

Grow Beyond

Mars Leadership Experience 2018 Campaign Elements

AAGE Integrated Marketing Award Submission



Campaign Challenges

What we were hearing from students...

“Mars? What do they do?”

“You just hire sales & marketing, right?”

“Mars just make chocolate in the US, don't they?”

“Why would you want Engineers?”

Key Challenges:

- We'd been running our previous campaign for 6 years
- It lacked clarity on our value proposition
- Great knowledge of our brands, but lacking awareness of the Mars employer brand
- Applications had dropped almost 30% from previous year
- We sat at #64 on the GradConnection & AFR Top 100 Most Popular Graduate Employers List



Our Employer Value Proposition

MARS

Working at Mars offers many exciting experiences. So what makes us distinct from other companies?




Purpose

Our inspiring **purpose** makes us all proud to work for this company we call Mars.



Development

We have many **development** opportunities that empower us to learn, build, dream, and develop our future – for the company, for the community and for ourselves.



People

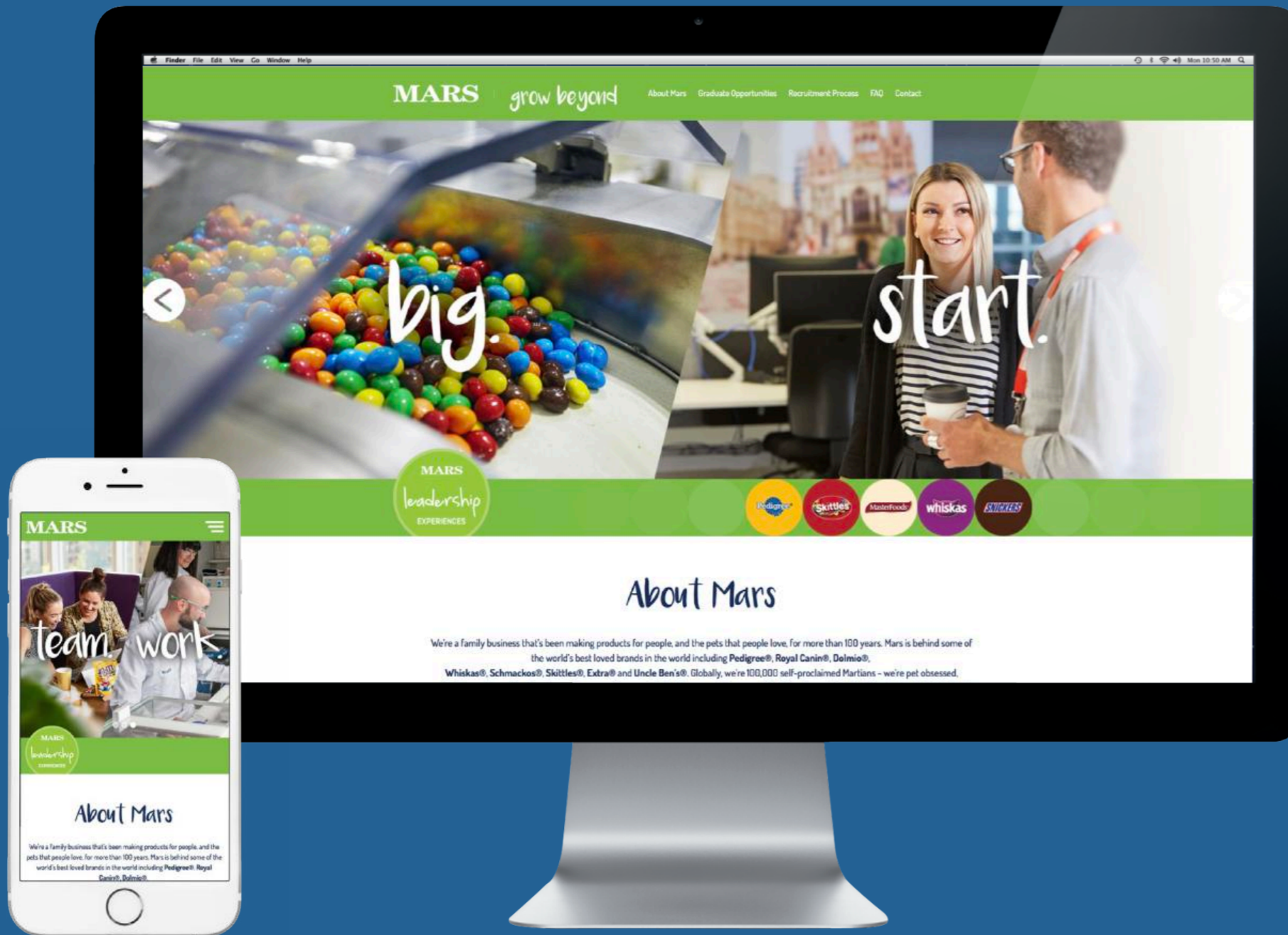
The relationships we build through the **people** we meet, the convictions we stand for, and the goals we collaborate towards all come together to make us belong to something bigger than just a company.

