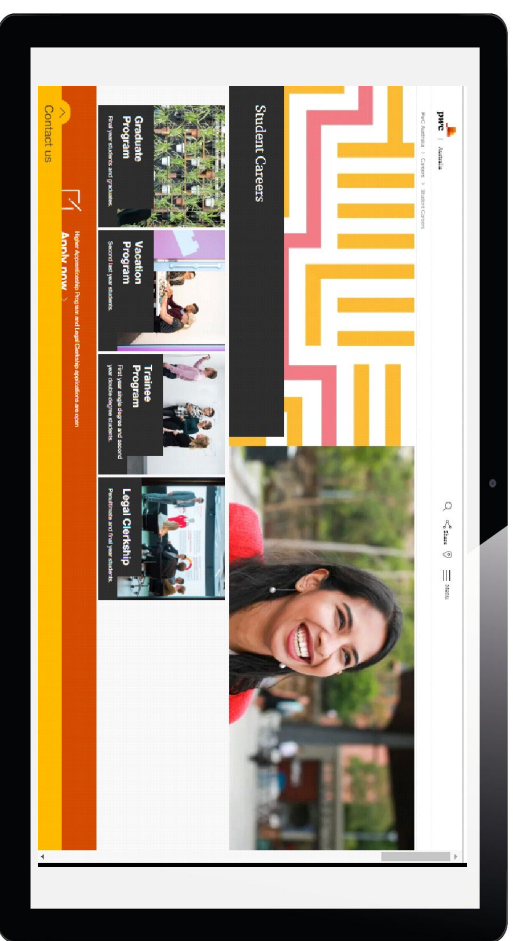
of students felt the PwC recruitment team helped them feel prepared for the assessment event

Website

We refreshed our **PwC Student Careers Website** to reflect our new campaign messaging and visuals, maintaining a strong focus on the individual and what's meaningful to them. We did this by:

Personalising the conversation – Speaking to our audiences about topics they care about and providing meaningful information they need to navigate their career paths

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.



Results

200%

increase in visitors to the PwC Careers site

42%

Female applications

90%

of candidates would recommend PwC as a place to work

44%

STEM applications

Contact

Emma Palmer

Employer Brand

emma.palmer@pwc.com

www.pwc.com.au

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