

LEVEL UP!



Graduate  
Campaign 2019



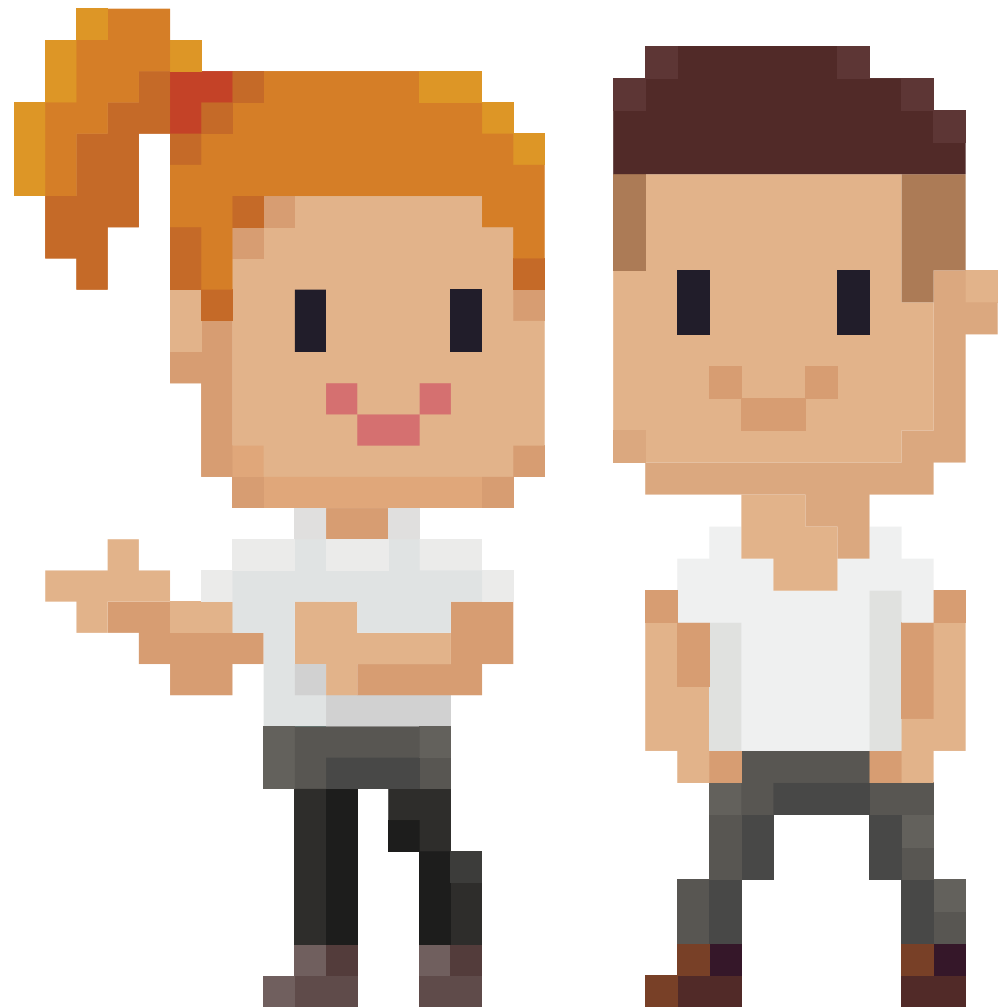
# Campaign Overview

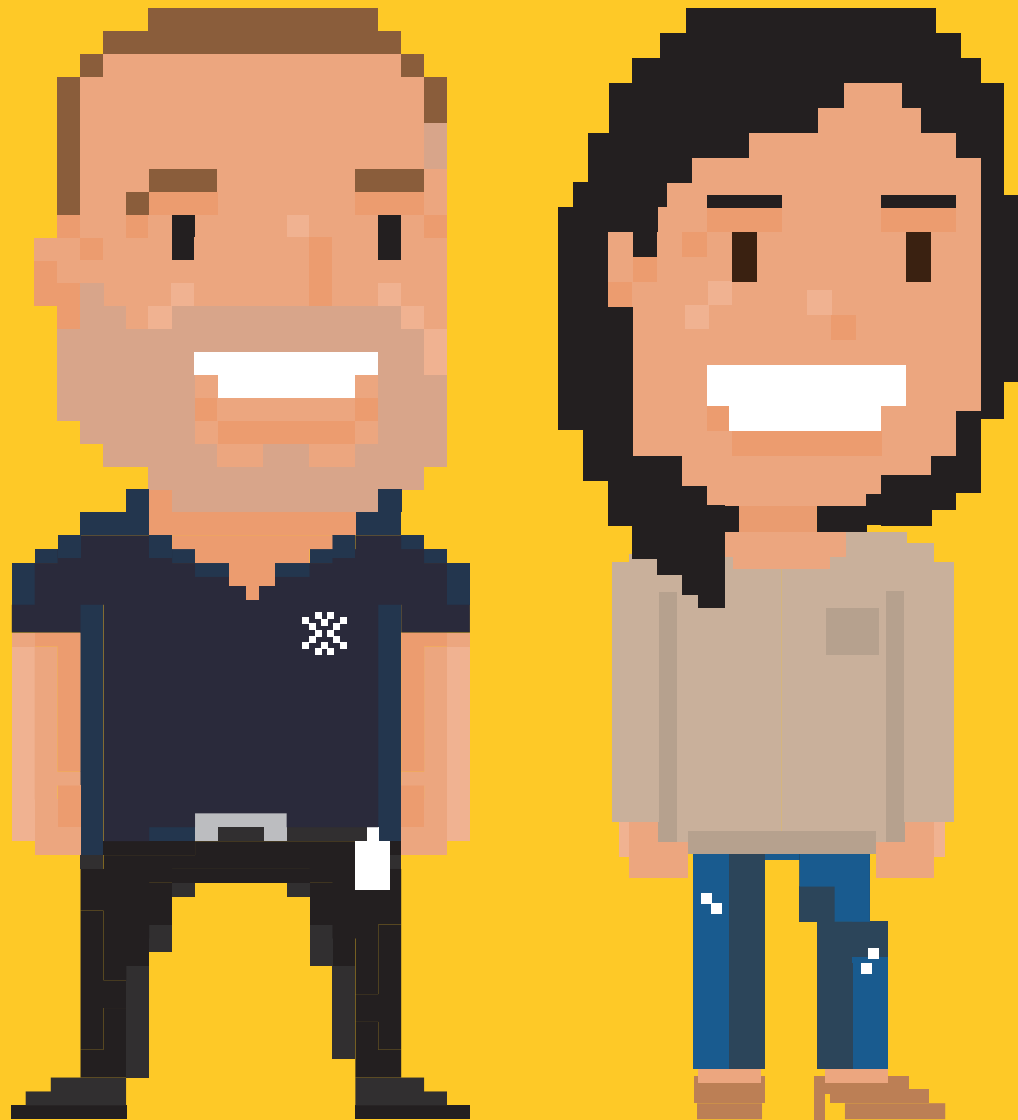
PEXA entered the graduate market for the first time in 2019. They were on the hunt for their first cohort of superstar tech and business graduates.

PEXA are on the wave of revolution, transforming the way their members exchange property by taking conveyancing transactions online. Just as PEXA are enthusiastic and passionate about their unique position in the market, they brought these same values to their graduate campaign by tailoring the experience to each unique individual to get the best from every candidate.

'Level up' was the tag line for the campaign which took graduates on a gaming inspired journey of their innovation, technology and employee experiences. Embedding candidates with a wealth of insights into roles and teams within the business and setting them up to continue and inspire a career with PEXA.

Let's take PEXA to the next level!





