



breaking new ground

EXPERIENCE CAREERS IN **THE HOME
DEPOT**

Tech Recruiting Initiative 2018-2019

TABLE OF CONTENTS

Tilt Agency	4 - 5
Executive Summary	6
Situation Analysis	7 - 23
Marketing Communication Direction	24 - 31
Creative Direction	32 - 38
Campaign Execution	39- 59
Appendix	60 - 69
Conclusion	70



ABOUT

Our Philosophy

We are an agency that deviates from the norm. We **shake** things up to see your problem from a **different perspective**, so you can see how the world sees you. At **Tilt**, we bend a little further to create active change for our clients. We are here to **change your angle**. We aren't here to flip your business on its head. We are here to Tilt your perspective in order to meet your unique business objectives and **create change**. We shift, we adapt, we evolve, we innovate, we zig-zag, flip, turn, twist, and Tilt to find the right angle to **solve your problem**. Tilt operates with a four step, research-driven process that **tackles, identifies, launches, and tracks** every aspect of your campaign.

Our Method



We **Tackle** our clients' specific needs and problems with our unique point of view.

We **Identify** insights.

We **Launch** campaigns and initiatives that will engage the client's target audiences and fulfill their objectives.

We **Track** our campaigns to effectively engage our audience while analyzing our results.

MEET TEAM TILT



Maggie Degnan
Account Executive

mjd34027@uga.edu



Alyssa Snider
Brand Planner

ars26867@uga.edu



Jocelyn Naide
Brand Planner

jocelyn.naide@uga.edu



Cydney White
Consumer
Connections
Planner

cydneywhite3@uga.edu



Kacie Fogg
Consumer
Connections
Planner

kcf46653@uga.edu



Zelia Zhou
Creative Specialist

zz97912@uga.edu



Raina Zafar
Creative Specialist

rzafar7@gmail.com



Meghan Shah
Creative Specialist

mashah@uga.edu



Sophia Wilder
Tactical Specialist

sgw57342@uga.edu



Nick Weinberg
Tactical Specialist

nweinberg@gmail.com

EXECUTIVE SUMMARY

Since its founding in 1978, The Home Depot has been a leading company in the home improvement industry. As a retailer, The Home Depot (THD) is well-known as a company whose brand is founded upon the basis of **quality, excellent customer service**, and **community involvement**. As the world's largest home improvement retailer, THD works tirelessly to stay ahead of the curve by integrating new technology into their business operations. With technology being a driving factor in the continued development of THD's internal operations and customer experience, THD is looking to recruit its next generation of **forward-thinking** and **technologically savvy** individuals to spearhead their current and future innovative efforts.

THD wants to target Generation Zers to work as part-time employees in their stores and tech-minded Millennials to work in the technology sector of their corporate offices. Both targets have previously held notions of THD as being a traditional home improvement company. The campaign aims to change this perception by introducing all of the **benefits, possibilities**, and **opportunities** THD has to offer these audiences.

THD champions its employees, consistently providing numerous opportunities to foster employees' **growth, professional development**, and **individuality**. THD's current in-store and corporate employees are passionate about the company and see THD as more than just a job. Those working for THD are enthusiastic about all of the benefits offered by the company and opportunities for professional growth. However, THD has struggled to recruit younger tech talent due to a lack of awareness of all of the numerous technological opportunities that exist within the company. Recently, THD launched a multi-year initiative to hire **1,000** new technology hires in 2018 to add to the current **2,800** tech-focused positions. The positions span from software engineers to product management and everything in between to maintain the THD's competitive edge over the e-commerce giant, Amazon. This will consist of an **\$11.1 billion strategic plan** to improve THD online shopping experience, expand warehouse footprint and supply chain management, speed up deliveries, and make smarter improvements to brick and mortar retail to help customers find products and check out faster. With continuous developmental efforts to improve consumer experience, THD is wanting to attract talented, young individuals who will be assets in both their in-store and corporate facilities. In an effort to gain a better understanding of the young talent that THD wants to attract, Tilt conducted **primary** and **secondary research** to discover not only where the targets are looking to work, but the factors and preferences that drive them to consider certain careers. Tilt found that Gen Zers and Millennials are attracted to large tech companies that have **cutting-edge innovations**.

Through this research, Tilt recognized that in order to attract and recruit THD's audience, it first must change how THD is perceived as a company. Through an innovative recruiting campaign, Tilt aims to show the targets how THD is on the cutting-edge of technology and **breaking new ground** everyday. The Breaking New Ground campaign utilizes a nationwide networking tour in a decked out THD semi-truck, a college-wide student competition, sponsored TEDx events at campuses across the country, and a reinvented social media plan that speaks to the targets in their own voice, to achieve THD's communication goals. The campaign will run for twelve months and will be broken in four phases, beginning with the Buzz & Awareness phase in May and ending with Advocacy & Application phase in April.

The Breaking New Ground campaign puts THD in front of younger generations in places and ways that they've never seen them before. Tilt is changing how THD is perceived by the next generation; not as just the community-driven, top home goods retailer in the nation, but as a forward-thinking company that is constantly **Breaking New Ground**.

SITUATION ANALYSIS



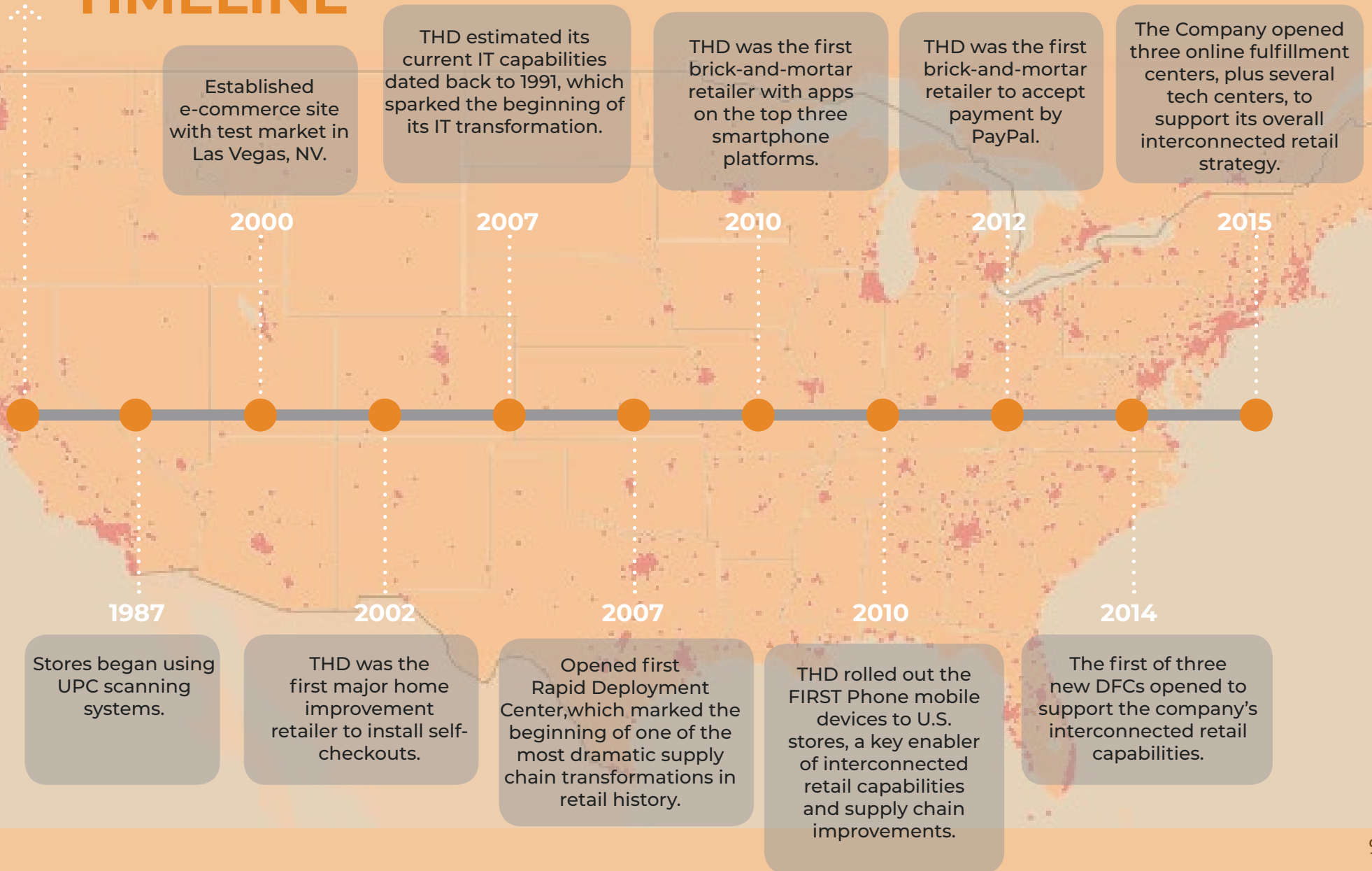
COMPANY HISTORY

The Home Depot was founded by Bernie Marcus and Arthur Blank in 1978; they envisioned a home improvement store that offered a variety of merchandise, great prices, and a highly trained staff. THD was founded with a “whatever-it-takes” philosophy, which has since evolved into a company-wide goal to earn customers’ respect by offering “the highest level of service, the broadest selection of products, and the most competitive prices.” Today, THD is the world’s largest home improvement retailer. With over 2,200 stores across North America, the brand excels in providing great service to their customers, associates, communities, and shareholders. At the forefront of THD’s continuous development is innovation. With an eye on the future, the company is currently looking to recruit its next generation of young talent: a smart, responsive work force, and a tech-minded, forward-thinking leadership group.



THD INNOVATION TIMELINE

Leveraging *emerging tools* and *technologies* to support dynamic development practices, THD consistently challenges their Software Engineers to design and deliver industry-leading software and applications that drive the future of the organization.



PRODUCT ANALYSIS

THD is a national home improvement warehouse that sells everything from home improvement products to home decorations. With over 2,200 stores across the country and sales rising yearly, THD is constantly developing new technology to accommodate their expanding business and to incorporate into their innovative practices. This has created the need for many more technology-centered jobs within THD.

