

UNLIKELY MATCH CAMPAIGN

1. Dedicated campaign landing page

All materials contained a call to action to go to dedicated campaign landing page: commbank.com.au/unlikelymatch where students could read stories from seven of our existing CommBank 'unlikely match' grads.

2. Interactive on campus game

For students attending our stand at careers fairs, we had an interactive game they could play. Students could choose from different food combinations and watch real CommBank grads reactions eating them.

3. Food truck and competition

To surprise our grads on campus and spark curiosity of the campaign we had an Unlikely Match Food truck serve strange but delicious food combinations to students (Peanut Butter and Jelly Hot Dog for example). While waiting in line for their unlikely match food combination students could provide their details to go into a competition to win a food delivery voucher.

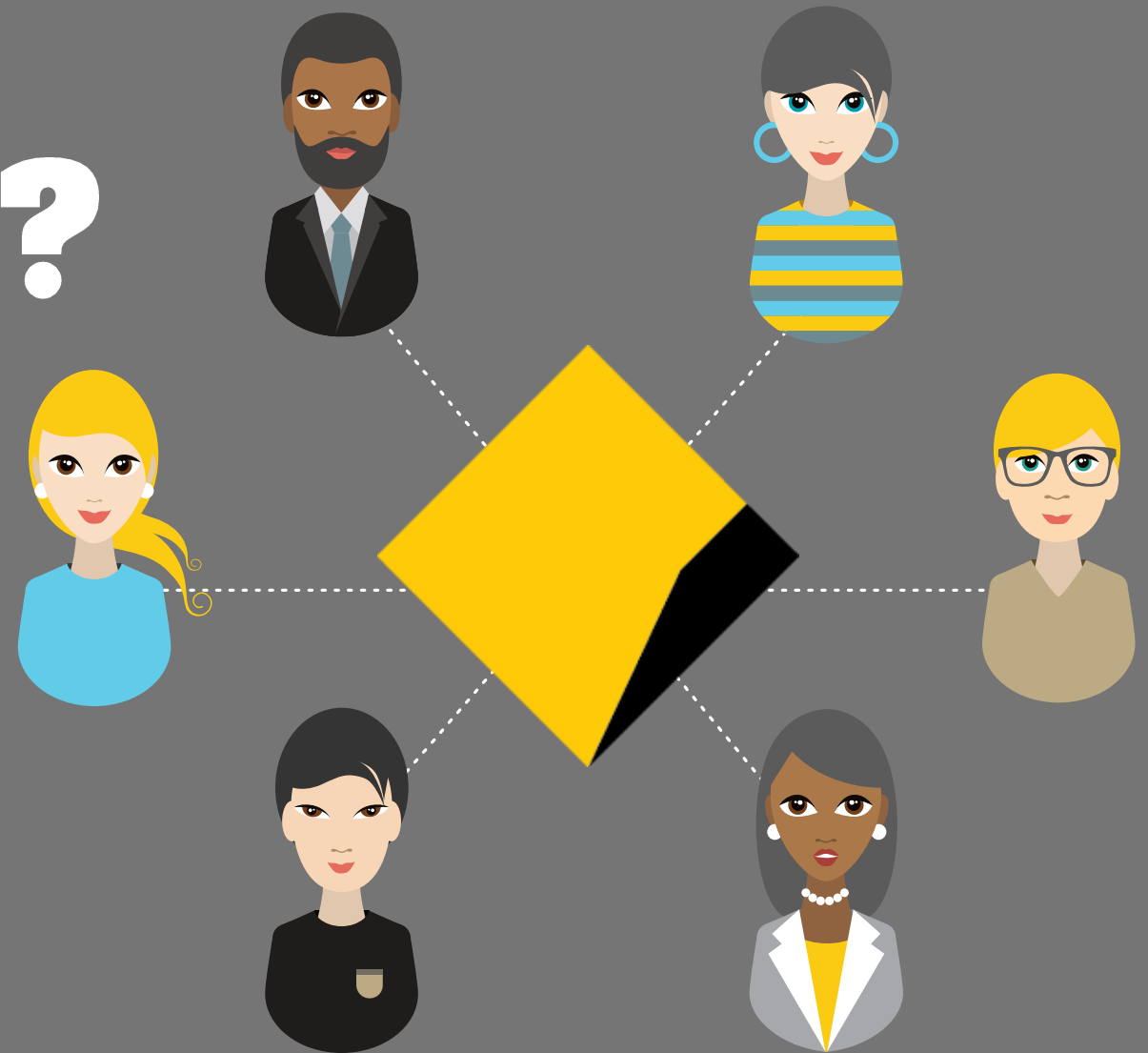
4. Print collateral

To ensure our brand was memorable at each decision point of the candidate experience, we redesigned and the entire suite of collateral the Campus TA Team utilise including: all print items (flyers, banners, hand outs), LED screens across campus, university society social posts, CommBank ATM screens on campus.