Career Fair Materials

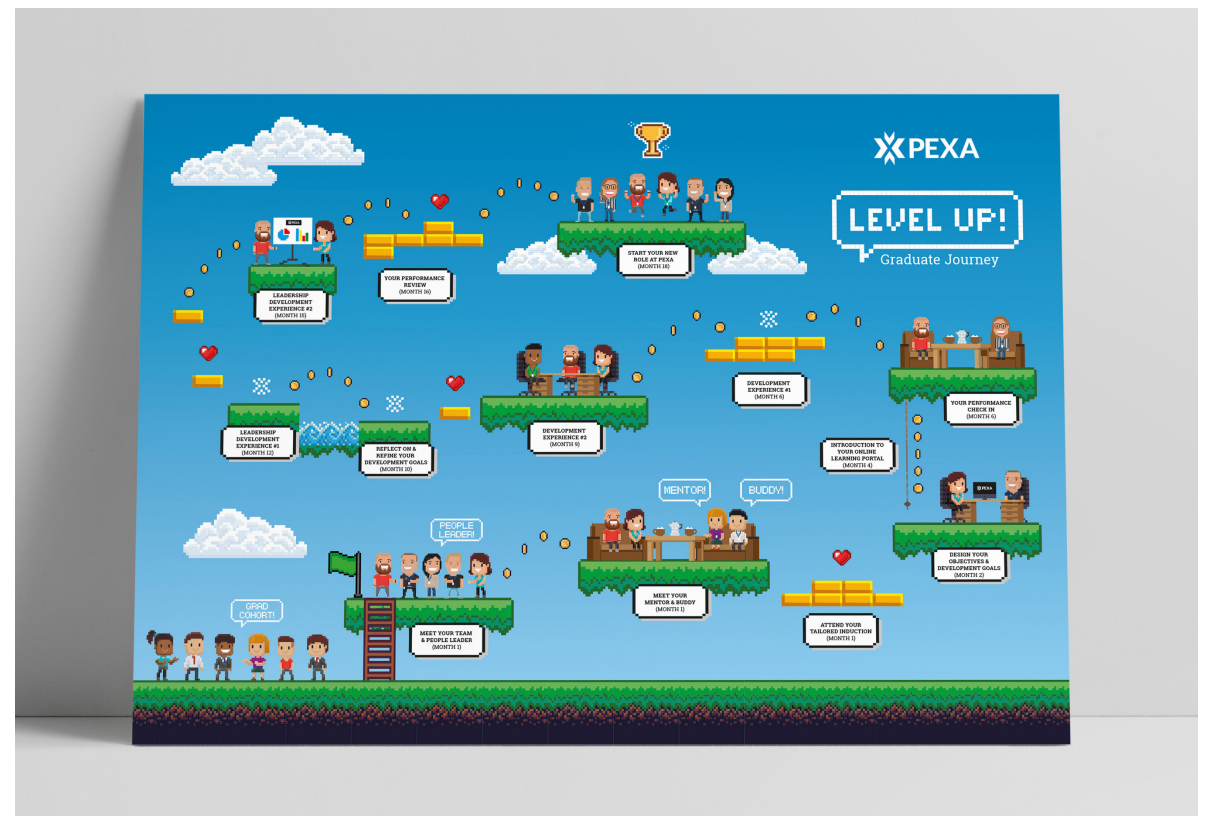


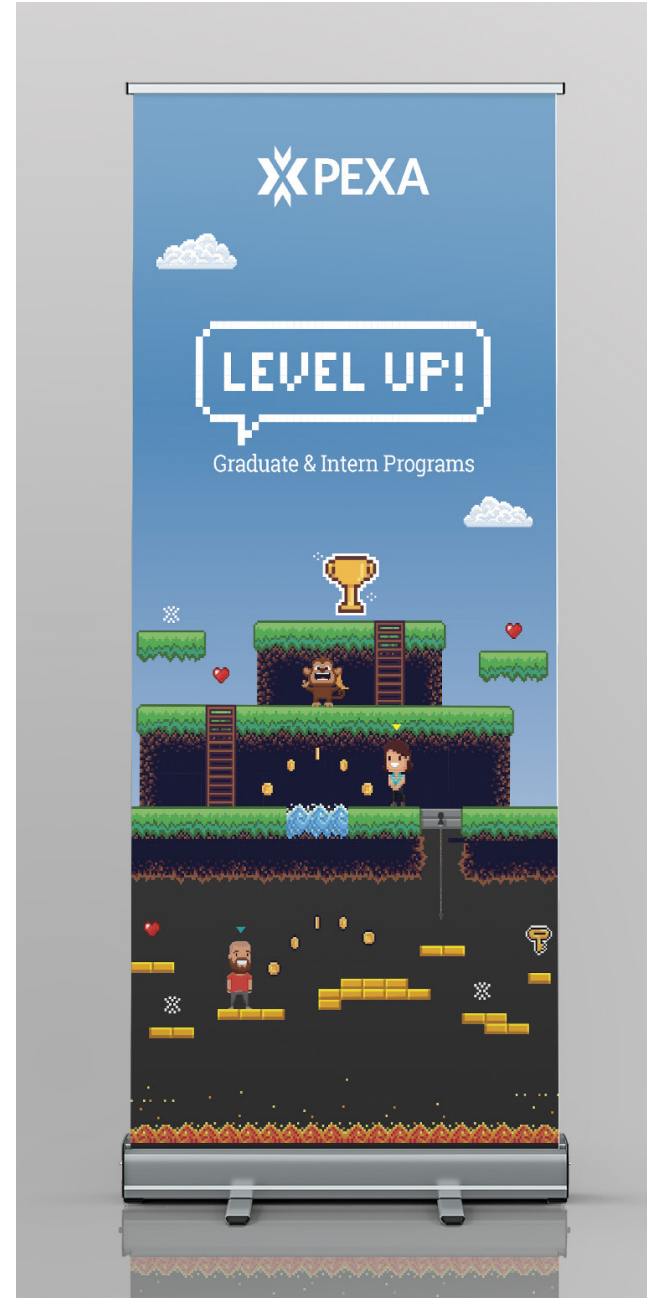
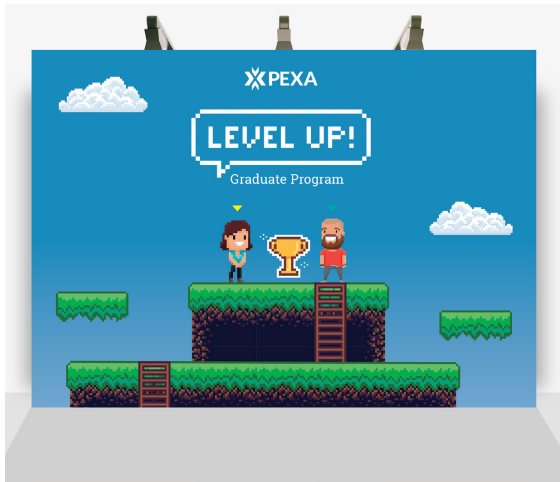
# Career Fair Materials

Are you ready to take on the challenge?!

The journey graphic was created for graduates to visualise their 18-month graduate journey upon joining PEXA.

