

Reimagine
your future



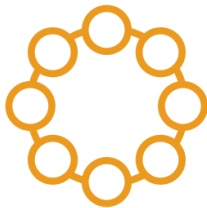
Campaign
Objectives

Novartis Graduate Program 2019 Campaign

Campaign Objectives



In February 2019, we launched the first Novartis Graduate Program with the integrated marketing campaign – ***Reimagine your future.***



To introduce the Novartis Brand to the graduate market, we aligned the Graduate Value Proposition (GVP) messaging to the Novartis mission of ‘Reimaging Medicine’. Using the distinct and consistent hero image across all collateral marketing channels (digital and face-to-face), we were able to successfully distinguish our brand in the graduate market.

Graduate Development Journey



Understanding the desires of graduates was key to establishing the integrated marketing campaign.



- Understanding Novartis
- Our Leaders
- Values & Vision
- Transition to Business
- Self Awareness
- Networking
- Personal Brand
- Supported by an Online Learning Platform

With a focus on key development objectives, the specific Graduate Development Journey was central to our attraction messaging.

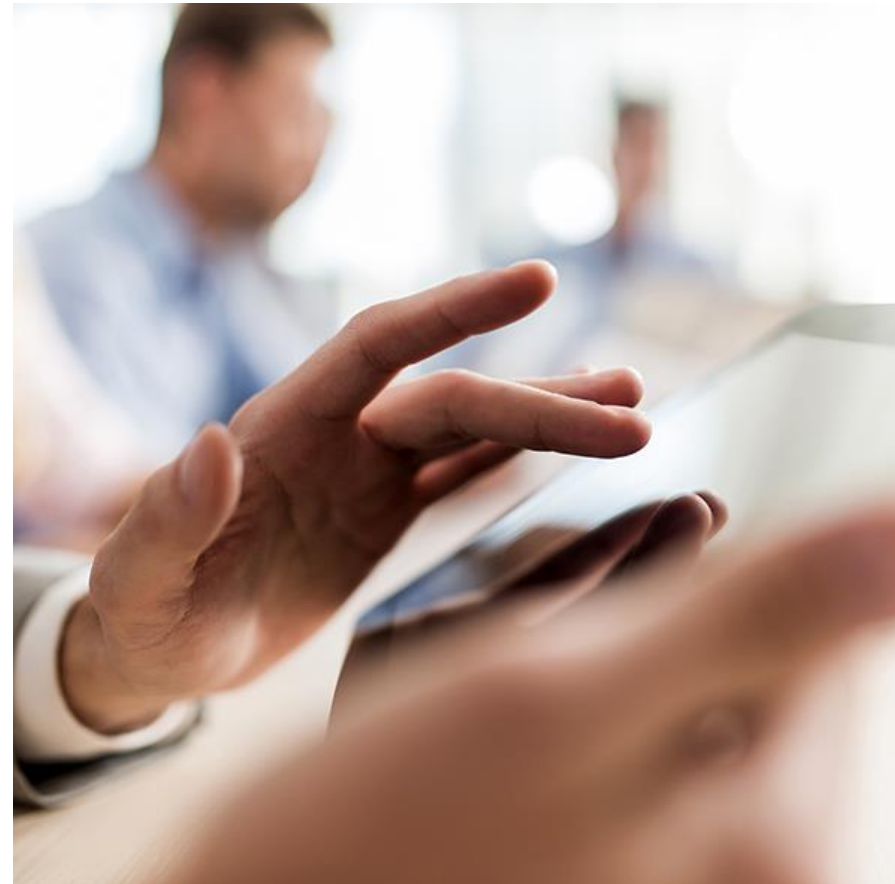


- Influencing Others
- Technical Training
- Communication
- Individual Development Plans
- Resilience
- Giving and Receiving Feedback
- Time Management



- Presentation Skills
- Community Innovation Challenge
- Guest Speakers
- Emerging Leadership
- Program Graduation
- Career Mapping

Integrated Marketing Features



Digital Content



Graduate
Program
Micro-website

Digital Content



NOVARTIS 2019

PROMOTIONAL VIDEO

Integrated Social Media Presence

I'm excited to see Novartis Australia launch its first Graduate Program. Applications are now open here: <https://lnkd.in/fepmpTW>

We are looking for inspired passionate Graduates who aspire to a career in healthcare where what you do everyday helps change peoples lives.

#NovartisLife; #NovartisCareers; #NovartisGrads2019



Applications Open

GradConnection
April 26 · 🌐 · 📍

Join the Novartis Graduate Program and help reimagine medicine.

The Novartis Australia Graduate Program offers opportunities in Marketing, Human Resources, Finance, Economics and Medical.

Apply today and reimagine your career >
<https://au.gradconnection.com/employers/novartis>

Like Comment Share

Over 700. That's how many applications we had for our 2019 Graduate Program. Wait, what?! Yep, over 700!!



Very exciting times at Novartis ANZ with the launch of our first Graduate Program. Applications are open now here: <https://lnkd.in/fepmpTW> ...see more

Reimagine your future.

143 · 1 Comment · 5,168 Views

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"2019!" The year Novartis Australia launched its Graduate Program. 6 months of preparation has led to this day. Looking forward to welcoming new talent into our organisation. ...see more



Assessment Centre

Campaign Outcomes

For our first graduate program, Novartis was proud to have received:



With an internal focus on increased diversity and gender equity in our talent pipeline, our marketing campaign attracted a significant number of high calibre females.



58% Female Applicants



42% Male Applicants