5. Online presence

Created an Unlikely Match Spotify playlist, where we collated the best tracks created by two different artist genres, promoting the notion that although they are unlikely combinations, they have created amazing music, think Kendrick Lamar and Sia or Kanye West and Paul McCartney.

WHY COMMBANK?



For those graduating from non traditional finance degrees, such as Humanities or STEM, it can be difficult to see how they would fit into a place like CommBank.

ENTER UNLIKELY MATCH



To capture the attention of graduates, we developed a bold and thought provoking campaign hinged on three streams of execution:

- Profiling existing unlikely match graduates at CommBank. Our graduate materials featured current CommBank grads who were from STEM and Arts/Humanities degrees, supported by a snapshot of their current career journeys at CommBank.
- Creating fantastical yet familiar objects (a hair dryer and a party blower for instance). We executed this as a visual treatment using tricks in perspective to combine objects – something you wouldn't expect from a bank.
- Spark curiosity on campus with an activation featuring a food truck that offered unlikely match food to engage our audience on campus and bring the concept to life.

THAT'S AN UNLIKELY MATCH



CONCERTINA BROCHURE

Top tips to help candidates put their best foot forward for each stage of the recruitment process

TOP TIPS FOR A PERFECT RESUME

First impressions last. So if you're keen to get a call up for a job interview, make sure you follow our ten tips for crafting the perfect resume and stand out from the crowd.

KEEP IT SIMPLE. First impressions count so be clear, concise and professional. We recommend a structured approach: Personal details > Education > Employment history > Extracurricular > Other skills.

RELEVANT AND RELEVANT. Take your time to think about recent experiences that is relevant to the role you're applying for. If you're applying for different roles, remember to tailor your resume for each role instead of sending out a generic application.

ANY JOB IS A GOOD JOB. Don't underestimate the value of the great skills you develop working in the retail or hospitality industry.

INCLUDE THE DETAILS. Make sure you include your Major as well as your GPA/WAM, this information is essential.

TWO PAGES MAXIMUM. Recruiters receive thousands of applications and only have 2-3 minutes to spend on each resume. Keep it punchy.

HIGHLIGHT POINTS AND YOUR FRIENDS. They're a great way to highlight your skills and achievements, so don't be afraid to use them.

BE YOURSELF. Remember to include your extra-curricular, volunteering and community activities. They show that you are a well-rounded individual with diverse interests, who can manage their time effectively.

IT'S NOT PREZOOM. Don't use abbreviations or jargon; it only looks lazy and unprofessional. You don't need a profile photo either.

KEEP IT HONEST. We will find out.

CHECK, CHECK AND CHECK AGAIN! As we said at the beginning, first impressions count, so make sure you don't have any spelling or grammatical mistakes in there.

For more information and to apply visit commbank.com.au/graduate

TOP TIPS FOR ATTENDING AN ASSESSMENT CENTRE

You've made it to the assessment centre, now it's your time to shine. Our nine tips could give you the extra edge.

BE YOURSELF. Assessment centres give you lots of opportunity to demonstrate who you are, much more so than an interview.

EMBRACE IT. This could be the final step towards securing your dream role. Everybody is in the same boat and those who can relax and enjoy the occasion tend to demonstrate the traits that got them there in the first place.

BE A TEAM PLAYER. Work with your fellow interviewees; they are not your competitors, they are your colleagues.

LISTEN to all members of the group and show your respect for their opinions. Avoid side conversations which could be interpreted as ignorance and rudeness.

NOBODY IS PERFECT! Show reasoning behind your good ideas but be willing to listen to others' opinions. There is nothing wrong with admitting a colleague's idea is more appropriate and then supporting that idea.


SHOW LEADERSHIP. Guide your team members as necessary whilst listening to their points of view and encouraging them to contribute to the activity.

SPEAK CLEARLY so our assessors can hear what you have to say. Keep your tone encouraging and pleasant without being too timid or overpowering.

NOTHING IS OFF THE RECORD. Act professionally at all times, from your arrival until you leave the building.

DON'T LEAVE WITH UNANSWERED QUESTIONS. Ask as many relevant questions as you need to in order to accept a potential offer. Ensure that you can leave with the knowledge that it is the right role for you.

For more information and to apply visit commbank.com.au/graduate



I AM AN UNLIKELY MATCH

David,
Asia-Pacific
studies major

I am an expert in Asia-Pacific studies uncovering insights that shape Australia's housing market, I am an unlikely match

I've always had a passion for Asian culture. It's what I focused my studies on. Having spent so much time overseas trying new things, when it came to looking for a job, I really wanted a job, which would let me experience new things as well. I'd never really considered the impact that global markets can have on our local industry, and once my eyes were opened to this, the thought of working in financial services never slipped away.