Posters, flyers, t-shirts and pull up banners were implemented to influence the “level up” theme of the campaign.







Digital Content



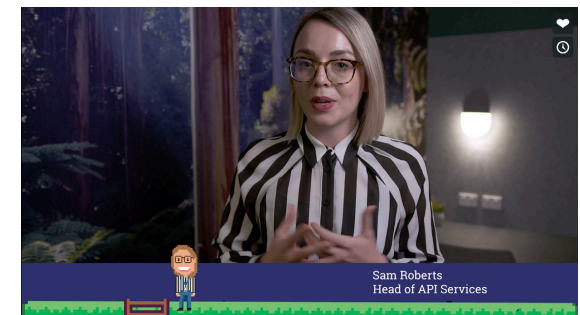
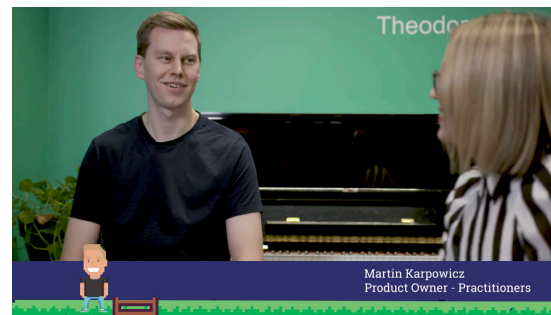
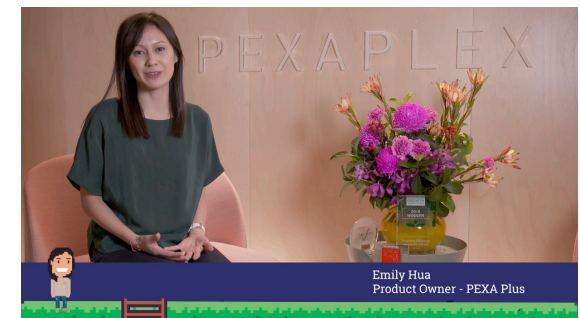
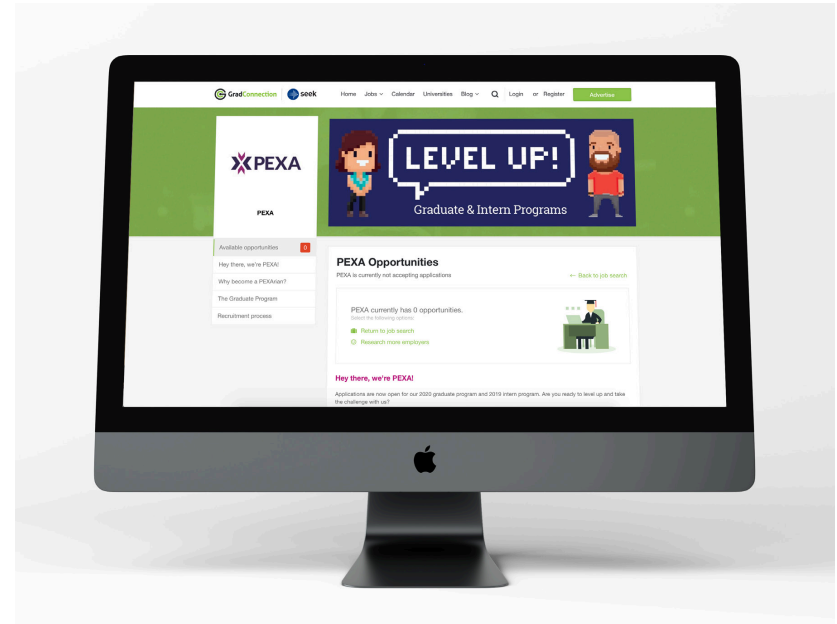
# Digital Content