THD Employee Benefits

- Performance bonuses
- A 401(K) savings plan
- Paid time off
- Matching charitable employee donations
- Merchandise discounts
- Homer Fund and Badges

Professional Growth Opportunities

- MyOrangeLadder website helps build employees' career paths and personal brands
- 90% of store leadership began their careers as hourly associates
- Over 22 million training courses are completed each year

Hiring Initiatives

- Recently launched tech hiring initiative with goal to hire 1,000 new tech students in 2018
- Includes an \$11.1 billion strategic plan to improve and revamp THD consumer experiences
- 12-week bootcamp for employees to learn THD's tech side
- THD has been featured on sites including *CNBC*, *The Wall Street Journal*, *Fortune*, and *Geekwire*

Education Support

- Tuition reimbursement
- College Coach
- Information on a 529 College Savings Plan
- EdAssist
- Variety of scholarships

CURRENT EFFORTS

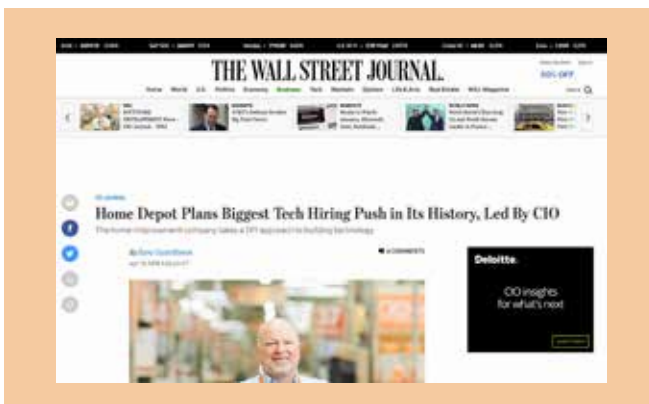
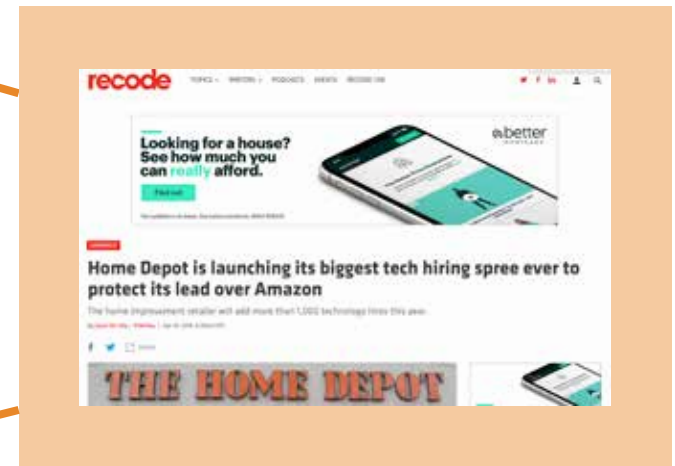


Story has been picked up by many media outlets including *Mad Money with Jim Cramer*, *The Wall Street Journal*, and tech-focused online blogs and media sites like *Recode*

Already announced an \$11.1 billion three year strategic investment plan

Redesigning and improving the in-store and online shopping experience, supply chain management and delivery capabilities, and workforce management systems

Announced the objective of hiring 1,000 new tech employees in 2018






Launched a THD podcast "Give me an H" talking with THD executives and employees about the company, their experiences working there, and the projects and goals they are working on




COMPETITIVE ANALYSIS

The competitive analysis is divided into two groups of competitors: direct and indirect. The sole direct competitor, Lowe's, is THD's primary competitor for both in-store and corporate recruiting. Lowe's recruitment tactics, product offerings, industry, and available positions make them a direct competitor to THD. The indirect competitors are further divided into two groups: in-store and corporate. This is to gain a better understanding of exactly who THD is competing against in terms of both in-store and corporate recruiting. For each competitor, there is a short description of the company and its product offerings. Additionally, there is a list of each competitors' tactics to recruit both Millennials and Gen Zers, as well as employee benefits that may appeal to each target. For more information about each competitor, see the Appendix.



Competitor	About the Company	Slogan	Product Offerings	Recruitment Tactics	Notable Employee Benefits
	<p>Retail home improvement and appliance store.</p> <p>Second largest hardware chain behind The Home Depot</p>	<p>"Lowe's: Let's Build Something Together"</p>	<p>Appliances, bathroom, building supplies, doors & windows, electrical, flooring, hardware, heating & cooling, home decor & furniture, kitchen, lawn & garden, lighting & ceiling fans, moulding & trim, outdoor living, paint, plumbing, smart home & security, storage & organization, tools, home services</p>	<p>Store hiring events</p> <p>Summer internship program with access to a mentor</p> <p>Partnerships with On-Campus Student Organizations and Career Centers</p> <p>Career Fairs</p> <p>Hosting Company Information Sessions</p> <p>Campus-focused Philanthropic Events</p> <p>Rotational programs for recent grads</p>	<p>Internal, part-time employees have the opportunity to apply for full-time roles</p> <p>A variety of learning and career development programs for all their employees</p> <p>Part-time employees can receive benefits</p> <p>Scholarships & Tuition Reimbursement</p> <p>Paid time off for volunteering</p>
	<p>Retail chain offering home goods, clothing, electronics & more, plus exclusive designer collections.</p>	<p>"Expect More, Pay Less"</p>	<p>Clothing, shoes, accessories, baby, home, kitchen & dining, furniture, electronics, music & books, video games, toys, sports & outdoors, school & office supplies, beauty, personal care, health, food & beverage, household essentials, etc.</p>	<p>Summer internships in stores, distribution centers, and headquarters building</p> <p>Target sponsors classes</p> <p>Executive Team Leader internship role</p>	<p>Tuition reimbursement</p> <p>Training and development resources</p> <p>Coaching and mentoring</p>
	<p>American fast food restaurant chain specializing in chicken sandwiches.</p>	<p>"Eat Mor Chikin"</p>	<p>Breakfast, entrees, salads, sides, kid's meals, treats, drink, sauces & dressings, catering</p>	<p>Remarkable Futures Scholarships (up to \$25,000)</p> <p>Educational Assistance Opportunities (in addition to scholarships)</p> <p>Opportunities are open to Chick-fil-A Team Members who work both full- or part-time in a restaurant, and there is no length of service requirement associated with eligibility.</p> <p>Tuition Discounts</p> <p>Internships with Lunch and learn discussions with executives</p>	<p>Education investment plan</p> <p>On-site fitness center with exercise classes, weight machines, racquetball, and fitness consultants</p> <p>Restaurant discounts</p>

Indirect Competitive Analysis

Competitor	About the Company	Slogan	Product Offerings	Recruitment Tactics	Notable Employee Benefits
	Multinational technology company that specializes in Internet-related services and products	"Don't be evil"	Online advertising technologies, search engine, cloud computing, software, and hardware	<p>Virtual career fair</p> <p>Scholarships</p> <p>Several internships, including BOLD Internship, MBA Internship, Business Internship, Legal Internship, gCareer Internship</p> <p>Google Sponsored Programs for college students (including Information Technology Residency Program (ITRP), Computer Science Summer Institute (CSSI), AdCamp, Engineering Residency, Google AI Residency Program, BOLD Immersion, Ignite CS (EngEDU), Applied CS (EngEDU), Google Summer of Code, Google Veterans Summit, Public Policy Fellowship, Legal Summer Institute (LSI))</p>	Bring your dog to work, onsite wellness and healthcare services, campus cafes, personal and professional development
	Online social media and networking service company	"Facebook is a social utility that connects you with the people around you."	Facebook (mobile app and in-app browser), Messenger, Instagram, Moments, Facebook Mentions, AR Studio, Audience Network, Facebook Business Tools, etc.	<p>Internships for business, engineering, tech, and design.</p> <p>Facebook University is an immersive internship experience that offers experience across engineering and business roles to rising college students in underrepresented communities</p>	Meals and snacks, generous vacation days, transportation support, wellness allowance
	Electronic commerce and cloud computing company. Largest Internet retailer in the world as measured by revenue and market capitalization	"Earth's Most Customer-centric Company"	Retail goods, Amazon Prime, Consumer Electronics, Digital Content, Amazon Video, Amazon Drive, Amazon Studios, Amazon Web Services, AmazonFresh and Prime Pastry, Amazon Alexa, Amazon Music Unlimited, etc.	<p>Internships for MBA, Graduate Research, and Tech.</p> <p>Host recruiting events</p>	Career mobility, training and development, tuition reimbursement, bring your dog to work

CURRENT CULTURE BASE

Employee Demographics

As a company, THD has assembled a team of driven employees who are dedicated to furthering the THD brand and finding new ways to help consumers everyday. THD makes an effort to hire diverse talent, as well as to be inclusive of every associate, no matter their age, sexual orientation, gender, or race.

- **406,000** diverse employees
- Over **35,000** associate veterans with **1,500** associates serving on military leave
- Increased efforts in hiring minorities and female associates
- **126%** boost in minority associates and an **84%** increase in female associates since 2000

Value of Current Employees

THD values the diversity among their employees, and recognizes the importance of their current employees in mentoring new recruits. THD employees are the infrastructure behind THD's customer experience. They enhance THD's use and effectiveness of technology, while maintaining THD's reputation as the nation's top home improvement store. These same employees will help educate the next generation of tech-minded Millennial and Gen Zers employees as they lay the foundations of their careers and help make THD even more accessible in the technological field. As experts in the industry with experience working for the brand, the current employees are the bridge between these young innovators and THD's future technological endeavors.



TRENDS

How do Millennials and Gen Zers feel?

- Millennials and Gen Zers are overwhelmed with options when it comes to applying for both part-time and full-time jobs.
- Numerous companies, industries, and job searching platforms available for use in the new digital hiring world.

What's important for recruiting tech candidates?

- Recruiting online is here to stay, with more job searching platforms being created and used every day.
- Perks are still effective for wooing tech savvy candidates.
- Use of innovative practices and technology within the company.
- Emphasize the opportunity for personal growth.

Where do Millennials and Gen Zers look for jobs?

- Primarily LinkedIn and Handshake.
- Also Career Fairs, Indeed, Glassdoor, and word of mouth.

What's important to Millennials and Gen Zers?

Part-Time (Gen Zers)

- Value flexibility and wages above everything else.
- Benefits that further their overall education or career goals.

Corporate/Tech full-time (Millennials)

- A forward-thinking company that does cutting-edge work.
- A purposeful job where they see the impact of their work.
- Culture, professional growth, and salary as most important factors in a job.

What do these trends mean for THD?

- THD already has many of the qualities their targets are looking for in a company.
- THD should capitalize upon and emphasize their comprehensive benefits, workplace perks at headquarters, world-class company culture, and cutting-edge in-house developed technology.
- THD's biggest competitors in recruiting tech-minded Millennials are top tech companies like Google and Amazon.



PRIMARY RESEARCH OBJECTIVES

THD is well-known as a company that *celebrates individuality* and strives to foster each employees' *personal growth* and *career development*, allowing different individuals to come together and work at a place that shares these same values. But what drives people to work both in-store and at corporate offices for THD? What does the target market know and think about employment opportunities at THD?

Tilt recognizes the importance of researching the *targets' demographics, psychographics and workplace behaviors* in order to better understand what they look for in an employer. To do this, Tilt conducted both in-depth primary and secondary research to gain insights into the minds of THD's future pool of recruits: Millennials and Gen Zers.



KEY GOALS

To identify the **overall target market's perception** of THD

To determine how the target market conducts their **employment process**, what they **value** in a workplace, and general career **aspirations**

To gain insights into **what sets THD apart** from its competitors as an employer





METHODOLOGIES

Primary Research

SURVEY

The survey was created to discover Millennial & Gen Z **workplace trends and behaviors**, as well as the target market's perceptions of THD as an employer. A copy of the survey questions can be found in Appendix.

- Distributed through **social media platforms, third-party job websites, email listservs**, and various **campus groups & organizations**.
- Generated **302** responses.

IN-STORE OBSERVATIONS

The Visits

- Athens THD location on Old Epps Bridge Road.
- The location was visited at different times throughout many days.
- The visits lasted **30-60 minutes**.

The Goals

- To investigate consumers' opinions of in-store employees.
- To gain a better understanding of employees' **interactions, behaviors, overall compensation and attitudes**.

