



# Infinite possibilities

2019 Campaign overview

# Overview

ARUP

Engaging Gen Z  
Nov 2018

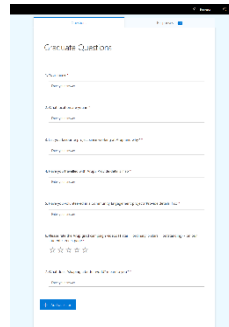
Gen Z are more independent than previous generations – brands don't mean as much to them

Attention span is 8.25 seconds – we want to drive them to the website to do further research

Focus on values, mission, sustainability – so long as it is authentic

Survey to find Grad talent  
Dec 2018

32 responses between  
3-12 Dec 18



The image shows a screenshot of a survey form titled "Calculate Questions". It contains several questions with input fields and radio buttons. The questions are:

- What is your gender?
- What is your age?
- Are you currently employed?
- Are you currently a student?
- Are you currently a graduate?
- Are you currently a professional?
- Are you currently a senior professional?
- Are you currently a senior professional?
- Are you currently a senior professional?

Shoot talent for video  
Jan 2019

3 x grad campaign heroes

Cass Bodsworth  
*Mechanical Engineer*

Amanda Chong  
*Digital Analyst*

Joshua Montford  
*Environmental Engineer*

Launch of campaign  
Feb 2019

Partnered with regional M&C to develop a suite of promotional material to support the 6 week campaign



# Video

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Video to launch  
campaign – featured on  
website, pushed out  
through grad connection

In two minutes 3 grads  
share their experience  
at Arup



# Social

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- 2-3 social posts per week
- Arup Group:   
- Australasia:  
- Not just graduate campaign branded content but also pushing out existing arup.com pieces related to current grads and projects they have worked on



# Social cards

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**in** Will be targeting specific Arupians active on LinkedIn to re-share content with bespoke messaging.

*On top of general “please share” messaging going out by P+C*



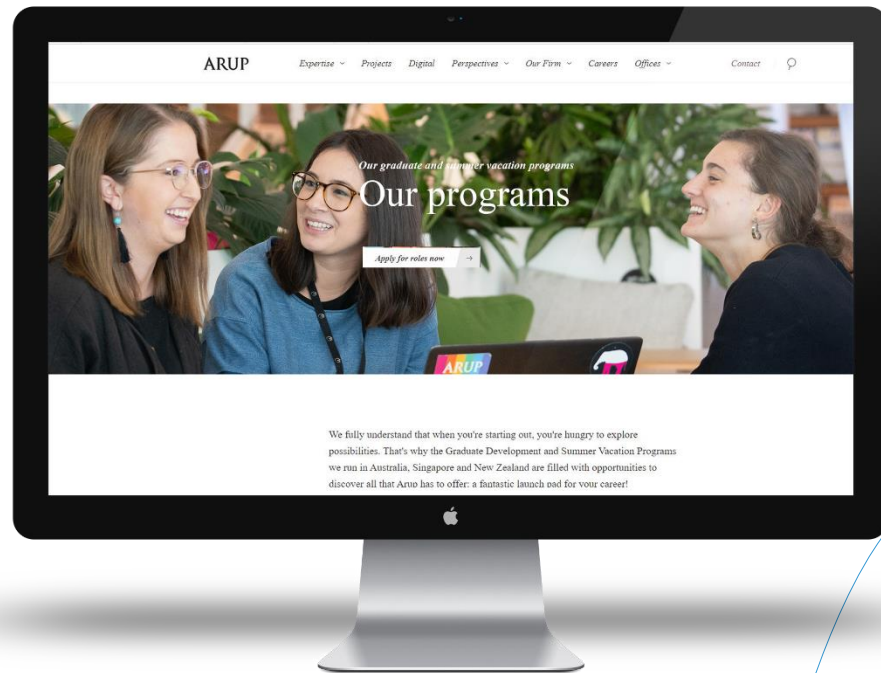
A *complete redesign* of the entire graduate site

📄 7 new site pages

📄 6 new staff profile pages

New landing page, Our programs, Scope of roles (Buildings, T&R and Consulting roles) Why Arup.

*Includes proofing, editing, rewriting content provided, sourcing additional content, upgrading of search engine optimisation, redirecting existing/old pages*



# One pager

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Alex will be sending packaged social content including this one pager to university career centres, student societies.



# Postcards – Campus Events

ARUP



"Arup really  
you'll be do  
best work  
you're pa

Cass Bodsworth  
Mechanical Eng

ARUP



Infinite  
possibilities



Infinite  
possibilities

"I love that Arup is  
a truly global firm.  
I've already had  
amazing opportunities  
to work on projects right  
across Australia as well  
as in Vietnam, Indonesia  
and New Zealand.

Alonzo Oving  
Site of Arup

[arup.com/careers](http://arup.com/careers)

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"I chose Arup because  
I wanted to be with  
people who thought  
more about what they're  
doing for society."