To find out more visit commbank.com.au/unlikelymatch or to get a sneak peek at life at Commbank, search #CommbankLife on your socials.

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TOP TIPS FOR A GREAT JOB INTERVIEW

Whether you're a seasoned pro or just a beginner, it never hurts to finesse your job interview skills. Read our ten tips for a successful job interview and find the confidence you need to land the job of your dreams.

PREPARE. Research the role and the organisation prior to the interview so that you can answer and ask specific questions.

PREACTOR. Ask a family member or friend to do a mock interview. You can research typical interview questions and prepare your answers. This will help with nerves too.

NEEDS THE PART. Ensure that you are well groomed and dressed professionally – first impressions count.

ARRIVE ON TIME. Make sure you know how to get to the interview and arrive no more than 10 minutes early. Every interaction you have with anyone in the organisation counts so remember to act professionally as soon as you enter the premises.

RELAX AND BE YOURSELF! The interviewer wants to get to know you, so be the best version of you.

SMILE and use direct eye contact at all times. This will help you engage and build a rapport with the interviewer.

LISTEN CAREFULLY to the questions that you are being asked. That way, you are only giving the interviewer the information that they request and avoid straying away from the question.

BE HONEST if you lie in your interview and the truth is exposed at a later date, it is extremely likely that you will have your employment terminated.

ASK QUESTIONS. Prepare some questions beforehand to ask the interviewer. By asking questions about the job and company, it shows how interested you are in the role.

THANK YOU. Thank the interviewer for their time at the end of the interview.

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TOP TIPS FOR A SUCCESSFUL DIGITAL INTERVIEW

A digital interview is an opportunity for you to tell us what can't be put into words on your resume. To help you on your way, we have put together nine top tips on how to do your best in your digital interview!

IT'S JUST LIKE A VIDEO CALL. You'll be looking at pre-recorded questions, then responding to the frontward facing camera on your computer or mobile device.

DO YOUR DIGITAL INTERVIEW ANYWHERE THAT SUITS YOU. Whether that's at home, on your break at work, or with your kids playing in the background – if it works for you it works for us. Just make sure you're in a safe space.

GET TO KNOW US. Jump on our commbank.com.au/about-us/careers website read the role profile, and have a think about why you'd be a good fit for the role. Be sure to also read up on our vision and values – they mean a lot to us!

PRACTICE MAKES PERFECT. Be sure to try out the practice questions so you can get comfortable with the process and the technology. It will help you be your best!

HAVE YOUR NOTES AT THE READY. If you're the type of person who takes notes to prepare for an interview, then a digital interview should be no different. Don't be afraid to break eye contact to check them too.

DRESS FOR... YOURSELF. We want you to be your best for your digital interview, so wear something you're comfortable in. Could be a suit and tie, a dress, or even a shirt and shorts – if it works for you it works for us!

WE WANT TO SEE YOUR FACE. When you're setting up for your digital interview, make sure there's not too much light behind you so that we can see your face in the recording. But don't worry, you can always hit the 'Hide Video' button if you don't want to watch yourself respond.

IT'S OKAY TO START AGAIN. We know that an interview can be a bit nerve-racking, so if you stumble on a sentence or lose your train of thought, it's okay to start your answer again and finish within the time limit.

YOU CAN BE YOU. We want you to be open and honest in your responses. Just relax and have some fun with it. Good luck!

For more information and to apply visit commbank.com.au/graduate

THAT'S AN UNLIKELY MATCH



Great things happen when you bring different perspectives together

Right now we're looking for the best and brightest minds across every degree. So if you didn't imagine yourself working at Commbank, now is the time to start.

To find out more visit commbank.com.au/unlikelymatch or to get a sneak peek at life at Commbank, search #CommbankLife on your socials.

DOUBLE SIDED BROCHURE

This brochure contains information on both of our programs for year round promotion

THAT'S AN UNLIKELY MATCH



Great things happen when you bring different perspectives together

This is why at CommBank we're looking for the best and brightest minds across every degree. So if you didn't imagine yourself working at a bank, now is the time to start.

To find out more visit commbank.com.au/unlikelymatch or to get a sneak peek at life at CommBank search #CommBankLife on your socials.

How does the Graduate Program work?

You'll begin your CommBank career with an orientation conference in Sydney, where you'll hear from senior leaders and renowned speakers, immerse yourself in all things CommBank, and network with fellow graduates from all parts of our business around the world. Throughout your first year we provide loads of support to help you to maximize your experience. We help you identify your individual focus areas, and provide you with tailored development sessions on-demand or in person.