IN-DEPTH INTERVIEWS

The Interviewees

- THD employees
- Employees of THD competitors
- Tech-minded students
- Millennials and Gen Zers seeking full-time and part-time jobs

The Questions

- Questions were catered to each individual interviewee.
- Interviewees were asked about their specific **values, opinions, and behaviors** regarding employment.
- Interviewees were identified by reaching out to peers, employees, and campus groups and organizations in **Athens, Atlanta, and Austin**
- A total of **18** interviews were conducted. (a copy of the questions can be found in Appendix)

EMPLOYEE TESTIMONIALS

We interviewed **current** and **past** THD in-store and corporate employees to gain insights into:

- Why they chose THD
- Their opinions of the company
- Any additional information about the company

PRIMARY RESEARCH FINDINGS

WORKPLACE VALUES

Students consider **large corporate companies** an ideal place to work, with their top choices being Amazon and Google.



The top three factors most important to Millennials and Gen Zers when looking for a job are **company culture, room for professional growth (both 58%)** and **salary (43%)**.



56% of respondents said they would be “Extremely Likely” to work part-time for **a company that offered to pay some of their tuition**.



While salary is still important to Millennials & Gen Zers, they’re willing to sacrifice some of their salary to work somewhere that **provides a better work environment**.



TESTIMONIALS



“THD cares about both their customers and employees. They are welcoming to customers and tailor to their needs. They **made things easy for employees to apply for other positions** in THD and offer room for promotion. They offer stable incomes but also jobs that best fit the employees.”

- Alex (THD In-store Employee)



“THD is **good about scheduling** with students, and I’ve learned a lot while working with the staff.”

- Maggie (THD In-store Employee)



“The atmosphere at THD is uplifting and positive, good energy. **Not competitive, but communal.**”

- Davis (Future THD Corporate Employee)



“I like casual environments where people are **comfortable being themselves and are not afraid to make mistakes**. Last summer my least favorite part of my internship was working at my desk everyday with little meaningful interaction with others.”

- Kathryn, 22 (Past Competitor Employee)

FINDINGS FROM GEN ZERS & MILLENNIALS

WHO THEY ARE

VALUE CAREER GROWTH

VALUE COMMUNITY AND FLEXIBILITY

VALUED TEAM MEMBER

PASSIONATE AND DIVERSE

WHAT THEY WANT

MODERN AND UP-TO-DATE TECHNOLOGY

ACTIVE SOCIAL MEDIA

WORK LIFE BALANCE

EMPLOYEE WELL-BEING

Today's Millennials and Gen Zers have increasingly more options for both part-time and full-time employment, as well as a plethora of resources at their disposal.



KEY CONSUMER INSIGHTS & CAMPAIGN MESSAGE DRIVERS



Millennials and Gen Zers want to work for companies who use technology in an innovative way.

Millennials place high value on meaningful interaction, growth opportunities, jobs that allow them to use their talents and skills, and the opportunity to make a difference.



Important factors for Millennials and Gen Zers in a job include compensation, flexible work schedules, and good management.



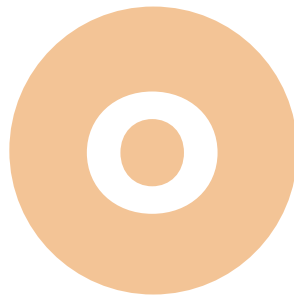
SWOT ANALYSIS

- Top-of-mind industry brand recognition and awareness
- Competitive employee benefits (in-store and corporate)
- Reputation of employees as knowledgeable, approachable, and enthusiastic
- In-store employee opportunities for education assistance and flexible hours
- THD values are in line with target audiences' values
- Accessibility to higher-level employees
- Community-focused environment with appealing corporate office space
- Wide variety of corporate and part-time opportunities



- Target audiences don't think of THD as a cool, innovative place to work
- Brand personality perceived as traditional, solely focused on home improvement
- Not top-of-mind for tech-savvy people entering the workforce
- Online applications are not on all of the target audience platforms
- Brand voice may seem too traditional for younger audience
- Not as outwardly innovative as Silicon Valley companies

- Big tech companies are often competitive and hard to get a foot in the door- THD can offer easier accessibility for entry level opportunities
- Innovation/ talent center at GA Tech- expand this sort of partnership to other areas
- Partnering with universities that offer competitive technology and computer science programs
- Utilizing career fairs and other events that already exist and are niched towards target audiences
- Develop a competitive summer program
- Innovative technology and partnerships (e.g., Tesla)

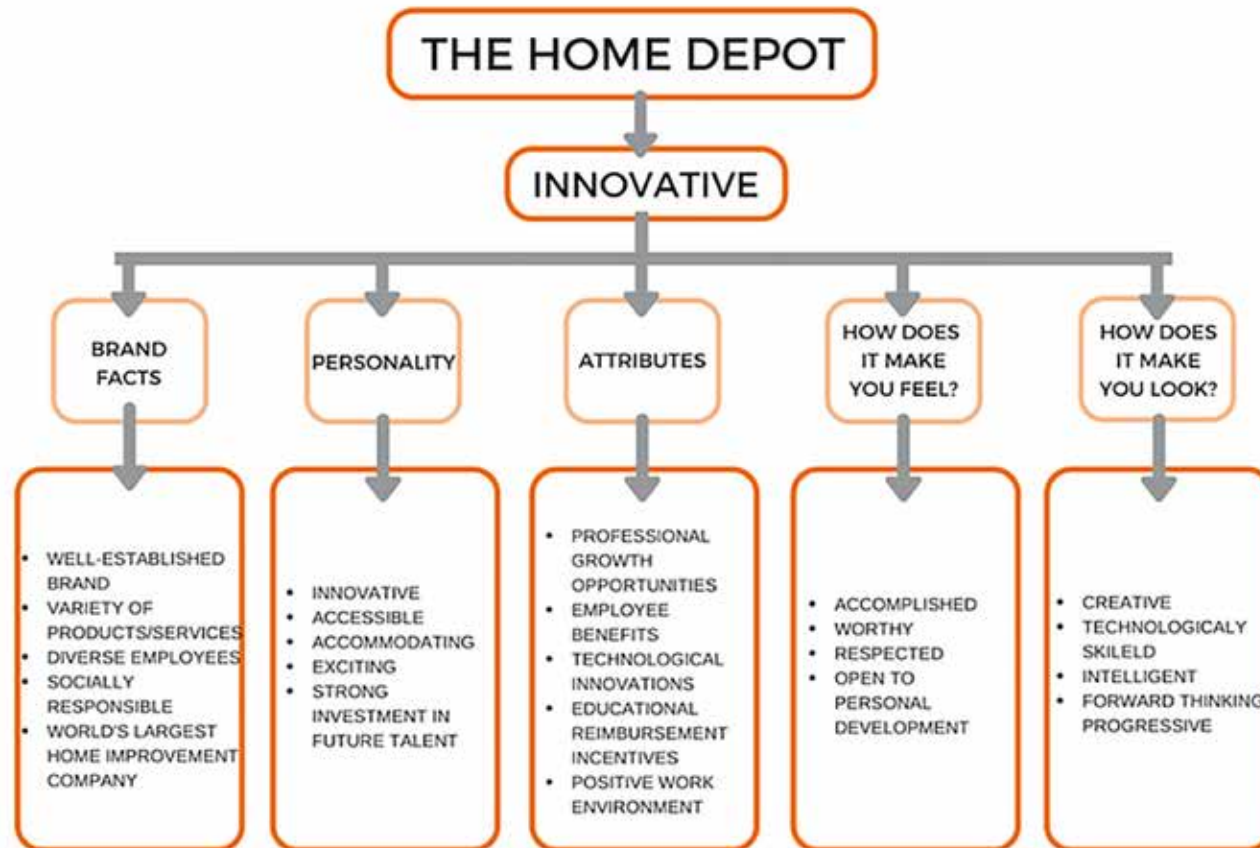


- Companies like Amazon and Google who attract applicants from our tech-minded target audience
- Companies like Chick-fil-a who attract part time applicants with scholarship and flexible hour perks
- Changing brand perceptions is psychologically proven difficult

MARKETING COMMUNICATION DIRECTION



BRAND ESSENCE CHART



MARKETING OBJECTIVE STRATEGY & RATIONALE

OBJECTIVE

To change how the target audiences perceive THD as a brand in the span of a 12-month campaign in order to attract valuable talent to apply to both in store, part-time and corporate, full-time positions.

STRATEGY

Capitalize on THD's recent recruiting initiatives and attract the target audiences to apply to THD through the use of social media, tech-driven recruiting tactics, and interactive events to portray THD as an innovative company that offers numerous career benefits and opportunities to grow professionally.

RATIONALE

THD is not currently viewed as the inventive and cutting-edge technology company that it is. Though THD is competing with top-of-mind tech companies like Google and Amazon to recruit tech students, these students do not currently perceive THD to be in the same category as their competitors. By changing the way that THD is perceived through the introduction of interactive recruiting tactics, the rebrand of THD as an innovative and tech-driven company, and taking advantage of the current recruiting efforts, this campaign will break new ground and promote all of the excellent opportunities that THD has to offer as an employer.

COMMUNICATION OBJECTIVE STRATEGY & RATIONALE

OBJECTIVE

To establish THD as a company that comes to mind among young Millennials in tech fields and Gen Zers who are looking for part-time employment. Tilt wants to ignite excitement within the target to apply to jobs at THD with an increase in awareness via an expanded social media presence and innovative recruitment programs. The primary objective is to increase THD awareness with tech-minded Millennials and part-time job seeking Gen Zers by 80%. The secondary objective is to receive applications from about 55% percent of those reached within the first year.

STRATEGY

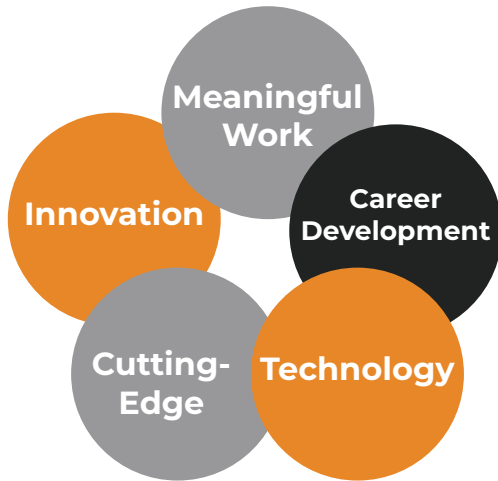
Define and establish THD's brand voice in order to engage the target and encourage them to seek opportunities within THD. Tilt will achieve this by introducing different areas of the campaign in phases that align with the scheduling and timing of the targets' job searches. This allows THD to engage with their targets during crucial periods throughout the year and obtain the end goal of generating talented applicants for THD.

RATIONALE

THD's current tech and in-store positions have not been widely publicized to potential talent. The current social media postings focus on the home improvement offerings of the in-store locations, without publicizing the innovative work that occurs behind the scenes. By implementing phases into the campaign, the campaign will generate positive brand awareness and engage with the targets at the ideal time and place.