John Woodford  
Environment Engineer

ARUP



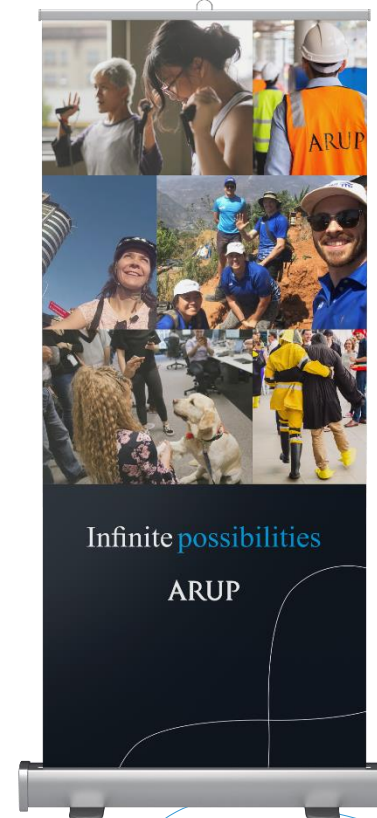
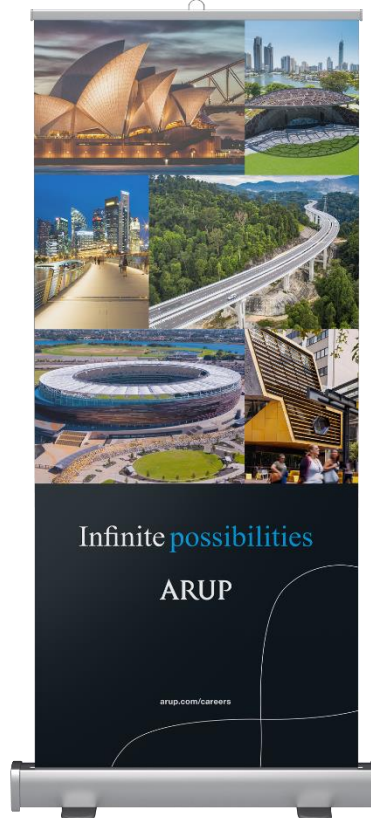


# Pull up banners – Campus Events

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Showcasing:

- Projects
- Life at work



# Tee shirts – Campus Events

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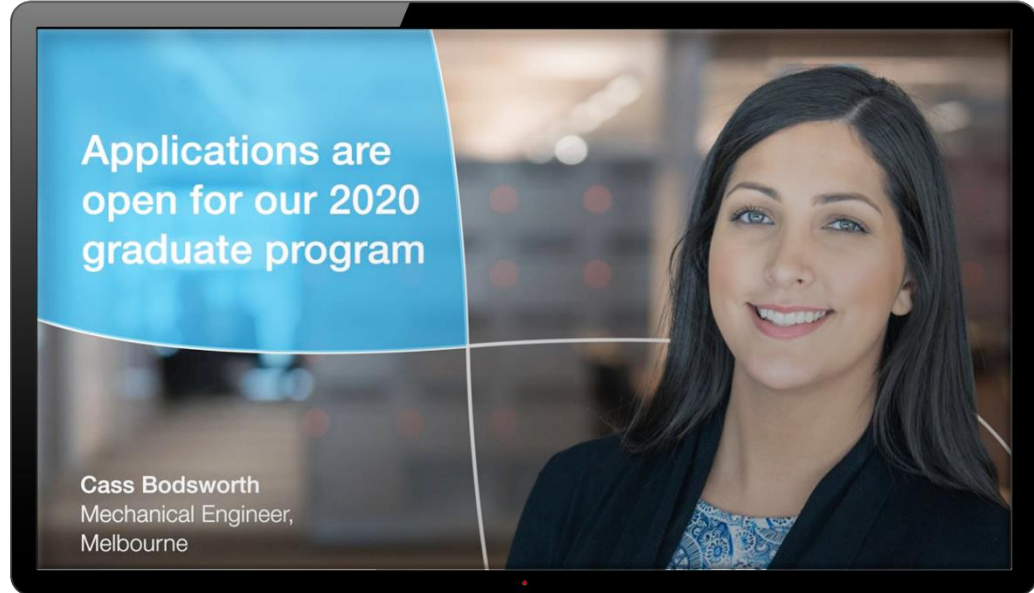


# Office screens

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Versions:

- Australia
- New Zealand
- Singapore



# Photography

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# Ready set...go

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- 18 February we are publishing a news item about the top employer ratings and supporting LinkedIn post
- Internal communications
- 20 February launch



# Team

ARUP

Ciaran Cullen

Talent Acquisition Leader

Alex Knight

Grad campaign Leader

Kath Wallace

Art direction and designer

Jennifer Shand

Video script direction and news story on recruiter ratings

Katie Maltby

Online and social media manager

Lachlan Outhred

Video and photography

Matt Urmenhazyi

Video

Steve Burleigh

Global web manager based in London and very involved grad site update

Jess Kelly

Assisted on updating content on arup.com

Shelly Navarre

Office screen animation





*Infinite possibilities*

[arup.com/careers](https://arup.com/careers)



*Thank you*