At Mars, you will grow beyond what you can possibly imagine.



The creative showcases:

- Real associates (and their pets!)
- Honest in the moment shots
- Our FMCG/manufacturing background
- Highlight STEM opportunities
- Showcase our segments & strong brands – Petcare, Confectionary, Food



The Challenge:

- Design a careers site targeting graduates, with meaningful and targeted content.
- Include important facts, but break them into bite-sized chunks so grads could get what they needed fast.

The Solution:

- A website design that followed the global brand guidelines, but was modified to feel less corporate.
- Integration of social media channels using targeted posts. This resulted in an uplift in website traffic and social media engagement.





Mars Graduates Australia
Published by Lindy Tucknott [?] · February 27 · 🌐

Entering a Graduate Program can be daunting. There's something amazing about knowing that everyone around you is invested in your career and supporting your success. Here you'll be surrounded by associates who are all keen to support you in your leadership journey as your line managers, mentors, buddies and new friends.

Apply now www.marsgraduates.com.au
#GrowBeyond #ProudlyMars #TheMarsLeadershipExperience

Alyssa Ng
2015 Graduate - Sales/Marketing

You will have the support of the whole business as a graduate. Everyone is incredibly invested in ensuring you are equipped with the tools and guidance you need to succeed in your role.

MARS | grow beyond
GREAT PLACE TO WORK | MARSGRADUATES.COM.AU

Mars Graduates Australia
Published by Lindy Tucknott [?] · February 7 · 🌐

Yesterday we welcomed our 2018 Graduates to The Mars Leadership Experience in true Foodie style with a massive cook up right here at Mars Food Australia. Lots of fun was had in the kitchen then sharing a meal together!

Mars Graduates Australia
Published by Lindy Tucknott [?] · April 1 · 🌐

Max thinks its time to get your application in! 2 days left to apply - closing midnight Monday 2 April. www.marsgraduates.com.au
#GrowBeyond #MarsLeadershipExperience #BowWow

MARS | grow beyond

804 people reached

Like Comment Share

Mars Graduates Australia is at UTS: University of Technology Sydney.
Published by Lindy Tucknott [?] · February 28 · Ultimo · 🌐

We had a blast at the UTS Career Fair! Thanks to everyone who stopped by. Applications are open now www.marsgraduates.com.au



Mars Graduates Australia added an event
February 20 · 🌐

We'll be attending the Career Fair at UoW to talk all things graduate. It's a great opportunity to come by our stand and meet some members of our early talent team, as well as some past and current graduates. Let us know if you'll be there, we'd love to meet you!

MARS | grow beyond

THU, MAR 1
Meet Mars at the UoW Career Fair
UOW: University of Wollongong, Australia · Wollongong

You like Mars Graduates Australia

Linda Tucknott
Early Talent (Graduate) Manager at Mars Australia
4mo

Check out this awesome post by Research & Development Graduate **Erica Mariane** about inspiring women in STEM


Girls seeing other women in STEM inspires them to pursue these roles
Erica Mariane on LinkedIn

11 Likes



FINANCIAL REVIEW
NEWS WEBSITE OF THE YEAR

CASE STUDY



Imogen Kerr

Bumpy beginning prompts a shift to the ultimate in sweet spots

Turbulence in the mining industry steered Imogen Kerr towards the food sector.

Kerr completed a process engineering degree at Queensland University of Technology and planned a future in mining before things went awry.



FINANCIAL REVIEW
NEWS WEBSITE OF THE YEAR

RETAIL AND FMCG

Agility and boldness gets consumer goods moving

The aisles are alive with endless possibilities for nimble graduates



Our Results

Almost 4,000 applications -
25% increase

Facebook:
50,000 +
impressions

Facebook:
12% increase
in Likes

We **moved 51**
places in the
GradConnection Top
100, now #13

Featured
in the AFR

Increased
applications across
all target streams
(Engineering, Finance,
Research & Development)