KEY DRIVERS OF CONSUMER BEHAVIOR

Tech-Savvy Millennials

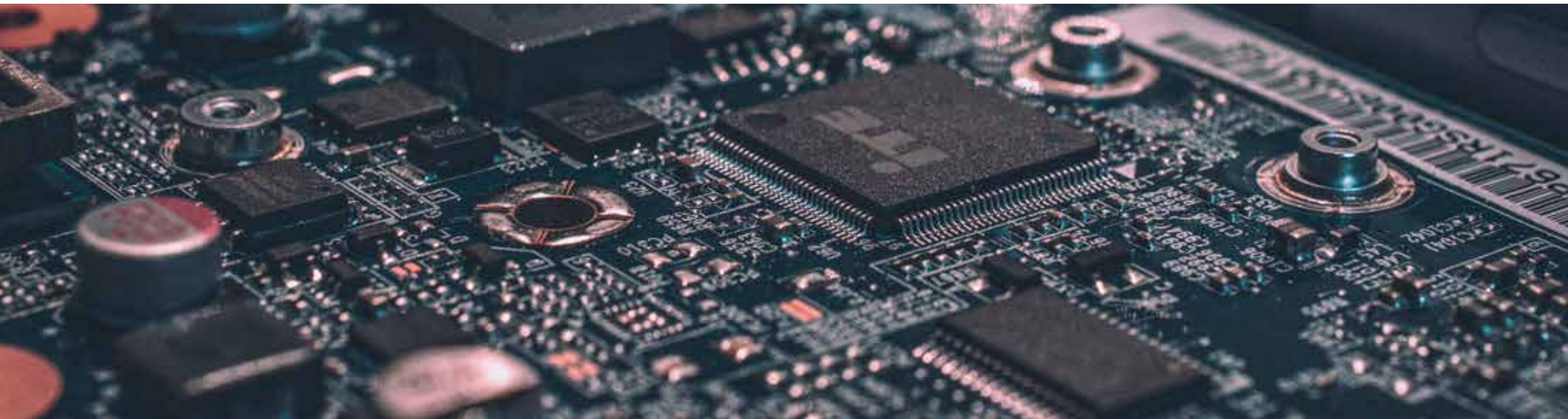


Where they live

Facebook, Instagram, Twitter, some Snapchat, Youtube LinkedIn, Handshake, Glassdoor, online streaming sites (Hulu, Netflix, Spotify)

What they value

Tech-savvy Millennials desire to work at a cutting-edge tech company. Attracted to the glamour of Silicon Valley, this target wants to work at companies with similar innovation and employee benefits. They primarily utilize LinkedIn, Glassdoor, and Handshake in their job searches to stay up-to-date on company job postings and news. Beyond technological innovation, these Millennials want to work at a company with a positive work culture and environment. They're even willing to take a salary decrease if it means they're contributing meaningful work at a company that values them. These conflicting desires present an opportunity for THD, since traditional tech companies are known to have a more competitive environment rather than one that is community-driven. Finally, tech-savvy Millennials desire a company that will further their professional development and allow them to grow within the company. Millennials want a company that will invest in them and provide them with opportunities to advance in their career.



Target Market



Tech-Minded
David

David, 22, is graduating in May from UT Austin with a double major in MIST and Finance. David grew up across the southeast between Atlanta, Memphis, Nashville, and Louisville, where he ended up attending high school. There, he was involved in sports, Model UN, and a robotics club that inspired him to take a coding elective during his senior year. Because of this class, he realized his passion for software and coding, which led him to apply to the University of Texas because of its competitive tech program, D1 sports, and involvement opportunities on campus. During his time in college, David spent the summer after his junior year as an intern for Coca-Cola's software development team, and has also held a steady job as a bartender at a popular location near the university throughout his time at school. David is actively seeking post-graduation employment and utilizes LinkedIn, Glassdoor, career fairs, and other online ad postings. However, his past experiences with getting his foot in the door with bigger companies such as Facebook or Google have been difficult without having any previous network connections. David enjoyed his experience interning for Coca-Cola, an opportunity he received through being connected to a parent of one of his friends, and would love to continue to work for a well-branded, well-established company. David wants to work for a company that values tech-minded young people and offers continuous code-learning opportunities and classes, wellness programs and perks, and a positive office environment.

KEY DRIVERS OF CONSUMER BEHAVIOR

Part-Time Gen Zers

Where they live?

Social media platforms: Snapchat, Instagram, Twitter, some Facebook, YouTube, Online streaming sites

What they value?

Gen Zers look for part-time opportunities that will allow them to earn some extra income, while giving them the flexibility to also succeed in their classes and have active social lives. This reflects in the high ranking of flexibility in our survey as a key factor that influences what companies Gen Zers will consider. Gen Zers are infamous multitaskers, often using multiple screens simultaneously. While searching out employment opportunities, Gen Zers will be on social media on one screen and Handshake or LinkedIn on another, providing more touchpoints to get our message in front of them while they're in a career-oriented state of mind. Gen Zers also value companies that are modern and offer employee benefits in an open and positive environment. This target especially values part-time opportunities that assist in their educational expenses or further their professional career development. This could include scholarships, summer programs, or internship opportunities. Opportunities such as these make Gen Zers feel like they're getting more out of their part-time job than just some extra money, and could influence where Gen Zers choose to work.



Target Market



Gen Z Jenna

Jenna, 17, is a rising senior at her suburban high school outside of Atlanta, Georgia. Her interests include club swimming, crafting, and hanging out with her friends at cool spots around town, specifically so she can share her adventures on social media. She grew up in a moderate income household with her parents and her two older brothers. Jenna has a profile on almost all social media platforms and communicates with her friends through Twitter, Snapchat, and Instagram. She does have a Facebook account but usually only goes on Facebook to create photo albums, share funny videos, and look at memes on her newsfeed. Jenna prefers to consume news stories via videos that are readily available to her online. Jenna has not only begun her search for prospective colleges, but has started to look for part-time jobs that can earn her a little bit of extra income but isn't fond of the idea of standing behind a counter doing mini, meaningless tasks. Jenna is a curious, bright, and sociable individual who enjoys helping others. Jenna's parents are able to pay for her schooling if she were to attend an in-state university. However, her dream school is Virginia Tech and Jenna wants to find a job where her income and the skills she would build would allow her to attend her pricier dream school. She also wants a job with flexible hours so she can continue practicing with her club swim team. She does not have a profile on any career-focused websites such as LinkedIn or Glassdoor, but has been asking around about any part-time job opportunities as well as using Google search.

CREATIVE DIRECTION



CREATIVE BRIEF

Problem: Today's Millennials and Gen Zers have increasingly more options for both part-time and full-time employment, as well as a plethora of resources at their disposal. At present, though, THD is not typically top-of-mind in their job searches.

Objective: To create perceptions of THD as a progressive company and drive awareness of corporate career opportunities among young Millennial professionals. To drive awareness and interest in THD as a rewarding part-time employment alternative among Gen Zers that could lead to upward growth within the company.

Target: Millennials and Gen Zers from the ages of 16-25.

Promise: THD celebrates individuality and strives to foster each employees' personal growth and career development. THD is not only a company but a community where all these different individuals can come together to work at a place that shares these same values.

Support: THD is deeply invested in their technology and innovation is their key to success.



CREATIVE CONCEPT

The Breaking New Ground Campaign strives to change the target audiences' perceptions of THD from one of traditional comfort to exciting innovation and opportunity, while showing them all of the benefits and opportunities that THD offers as an employer. As of now, the Millennial and Gen Z top-of-mind perception of the brand is solely based on how they've interacted with THD in their lives, as the "has everything you need" home improvement retailer. Tilt aims to showcase the lesser-known, tech-driven side of THD and its state-of-the-art projects that allow each of its retail stores to function everyday. By widening the perception of THD from retailer to innovator, Tilt will frame the brand as an obvious choice for employment when these generations are considering where to grow as professionals in the start of their careers.

The Breaking New Ground Campaign will change THD's brand perception for younger generations as a cutting-edge, innovative company, motivating them to apply for THD's numerous career opportunities.

The *Breaking New Ground* campaign will create relevant **brand awareness** in a way that appeals to the target and helps solidify a change in perception through repeated brand association with technology and innovation. With a brand voice that is **relatable, youthful, modern, and clever**, THD will become a company that the target **strives** to work for because of their forward-thinking technological development and competitive employee benefits.

By associating the brand with technology-focused events, pulling back the curtain on the hidden side of THD's innovative tech developments, and getting in front of these perspective job-seeking students on their campuses (and screens) we can solidify the new perception of THD for the digital generations. THD is looking to **Break New Ground** and position themselves as a brand that is positively perceived and actively sought out by their targets.

CREATIVE EXECUTION

LOGO: **Montserrat Black and BREAK**

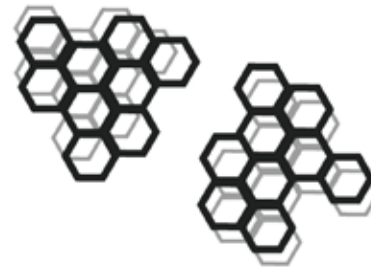
TEXT: Montserrat Regular



**THD
Orange**



**Tech-Minded
Gray**



**Ground-Breaking
Black**



**Gen-Z
Beige**

LOGO & TAGLINE DESIGN

LOGO

The Breaking New Ground logo was inspired through THD's innovative use of technology while remaining authentic to their core brand. For this reason, the logo combines technology-inspired shapes with THD's classic orange color. This juxtaposition of the standard THD and the new brand perception will act as an immediate sign that this isn't the same THD the target thought they knew.

