

# NDY Graduate Program

## Campaign Objectives



The hero images of the graduate cohorts embody the collaborative environment of NDY, and the vast opportunities in real projects.



The NDY graduate integrated marketing campaign was reinvigorated in 2019 to promote the opportunities of the graduate program. Significantly, showcasing the priority of development opportunities, and the global opportunities in joining NDY.

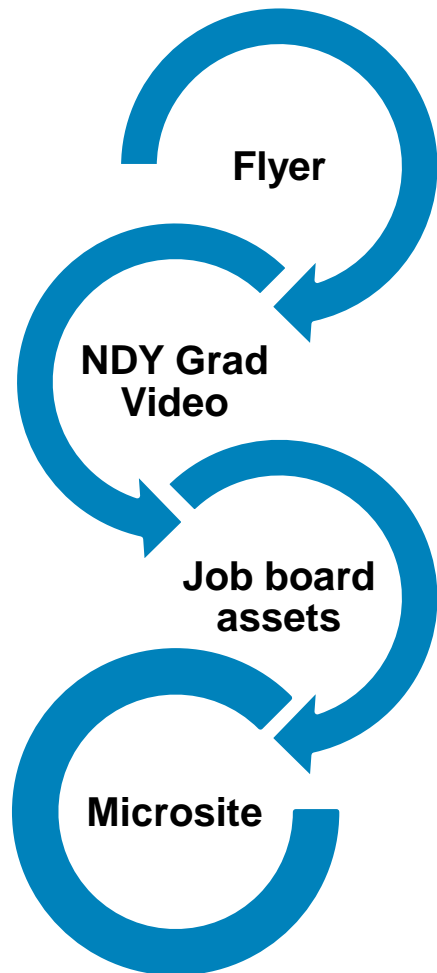


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Young**  
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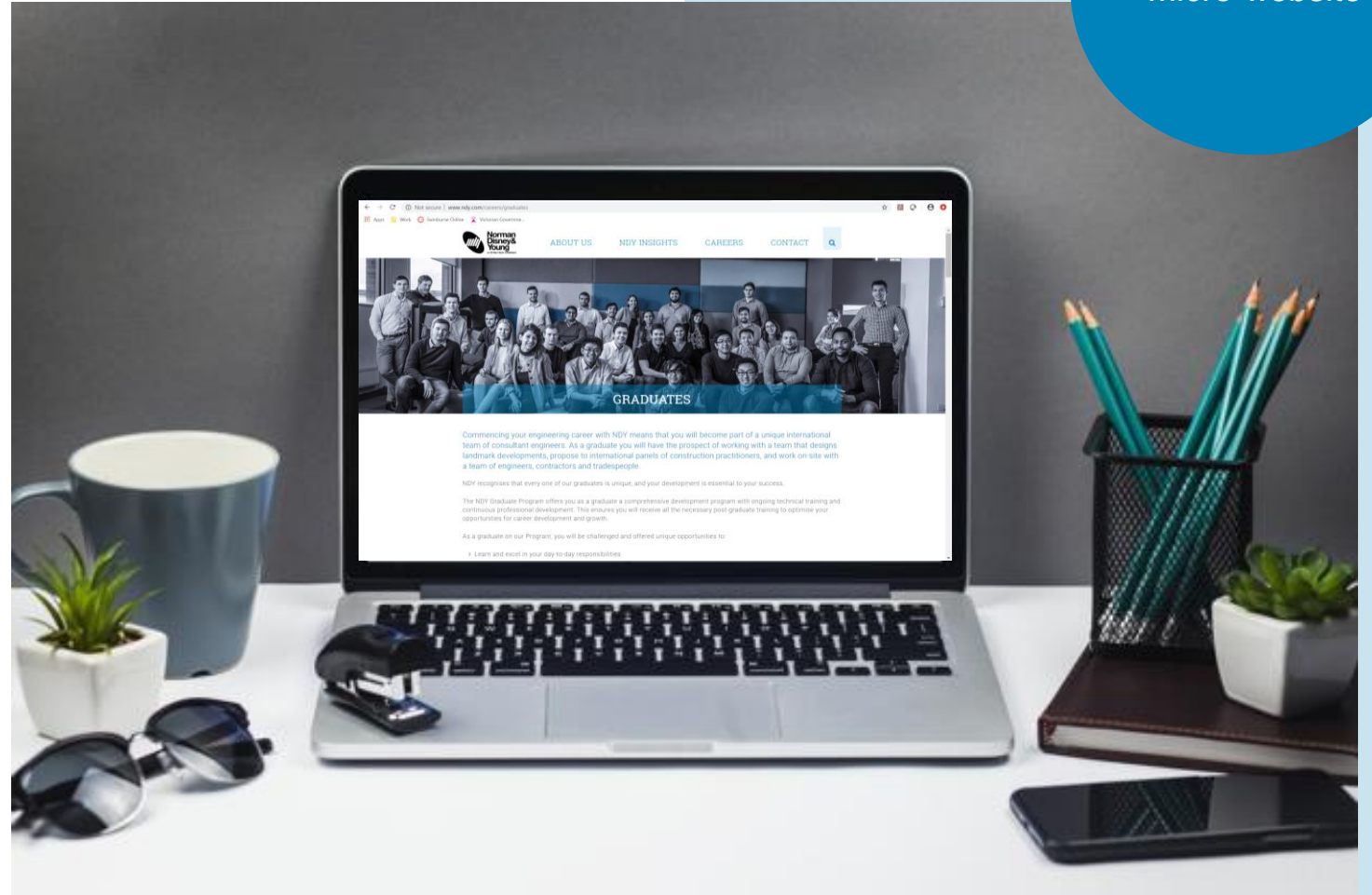
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## Collateral



Micro-website



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## Applicant Engagement



Expression of Interest forms captured the interest of interested applicants from late 2018 until applications opened in March 2019. This enabled us to communicate with interested individuals to keep them updated with direct messages as framed below:

**“Register your interest today for the 2020 Norman Disney & Young Graduate Program!**

Registering your details with us now is a great way to stay updated on when applications will officially open in 2019.”



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## Campaign Outcomes



Increased applications  
by 8% from previous  
campaigns.



NDY is driven for increased  
females in the applicant pool and  
offer intake.

Based on the success of the  
campaign, there was an 8%  
increase of females in the  
application pool from the  
previous intake and there were  
15% more females that were  
offered a position.



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