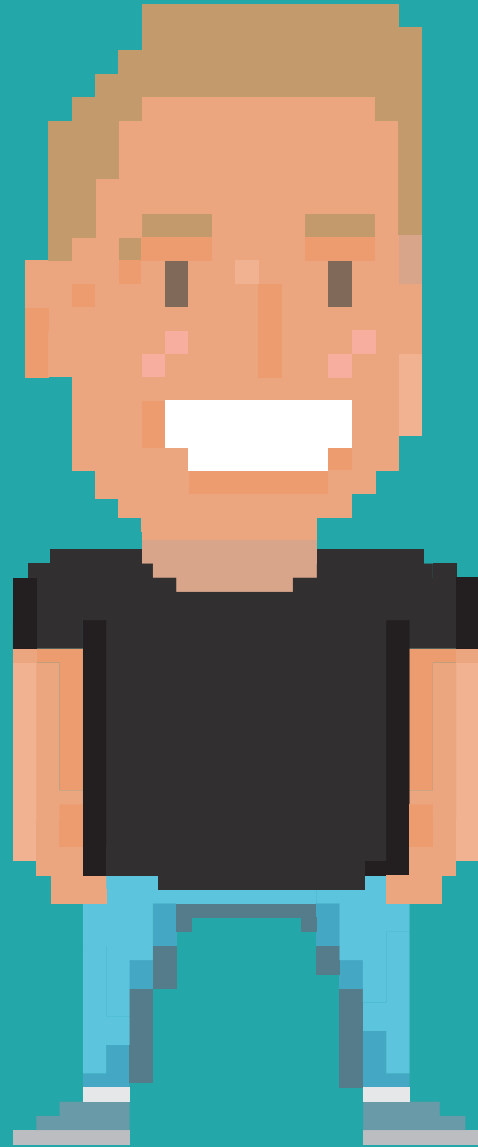
Why become a PEXArian?

The campaign video was launched to showcase “Why become a PEXArian?”

They are a passionate, motivated and unashamedly enthusiastic bunch at PEXA, who love what they do and they are proud to admit it. The campaign video provided information on joining PEXA, with individual insights from members of the team.

Job board graphic assets were also implemented to create a visual consistency throughout all platforms.