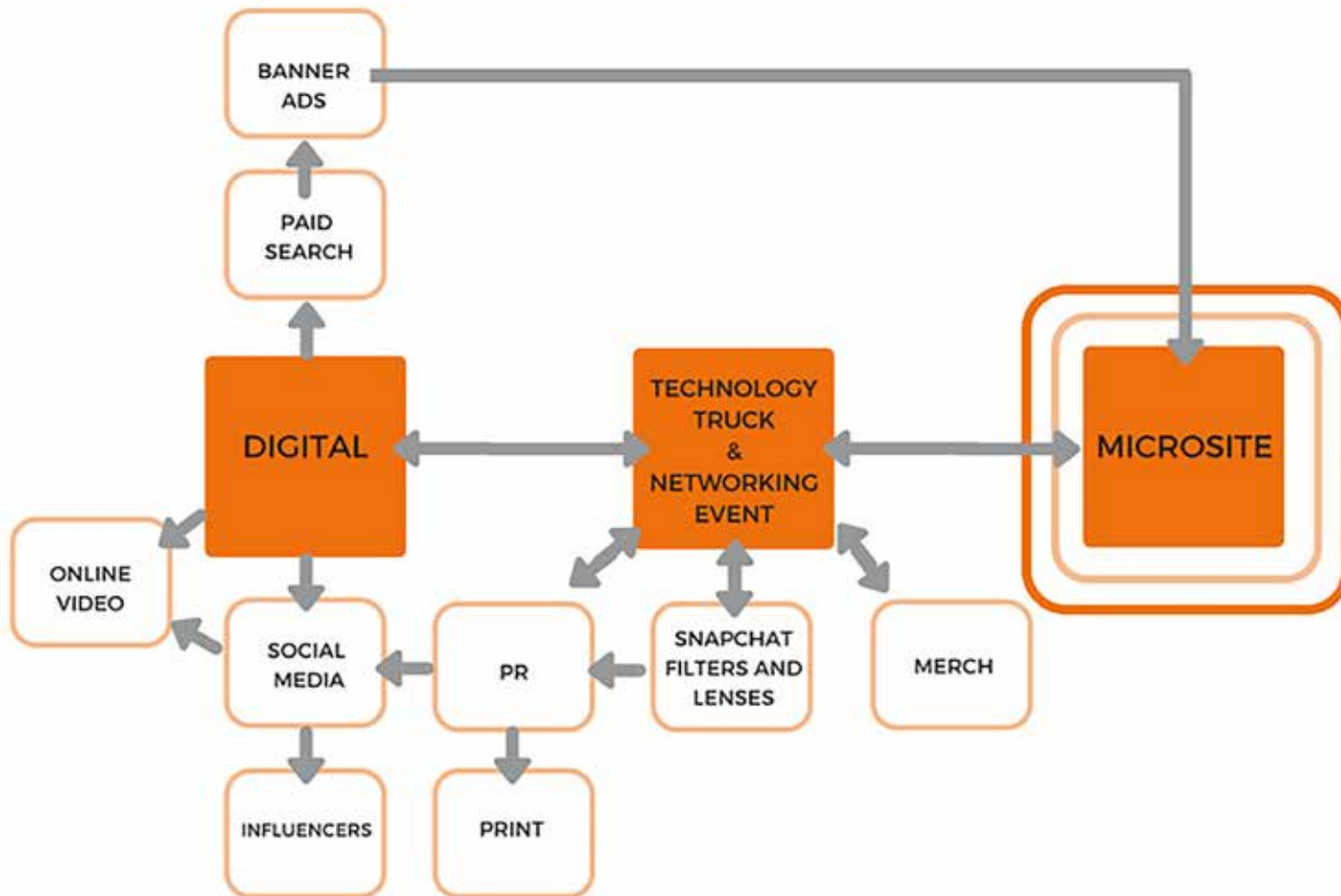


TAGLINE

There's no better way for the target audiences to see how THD is breaking new ground than by giving them the opportunity to experience it themselves. The campaign tagline, "Experience Jobs in HD" plays off of the abbreviation of high-definition, as well as THD's initials. The term "experience" is used often nowadays for promoting any event, but we're making it literal with the ability for people to actually interact and use the technology THD has developed and hear from the people that helped create it.



CAMPAIGN TOUCHPOINT MAP



CONSUMER JOURNEY

Phase 1 will begin with the launch of the microsite and initial content via THD's career social accounts. This phase will lay the foundation of the campaign, with the goal of raising awareness and garnering earned media for the Breaking New Ground campaign. This message will be strengthened through paid social media content, banner ads, and paid search ads.



Phase 2 will change the targets' perception of THD by launching an interactive recruiting campaign that will highlight THD's tech-driven side. Each tactic will be reinforced through digital advertising and social media content.

In **Phase 3**, recap videos and content from the fall launch of the Breaking New Ground Recruiting campaign will be pushed out through THD Career social accounts. The videos and content from the campaign will live on the microsite.



Phase 4 will restart certain tactics of the Breaking New Ground campaign in an effort to gain as many new hires as possible. Social posts and promotional video will continue alongside the campaign and media coverage will continue through public relations efforts.

CAMPAIGN EXECUTION



TECHNOLOGY TRUCK

Phase 2 & 4

*Sept.-Dec. Boston, Chicago, Atlanta, Austin
Feb.-Apr. Denver, Los Angeles, San Francisco, Seattle*



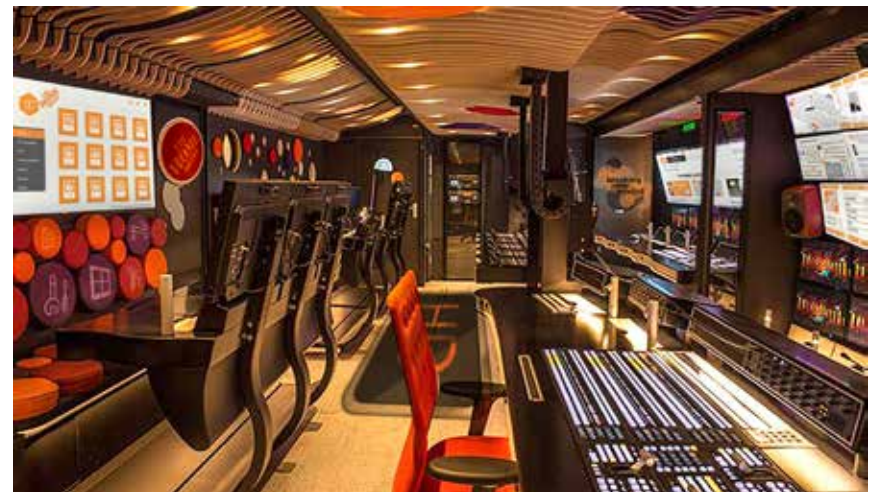
Cost: \$150,000

The THD “Experience Jobs in HD” Tech Truck tour will be an interactive networking experience that will change the way students think about recruitment opportunities, while positioning THD as the tech-forward company they are. The Tech Truck will be high-tech and outfitted to showcase the technology being developed and used by THD on a daily basis. It will be a hub where students can check out the projects that THD has already worked on and give them the opportunity to use the in-house software being developed by them. The Tech Truck will be created from a repurposed semi-truck. Similarly to THD, the outside will appear to be a normal truck, while the inside will be exploding with technology and innovation. This interactive experience will grab students attention, making them want to learn more about opportunities available to them at THD.

TECHNOLOGY TRUCK INTERIOR

Phase 2 & 4

Sept.-Dec. Boston, Chicago, Atlanta, Austin
Feb.-Apr. Denver, Los Angeles, San Francisco, Seattle



“EXPERIENCE JOBS IN HD” NETWORKING EVENT

Phase 2 & 4

Sept.-Dec. Boston, Chicago, Atlanta, Austin
Feb.-Apr. Denver, Los Angeles, San Francisco, Seattle



Cost: \$120,000

As part of the “Experience Jobs in HD” Networking Tour, the Tech Truck will go to eight cities across the country during the fall and spring semesters. THD will rent out a local brewery in each city on the tour to host a networking event where students can talk and network with employees in a fun, relaxed setting. For each city that the tour travels to, THD will contact the universities and career centers in the area to internally publicize the event through their listservs, job boards, related clubs and organizations, and more. This will allow the event to be highly advertised and promoted to students wanting to pursue careers in the business and technology fields. Content from the tour will be promoted on Snapchat, Instagram, and Twitter, and recap videos will live on YouTube and the microsite for those who can’t make it to one of the stops.

“EXPERIENCE JOBS IN HD” NETWORKING EVENT

Phase 2 & 4

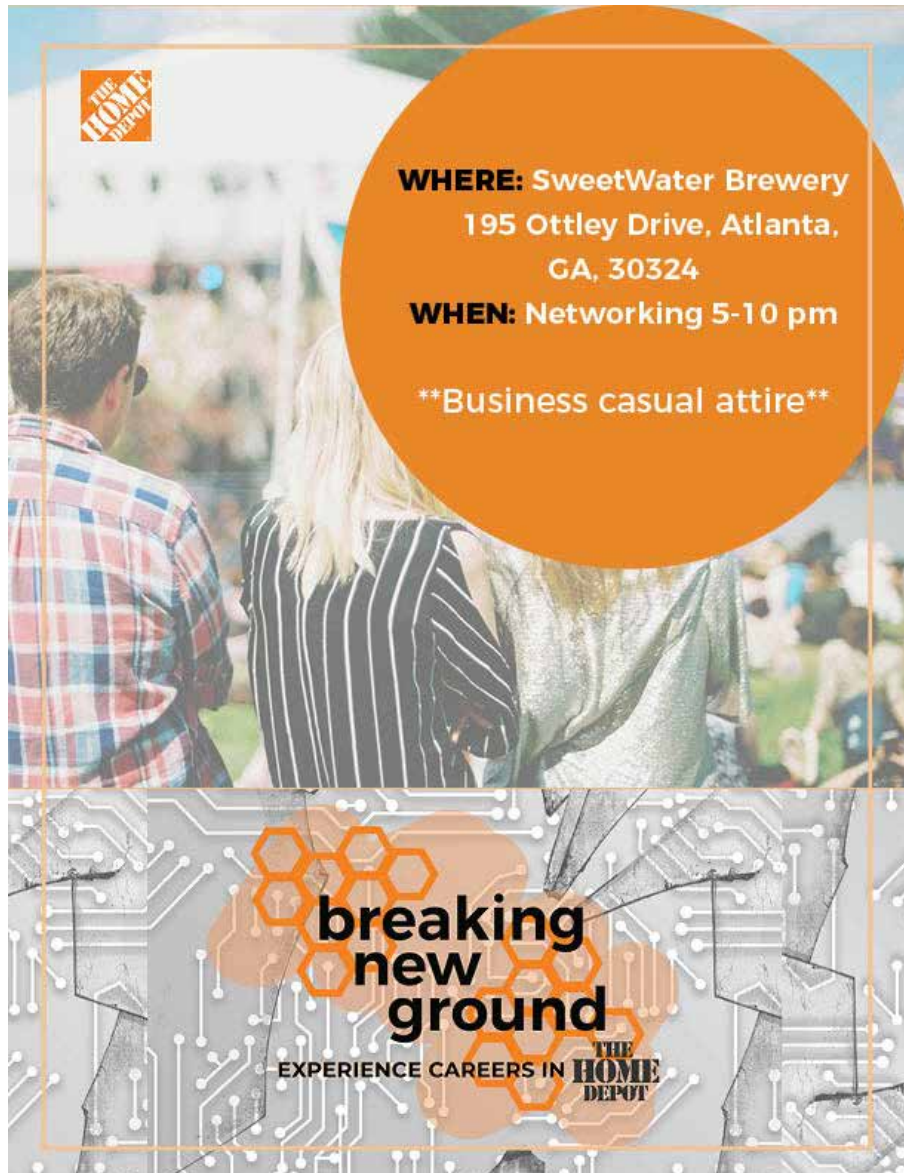
*Sept.-Dec. Boston, Chicago, Atlanta, Austin
Feb.-Apr. Denver, Los Angeles, San Francisco, Seattle*



NETWORKING EVENT FLYER

Phase 2 & 4

Sept.-Dec. Boston, Chicago, Atlanta, Austin
Feb.-Apr. Denver, Los Angeles, San Francisco, Seattle



Flyer for Networking Event

Cost: \$1,520

This flyer promoting the “Experience Jobs in HD” Networking Event will be sent to different universities, career centers, professional organizations and clubs around each city on the tour. Each organization will then distribute the flyer around their university and through listservs, social media, bulletin boards, and Handshake. The above cost will pay for 8,000 flyers.

Event Merchandise

Cost: \$21,633

At each networking event, THD will be handing out merchandise to each attendee including t-shirts, water bottles, pop sockets, and pens. The merchandise will be branded with the Breaking New Ground campaign logo, and the t-shirts and water bottles are also branded with the tagline “Experience Jobs in HD.” By handing out this branded merchandise, students will further advertise the campaign by wearing and using the products around campus. The merchandise will also serve as a reminder to each student when it comes time to apply for jobs.

NETWORKING EVENT MERCHANDISE

Phase 2 & 4

Sept.-Dec. Boston, Chicago, Atlanta, Austin
Feb.-Apr. Denver, Los Angeles, San Francisco, Seattle



“INSIDE HD” VIDEO SERIES

Phase 2 & 4

Sept.-Dec.

Feb.-Apr.