Every business area offers a rotational program. Rotations help you to learn about the different areas of our business, build more connections, further develop skills, and decide where you want to take your career next.

How does the Summer Intern Program work?

Our 10-week program gives you a taste of what it's like to work with Australia's best bank. You'll be given full support and training to help you decide if CommBank is the right fit for you. At the end of the Program you'll also have the opportunity to apply early for our Graduate Program for the following year.

Eligibility Criteria

- You must have Australian/New Zealand citizenship or permanent residency at the time that you submit your application.
- You should have a minimum of 65% grade point average.
- For Graduate applications you must be in the final year of a university undergraduate or postgraduate degree or have completed your university studies in the last 12 months.
- For Summer Intern applications you must be in the penultimate (second last) year of a university undergraduate or postgraduate degree.

When can you apply?

Applications for our Graduate Program typically open in February and applications for our Summer Intern Program will open in July.

How do you apply?

All applications need to be submitted online. Visit our website for more information on application open and close dates and how to apply.

commbank.com.au/graduate

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OPEN TO INSPIRATION

Be exposed to our approachable, vibrant and highly motivated leaders. Ask questions and be inspired. Be led by the best.

OPEN TO LEARNING

Explore, grow and learn through our market-leading development program.

Be challenged and take on opportunities to continually build your skills and experiences. Thrive outside of your comfort zone.

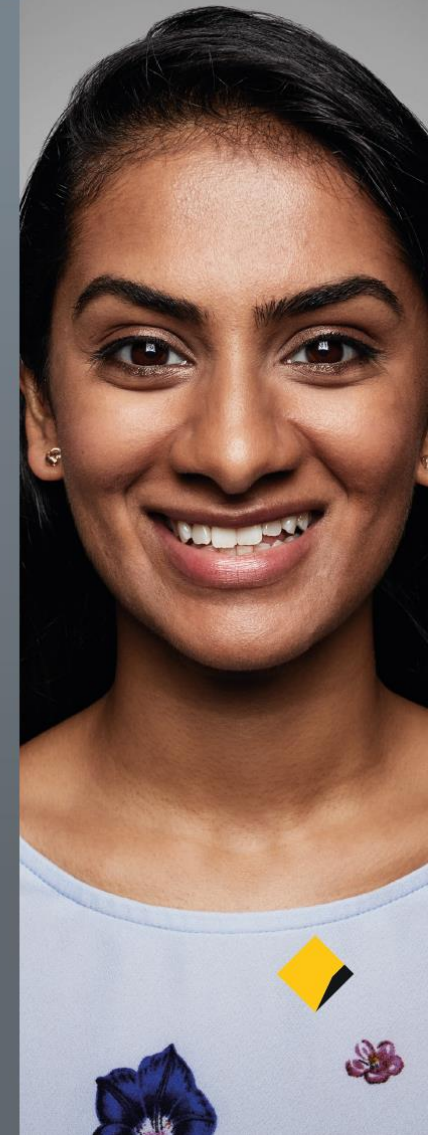
OPEN TO GIVING

Create a sustainable future for us, for our customers and for the communities in which we live and work. Be involved in the Graduate Committee. Make a real impact.

OPEN TO POSSIBILITIES

Help us deliver better solutions for our customers. We encourage fresh ideas and creativity.

Speak your mind and own your results. Think big.



GATE FOLD BROCHURE

This brochure is program and
campaign specific

I am a performance studies major building a career in digital, I am an unlikely match

I'm from a small country town, and I thought I might end up working in the theatre industry, but I'm pretty open minded. Anyone who knew me 5 years ago would probably laugh if they heard I now work for a bank. But I've never felt too out of my depth. My development plan included learning more about analytics and now I am really enjoying growing in my ability to work with and analyse data.

How does the graduate program work?

You'll start with us in February, but the length of your Program varies based on which business area you choose. Being such a large and diverse business, we have a vast range of opportunities for you to take hold of.

You'll begin your CommBank career with an orientation conference in Sydney, where you'll hear from senior leaders and renowned speakers, immerse yourself in all things CommBank, and network with fellow graduates from all parts of our business around the world. Throughout your first year we provide loads of support to help you to maximize your experience. We help you identify your individual focus areas, and provide you with tailored development sessions on-demand or in person.

Every business area offers a rotational program. Rotations help you to learn about the different areas of our business, build more connections, further develop skills, and decide where you want to take your career next.

I AM AN UNLIKELY MATCH

Tessa,
Performance
studies major

When can you apply?

Applications for our Graduate Program typically open in February.

How do you apply?

All applications need to be submitted online. Visit our website for more information on application open and close dates and how to apply.

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UNLIKELY
MATCH
PLAYLIST

COMMBANK GRADS



SCAN LISTEN
TO WHAT
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OUR GRADS ARE
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MATCH



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UNLIKELY