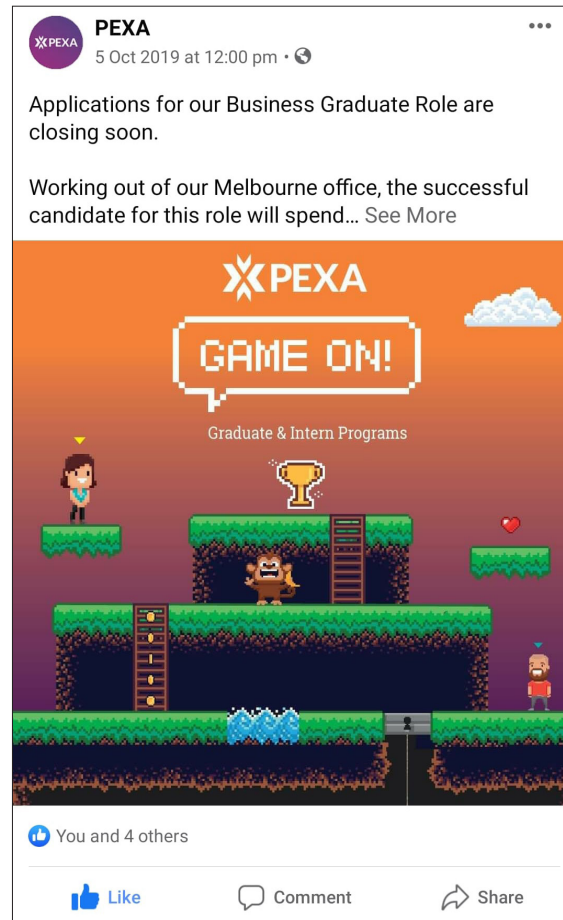
Social Media





# Social Media

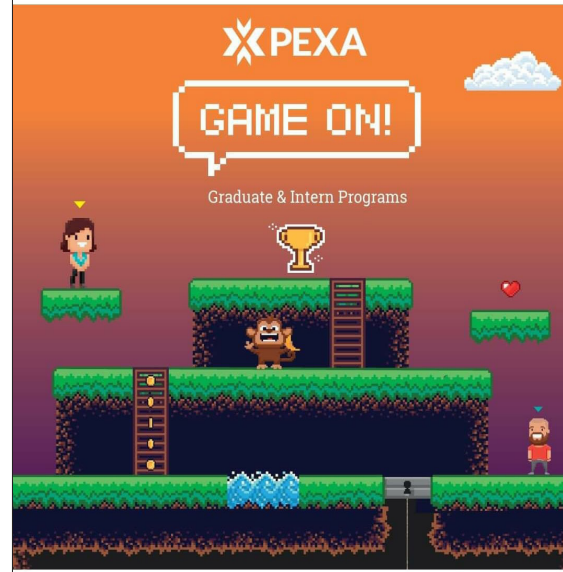
PEXA took their social media approach to the next level. The team at PEXA implemented the campaign graphics throughout their social media channels and posts promoting the program.



**PEXA**  
5 Oct 2019 at 12:00 pm

Applications for our Business Graduate Role are closing soon.

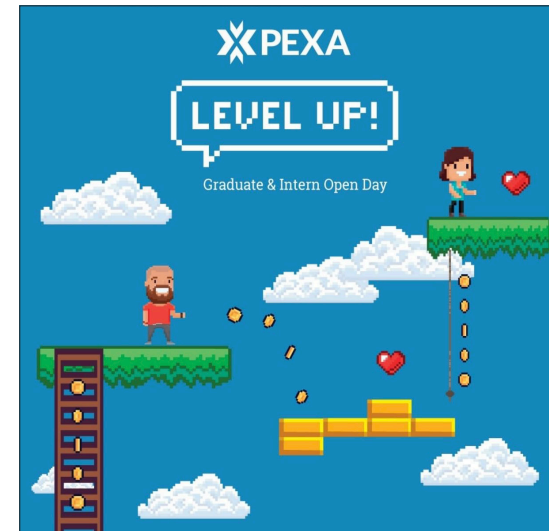
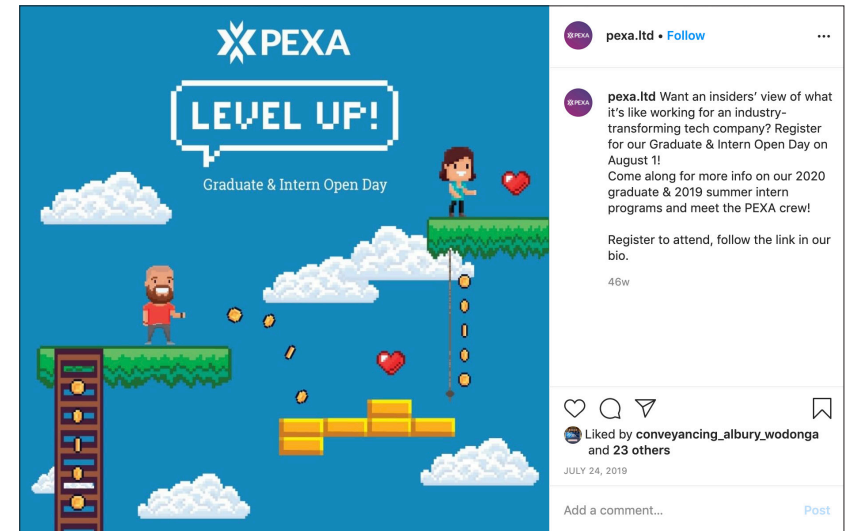
Working out of our Melbourne office, the successful candidate for this role will spend... See More