Cost: \$21,000

The “Inside HD” video series will be comprised of multiple documentary-style videos telling the stories of specific THD tech employees and the projects they’ve worked on at their job. The videos will vary from explaining how they’ve improved THD’s supply chain to how they use Augmented and Virtual Reality technology to improve customer experience. Each video will help add to the narrative that THD is a tech-minded company while also highlighting individual employees, making it easier for our targets to envision themselves working in THD tech. These videos will be released on THD’s Career YouTube channel. Each video description will have a link to the Breaking New Ground microsite. The THD Career social channels will also use their profiles to promote the videos by releasing teasers prior to the video releases.

THD INNOVATION IN TECHNOLOGY (IT) CHALLENGE

Phase 2 & 4

Sept.-Dec.

Feb.-Apr.

CREATING CONNECTIONS WITH SCHOOLS

Cost: \$39,500



As a way to connect directly with technology and coding students across the country, THD will create an interactive challenge for students to participate in. At the beginning of each semester, THD will contact colleges they wish to recruit from and invite them to compete in a national challenge to solve a current THD tech-related problem for a cash prize. Schools will submit a team of 5-10 students to work on the problem. Once submitted, students will be assigned a representative employee from THD to use as a resource to ask questions and make sure their work is on track. By November 1st, teams will have submitted their proposals, and the top five teams will be invited to present their work at THD headquarters. A panel of THD executives and high-ranking tech employees will judge the students' work and choose a winner. All of the teams selected will have the chance to show their skills in front of important THD executives and network with employees at the event. The winning team will receive \$1,500 and the second-place team will win \$500. The presenting teams will also have the potential opportunity to receive an interview with THD human resources department. This program will restart at the beginning of each semester, giving THD the opportunity to develop relationships with forward-thinking students at schools across the country.

THD FUTURE OF TECHNOLOGY SCHOLARSHIP

Phase 2 & 4

Sept.-Dec.

Feb.-Apr.

TECHNICAL COLLEGES AND VOCATIONAL SCHOOLS

Cost: \$30,000

Technical colleges and vocational schools offer a unique opportunity to make a difference for students learning the tech skills that THD is looking for. By partnering with Gwinnett Technical College (outside of Atlanta), Texas State Technical College (Austin), and The Illinois Institute of Art (Chicago), THD can create a strong partnership with technical colleges in three key markets and test out if these schools can produce the talent THD is looking for. Sponsoring two scholarships at each school for technology-focused programs, like software development, web design, or cloud technology management, will directly lead to these students looking at THD for their future career. This is a small price to pay for immediate consideration by trained technology-focused future professionals, and will lead to even more of these students hearing about and applying to open positions at THD. The estimated cost above will provide aid to two students at three technical schools for a year (\$2,500 a semester for each student).



PR & SPONSORSHIPS

PR EFFORTS

Phase 2, 3 & 4
Aug.-Apr.

THD's current PR efforts are visibly underway and are already making a splash, positioning THD as a tech-focused company in front of the eyes of perspective candidates. Press releases and additional information about each aspect of the campaign will be relayed by contacting all of the usual media channels and major news organizations including *NYT*, *CNBC*, *USA Today* and *The Wall Street Journal*. Additionally, targeted tech-centric media sites and blogs that Millennials and Gen Zers trust as their technology and digital news sources such, as *Wired*, *The Verge*, *Wirecutter*, *Recode*, *Gizmodo*, *Mashable*, *Tech Crunch*, *NY Times Bits*, and *The Download* will be contacted.

SPONSORSHIPS

South by Southwest

Phase 4
Mar.

Cost: \$700,000

THD already has huge national sponsorships like ESPN College GameDay, Built by THD, and Major League Soccer. Additionally, by becoming a "Super Sponsor" for South by Southwest, the brand will be front and center at the most renowned event for innovators in tech and entertainment, showcasing the brand's commitment to the future of technology. This sponsorship is the perfect opportunity to market the brand as a thought leader in the industry throughout the nine-day event. This sponsorship will further strengthen THD's promotional efforts by continuing to be active throughout the event with speakers and exhibitions.

TEDxTHD

Phase 2, 3 & 4
Sept.-Dec.
Feb.-Apr.

Cost: \$200,000

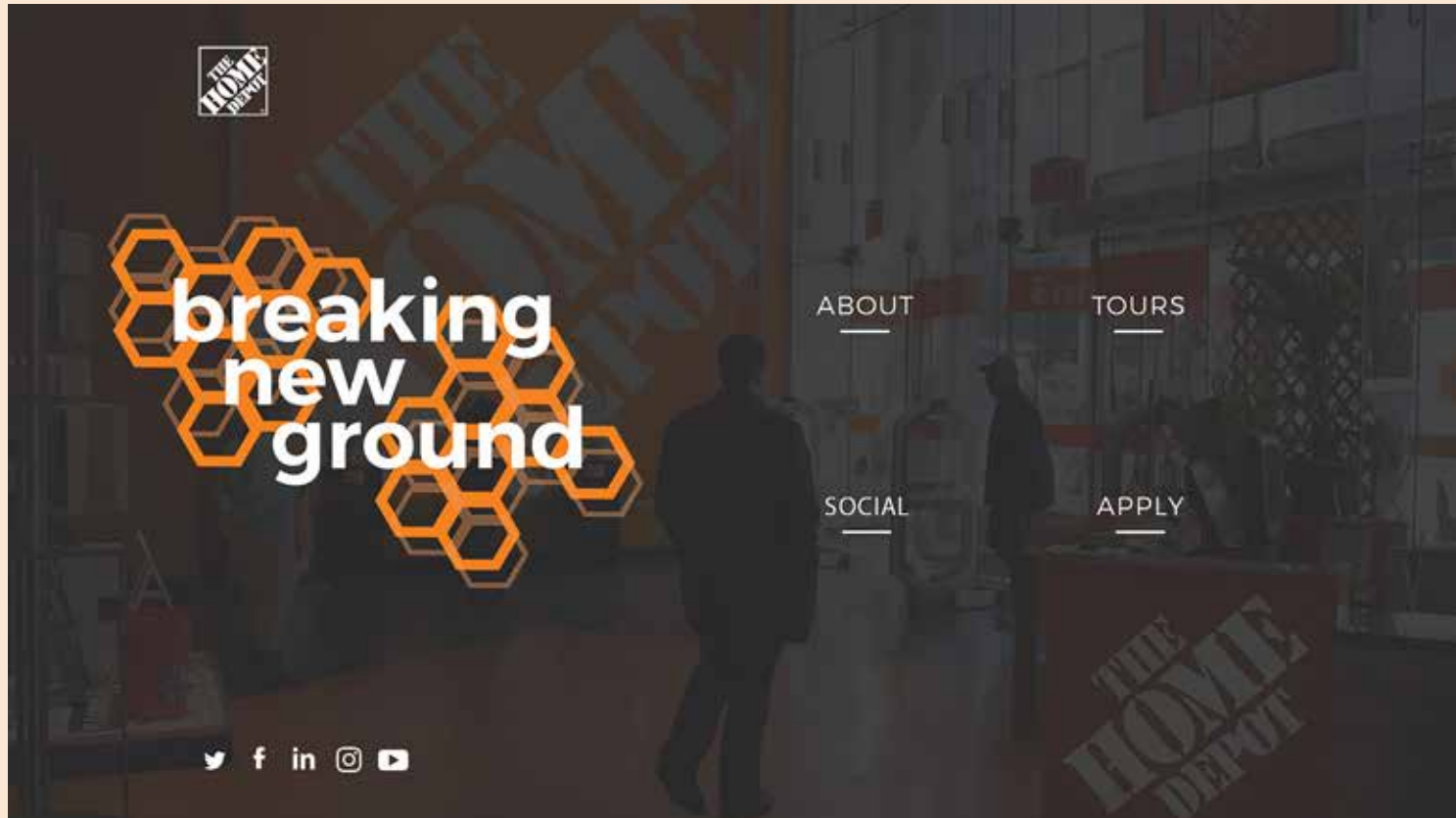
TEDxTHD will be the start of a long-term endeavor to establish a connection with students who care about information and technology. Sponsoring five TEDx events at five different universities each semester will put THD on campuses in front of perspective candidates to show THD's commitment to the future of technology. Within each TEDx event there will be multiple speakers from students, alumni, and faculty from the school. Additionally, one THD employee or executive will present on a topic of THD's use of technology, or technology in general. These talks are highly attended by college students and live on YouTube directly after the event, providing an opportunity both in-person and digitally to reach Millennials in a unique way.

MICROSITE

Phase 1 - 4

May-Apr.

Home Page



Cost: \$7,000

The Breaking New Ground Microsite will be the hub of all activities related to the Breaking New Ground campaign. The microsite will keep a tone of voice and design consistent with the rest of the campaign to facilitate the consumer journey. The site will include several different pages, including the Tech Truck's tour schedule and locations, the "Inside HD" Video Series, TEDxTHD videos, and a direct link to the THD career page. In the "About" page, the microsite will also provide information about the THD Innovation in Technology (IT) Challenge and the Future of Technology Scholarship. The microsite will make all information surrounding the campaign easily accessible, and is especially valuable to members of the target audience who were unable to participate in the campaign events.

MICROSITE

Phase 2 & 4

Sept.-Dec.
Feb.-Apr.

Tours Page

Social Page

EXPERIENCING JOBS IN HD TOUR

SWEETWATER BREWING
ATLANTA, GA

HOPS & GRAIN BREWING
AUSTIN, TX

DENVER BEER CO
DENVER, CO

SOUTH PACIFIC BREWERY
SAN FRANCISCO, CA

ANGEL CITY BREWING
LOS ANGELES, CA

[MORE](#)

"INSIDE HD" VIDEOS

TECH & INNOVATION - HOW IT SHAPES THE FUTURE

RECAP FROM THE TOUR AUSTIN, TX

INSIDE HD: TECH CENTER EDITION

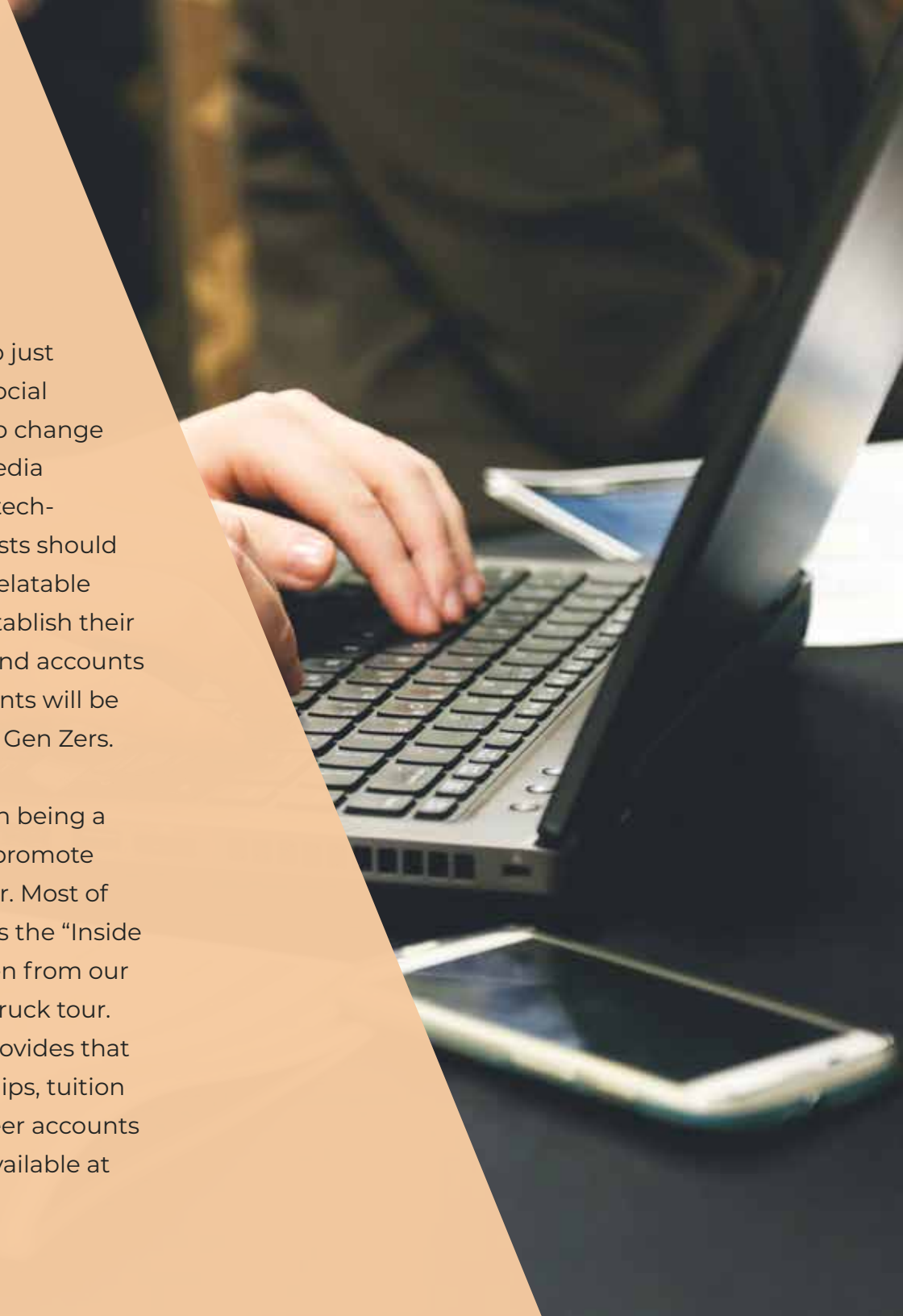
[CHECK OUT MORE VIDEOS](#)

REVAMPING THD SOCIAL MEDIA

Cost: \$979,000

In order to change THD's brand perception, it's not enough to just showcase their use of technology. Revamping THD's career social media pages to speak to the target in their language will help change perceptions through direct dialogue. THD's tone across all media channels will be smart and sleek, embodying the innovative tech-forward focus of the brand's recent efforts. The copy on all posts should be more conversational and clever, making the brand more relatable while focusing on incorporating tech phrases and lingo to establish their identity and authority in the industry. While the standard brand accounts will continue to promote the way they have, the career accounts will be the vehicle to create a new brand image with Millennials and Gen Zers.

In addition to a new smart and sleek persona that comes with being a technology-focused brand, THD's career social accounts will promote other Breaking New Ground efforts and content as they occur. Most of the posts will be based on timely content coming out, such as the "Inside HD" and TEDxTHD videos, as well as promoting articles written from our PR efforts and updates on the "Experience jobs in HD" Tech Truck tour. Accompanying these will be posts about the benefits THD provides that we know align with our targets priorities, including mentorships, tuition reimbursements, and college scholarships. Finally, THD's career accounts will post reminders and updates about positions they have available at the corporate offices and stores.



SOCIAL MEDIA EXECUTIONS

BANNER AD

Phase 2, 3 & 4

Sept.-Nov.

Feb.-Apr.

Cost: \$129,092



SOCIAL MEDIA EXECUTIONS

SNAPCHAT GEOFILTER

Phase 2 & 4

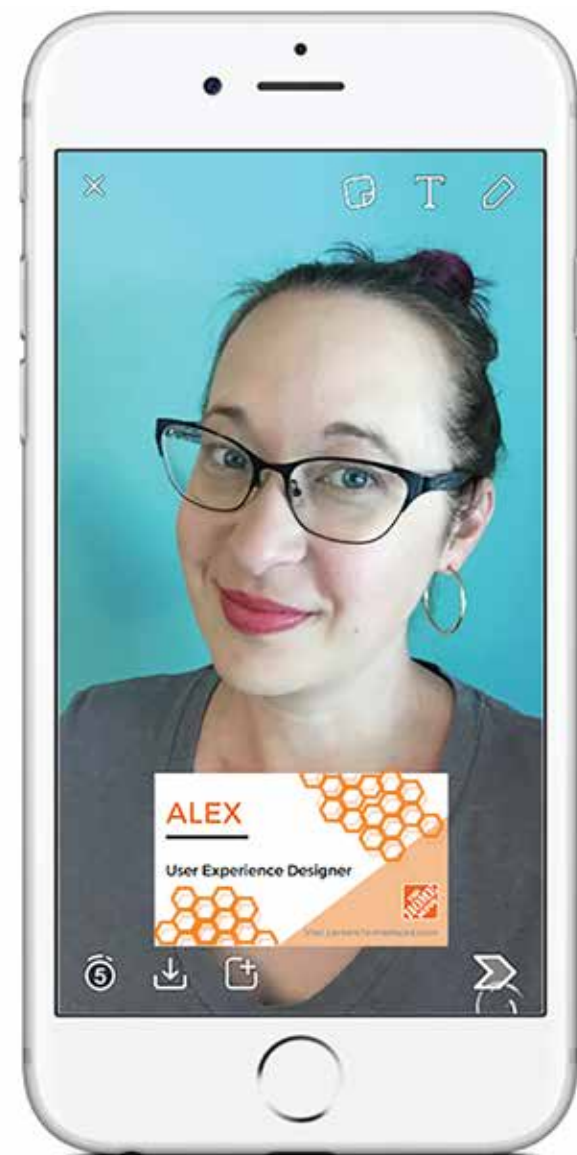
*Sept.-Dec. Boston, Chicago, Atlanta, Austin
Feb.-Apr. Denver, Los Angeles, San Francisco, Seattle*

Cost: \$800

Our goal is to use Snapchat to build awareness for the Breaking New Ground Tech Truck Tour by using geofilters alongside our stories to detail the tour and its accompanying digital content. During each Networking Event, the brewery location will have a geofilters designed to show the user's name on a business card layout as one of the positions THD is recruiting for, like "Quality Control Software Engineer" or "Senior Online Analyst". This is another interactive branded activity that will further advertise and promote the tour to students in attendance, while allowing them experience what it would be like to work at THD.

SOCIAL MEDIA EXECUTIONS

SNAPCHAT GEOFILTER



SOCIAL MEDIA EXECUTIONS

INSTAGRAM POST



Phase 1 - 4

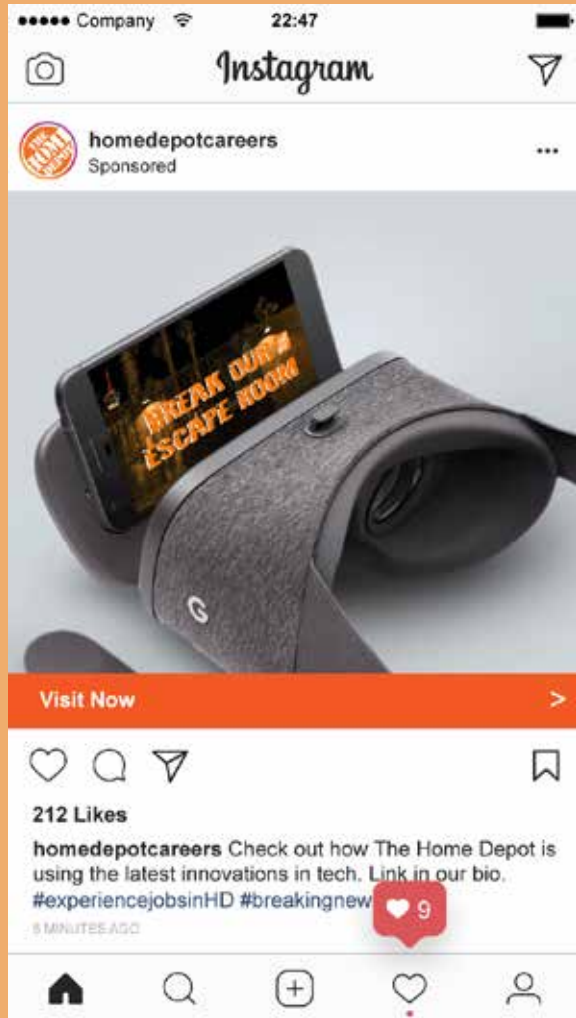
May-Apr.

Cost: Free

With Instagram being one of the most frequently used platforms used by Gen Zers and Millennials, we want to update THD Careers Instagram page. We will show 15-20 second previews of the documentary series, the full version being shown on YouTube, which will highlight the role of THD's employees in creating new technologies and innovations. We will also post Instagram stories to notify followers of available jobs around the country and feature postings about and from the Breaking New Ground Truck Tour on the page.

SOCIAL MEDIA EXECUTIONS

INSTAGRAM SPONSORED ADS



Phase 2, 3 & 4

Sept.-Dec.

Feb.- Apr.

Cost: \$75,000

With Instagram being one of the most frequently used platforms used by Gen Zers and Millennials, we want to promote THD Careers Instagram page and posts.

SOCIAL MEDIA EXECUTIONS

TWITTER POST

Phase 1 - 4
May-Apr.

Cost: Free

We are going to update THD's current careers Twitter page by creating new and original content to attract followers and engagement from our target audiences. The current Twitter account is outdated and only consists of retweets from THD's main account. We would like to give this page more personality to attract Gen Zers and Millennials. On this account we want to post more about the innovations and technology they are creating and show THD's followers all of the tech-forward things they are doing and how these things helps their stores, employees, and customers. Posts about job and internship opportunities will also be posted on this page. Attendees of the Breaking New Ground Tour will also be able to tag this page and use the hashtag #breakingnewground for a chance to be featured on the page.



SOCIAL MEDIA EXECUTIONS

TWITTER SPONSORED AD

Phase 2, 3 & 4

Sept.-Dec.

Feb.- Apr.

Cost: \$500,000

With Twitter, being one of the most frequently used platforms used by Gen Zers and Millennials, we want to promote THD Careers Twitter page and posts.



APPENDIX

The Home Depot Survey Questions: Tilt

In-depth Interviews (With GenZ/ Millennials)

1. Are you currently looking for a job? If so, part-time or full-time?
2. Are you currently employed?
3. What is your major/area of interest?
4. What do you look for in an employer when looking for a job?
5. What types of companies are you interested in working for?
6. What is the #1 factor that you look for in a job/ employer?
7. What are your least favorite aspects about offices and workplace environments that you've worked in before? What are your favorite?
8. What is your normal process when looking for jobs/employment?
9. What sites do you look for jobs on?
10. What features are the most important to you when looking for a job?
11. What comes to mind when you think of the Home Depot Corporate Office?
12. What's your 5-year plan? (If you have one!)
13. Would you be more likely to work part-time for a company if they offered to pay some of your tuition?
14. IF they currently have a part-time job:
15. What about your part time job makes you want to continue working there?
16. Do you value a flexible work schedule?
17. Do you have a hard time balancing your work and school schedule?
18. What is your reason for having a part time job? (extra money, paying bills, paying for school?)
19. Do you see yourself continuing to work for this employer after graduation?
20. How did you find out about this job?