**PEXA**  
**GAME ON!**  
Graduate & Intern Programs

You and 4 others

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**PEXA**  
**LEVEL UP!**  
Graduate & Intern Open Day

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**pexa.ltd** Want an insiders' view of what it's like working for an industry-transforming tech company? Register for our Graduate & Intern Open Day on August 1! Come along for more info on our 2020 graduate & 2019 summer intern programs and meet the PEXA crew!

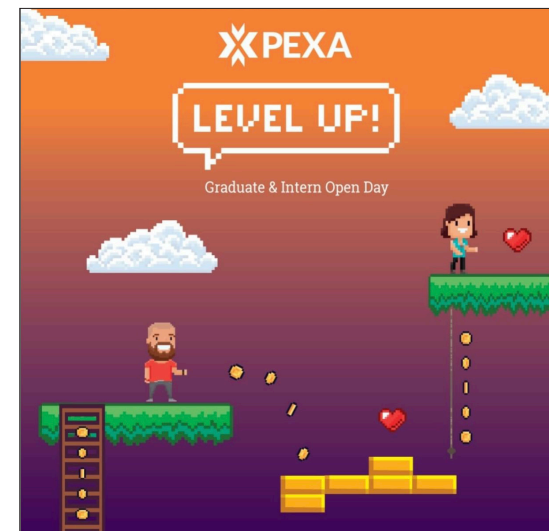
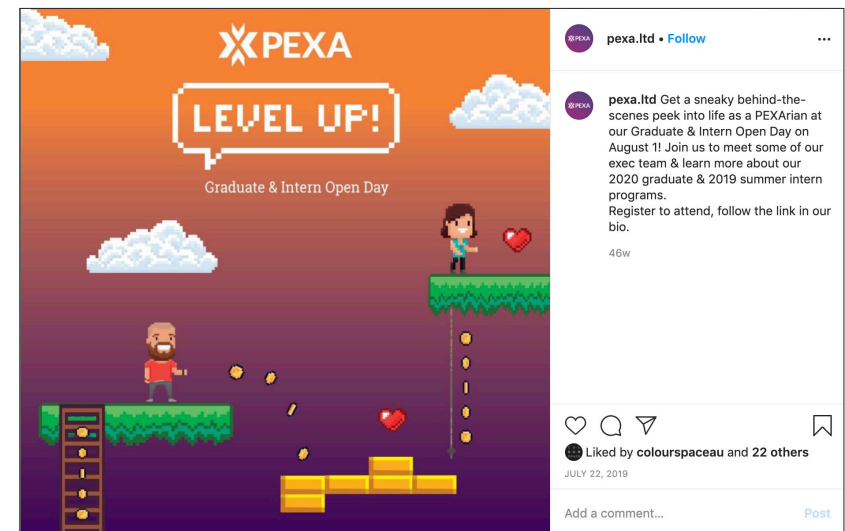
Register to attend, follow the link in our bio.

46w

Liked by conveyancing\_albury\_wodonga and 23 others

JULY 24, 2019

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**PEXA**  
**LEVEL UP!**  
Graduate & Intern Open Day

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**pexa.ltd** Get a sneaky behind-the-scenes peek into life as a PEXArian at our Graduate & Intern Open Day on August 1! Join us to meet some of our exec team & learn more about our 2020 graduate & 2019 summer intern programs. Register to attend, follow the link in our bio.

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Liked by colourspaceau and 22 others

JULY 22, 2019

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