The Home Depot Survey Questions: Tilt

In-depth Interviews (With Current Employees & Competitor Employees)

1. How long have you worked at (company)?
2. What is your current position at (company)?
3. How did you find this position at (company)?
4. What was your college major or area of expertise?
5. Why did you choose to work at (company)?
6. How long do you plan to stay at (company)?
7. Name some pros of working at (company)
8. Name some cons of working at (company)
9. Is there anything you wish you could change about your job?
10. In your opinion, what sets (company) apart from its competitors?

In-depth Interviews (Tech-Minded Millenials)

1. Are you currently employed?
2. Are you currently seeking employment? If so, part-time or full-time?
3. What do you look for in a full-time job?
4. Describe the type of position you are currently seeking.
5. Describe your ideal company.
6. What companies, if any, would you consider an ideal place to work?
7. Would you be willing to take a salary cut for a better company/position?
8. Are you looking for a company where you can stay for a while and move up in the company? Or are you planning to use your first job as a stepping stone to something else?
9. What are some considerations when looking for a job?
10. How do you find out about most jobs? What resources do you use during your search?

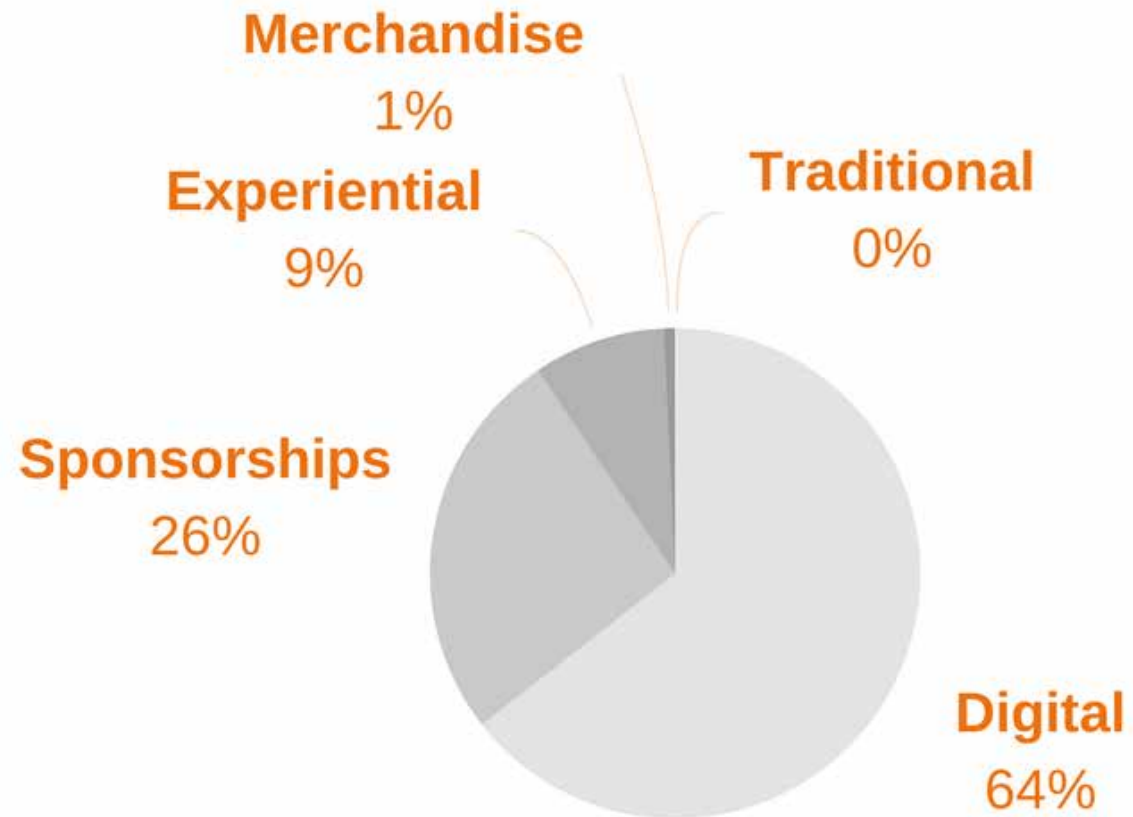
Detailed Budget Breakout

A	B	C	D	E	F	G	H
Media Type	#	Cost Per	Total Amount	% of Budget	Impressions	% of Audience Reach	Audience Reach Goal
Traditional							
Print	8000 flyers	\$ 0.42	\$ 3,360.00	0.10%	6,000		8,000
Sponsorships					5,000,000	60%	33,600,000
TEDxTHD			\$ 200,000.00	5.80%			
SXSW			\$ 700,000.00	20.29%			
Digital							
Microsite	1	\$ 7,000.00	\$ 7,000.00	0.20%	10,000,000	70%	39,200,000
YouTube	20 sponsored	\$ 0.20	\$ 1,500,000.00	43.48%	7,500,000	80%	44,800,000
Twitter	20 sponsored	\$ 0.50	\$ 500,000.00	14.49%	1,000,000	40%	22,400,000
Instagram	36 sponsored	\$ 5.00	\$ 75,000.00	2.17%	15,000,000	80%	44,800,000
Snapchat	2 per city each day of tour	\$ 50.00	\$ 800.00	0.02%	7,000,000	60%	33,600,000
Paid Search	year long		\$ 6,000.00	0.17%	8,000,000	65%	36,400,000
Banner Ads			\$ 129,092.00	3.74%	10,000,000	70%	39,200,000
Experiential				8.79%	15,000,000	75%	42,000,000
Tour Bus renovations			\$ 150,000.00				
Tour Bus gas	6,115 miles	\$ 3.00	\$ 18,345.00				
Scholarship			\$ 30,000.00				
Video Production	8 days	\$ 3,000.00	\$ 45,000.00		5,000,000	50%	28,000,000
Venue	4 locations	\$ 15,000.00	\$ 60,000.00				
Merchandise				0.73%			
T-shirts	5,000	\$1.49 each + 15% off	\$ 6,332.50				
Pop-sockets	5,000	\$ 1.99	\$ 9,950.00				
Gift bags	5,000	\$ 0.72	\$ 3,600.00				
Pens	5,000	\$ 0.19	\$ 950.00				
Water bottles	5,000	\$ 0.88	\$ 4,400.00				
Contingency			\$ 1,550,170.50				
Total Cost			\$ 3,449,829.50				

IMC FLOWCHART



Budget Breakdown



Social Media Calendar

PHASE

1&2

INSTAGRAM

TWITTER

YOUTUBE

	M	T	W	T	F	S	S
INSTAGRAM	Promo for YouTube		Cool boomerang picture of treehouse headquarters	Microsite Check it out "gear up"	Video Using VR		
TWITTER	Get ready for the tour Microsite	Checkout YouTube Promo	Employee Spotlight	Check out our career page	Employees having a beer hanging out	Tweet us with questions	
YOUTUBE		Innovation YouTube					

PHASE

3&4

INSTAGRAM

TWITTER

YOUTUBE

	M	T	W	T	F	S	S
INSTAGRAM	Promo for Concert		Pics from behind the scenes		Timelapse video of setup for concert	Boomerang of Treehouse	
TWITTER	Follow the tour Microsite	Employee Spotlight	Here are the most recent jobs	Picture of people with merchandise	Tweet us with questions	Pictures from concert	3 emojis where going next? win merchandise
YOUTUBE		Tourbus/ concert recap		Behind the scenes of an artist			

FOR IMMEDIATE RELEASE

The Home Depot to Launch the Innovation in Tech Program

ATLANTA, Georgia - May 14, 2018 - To promote The Home Depot's most recent hiring initiative to create 1,000 new jobs in technology, THD will partner with universities around the country to create a competition program that will give students real-life problems to solve for The Home Depot technology departments. At the beginning of August schools will receive a real-time problem from home depot. Students will form teams up to 7 students to work on the problem throughout the semester and then will submit it to THD Headquarters for a chance to win a cash prize and present to executives.

Problems will vary from making the supply chain more efficient to coming up with new software to make improve the mobile app for the customer base. Each student team will be paired with a representative from THD to serve as a mentor and point of contact for the project. For the Fall 2018 semester, the students will submit their problems to THD Headquarters by November 1st. THD will choose the top five teams by December to present their solutions to executives at THD. This will include an all expenses paid trip to THD Headquarters in Atlanta. The executives will judge the teams and the two best teams will receive a cash prize. The winning team will receive \$1,500 and the runner-up will receive \$500.

This will be an amazing opportunity for students to have the chance to pitch their solutions and network with executives at THD. They will be able to showcase their skills in the tech industry and work on real-world problems that THD faces everyday. Students who exemplify innovative ideas and strong communication and presentation skills will chosen to have a one-on-one interview with THD executives for a potential job or internship position. For more information go to www.homedepot.com/breakingnewground.

Contact: Tilt Agency
Phone: 706-333-3333
Email: publicrelations@tilt.com

- GenZ is looking for in the workplace: <http://blog.nudgerewards.com/4-things-gen-z-is-looking-for-on-the-front-line>
- How to avoid alienating Millennial/GenZ workers: <https://www.forbes.com/sites/irisleung/2017/09/05/avoid-alienating-millennial-genz-workers/#5c4e9a5040bb>
- <https://corporate.homedepot.com/newsroom/new-tech-tools-help-home-depot-hire-80000>
- <https://www.forbes.com/sites/larryalton/2017/06/20/how-millennials-are-reshaping-whats-important-in-corporate-culture/2/#2eff3c6e82d1>
- Global workplace GenZ/Millennial expectations study <http://millennialbranding.com/2014/geny-genz-global-workplace-expectations-study/>
- <https://secure.livethehealthyorangelifelife.com/advantage>
- <https://secure.livethehealthyorangelifelife.com/files/Education-Support.pdf>
- Gen Z and the Workplace: <https://www.inc.com/john-boitnott/generation-z-and-the-workplace-what-you-need-to-know-.html>
- Comparison of Genz vs Millennials are looking for in Workplace: <https://www.forbes.com/sites/christinecomaford/2017/04/22/what-generation-z-wants-from-the-workplace-are-you-ready/#2606e59853ef>
- Workspace perks they look for in jobs: <https://www.chargespot.com/workspaces/millennialsgenzworkspace/>
- Millennials look for <https://www.nbcnews.com/better/careers/7-ways-millennials-are-changing-workplace-better-n761021>
- <https://www.vonq.com/recruitment-insights/blog-millennials-jobs-search/>
- <http://danschawbel.com/blog/39-of-the-most-interesting-facts-about-generation-z/>

CONCLUSIONS

Media Objective:

Our target market is approximately **56,000,000**. Since our communication objective is to increase awareness within Gen Zers and young Millennials so that reshape the brand image, we want to reach **100%** of our target audience with an average **frequency of 2+**. Thus the gross impression is 56,000,000. We aim to have **10% of target market response** to our ads in any ways, and **30%** of them send the application.

Awareness: **56,000,000** target market impressions

Response: **5,600,000** target market member responses

Action: **1,680,000** target market member actually send applications

Total Cost: \$3,449,829.50

Contingency: \$1,550,170.50

Total Campaign Budget: \$5 million