

A-Z PRESENTS

An out of this **world**
advertising campaign

“SEEK Your Place.”

Meet our team



Ruby Rawlins

Project Planner, Presenter,
Art Direction



Liam Cain

Video Production, Art Direction



Louis Lu

Art Direction, Budget Planning,
Man in the Suit



Hunter Le

Copywriting

The Problem

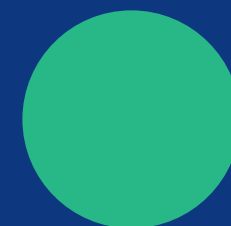
Want to secure APAC
voice by reaching
Gen Z workforce.

Audience

- Career Priorities
 - Relationship to Technology
 - Ethical Principles
 - Skeptical and Uncertain
- ...leads to...

Gen Z are
Feeling Out of

Place.



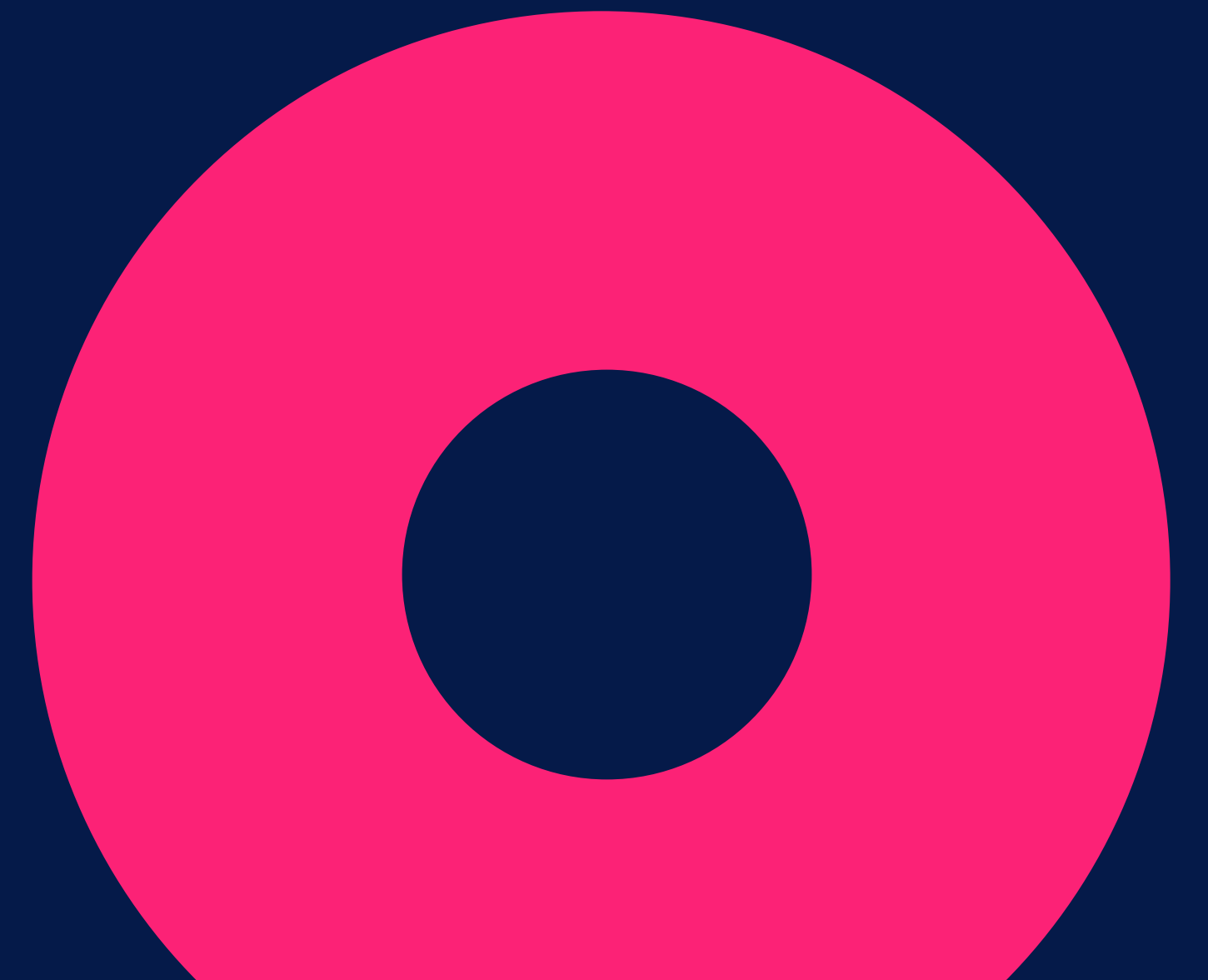
Our Solution

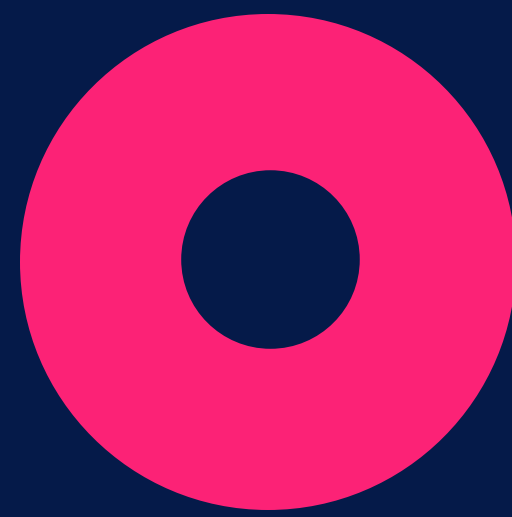
SEEK has the tools to help Gen Z
find jobs that fit their unique needs.

SEEK **Your** Place

30s Video

[[Click Here]]





Various fun settings.

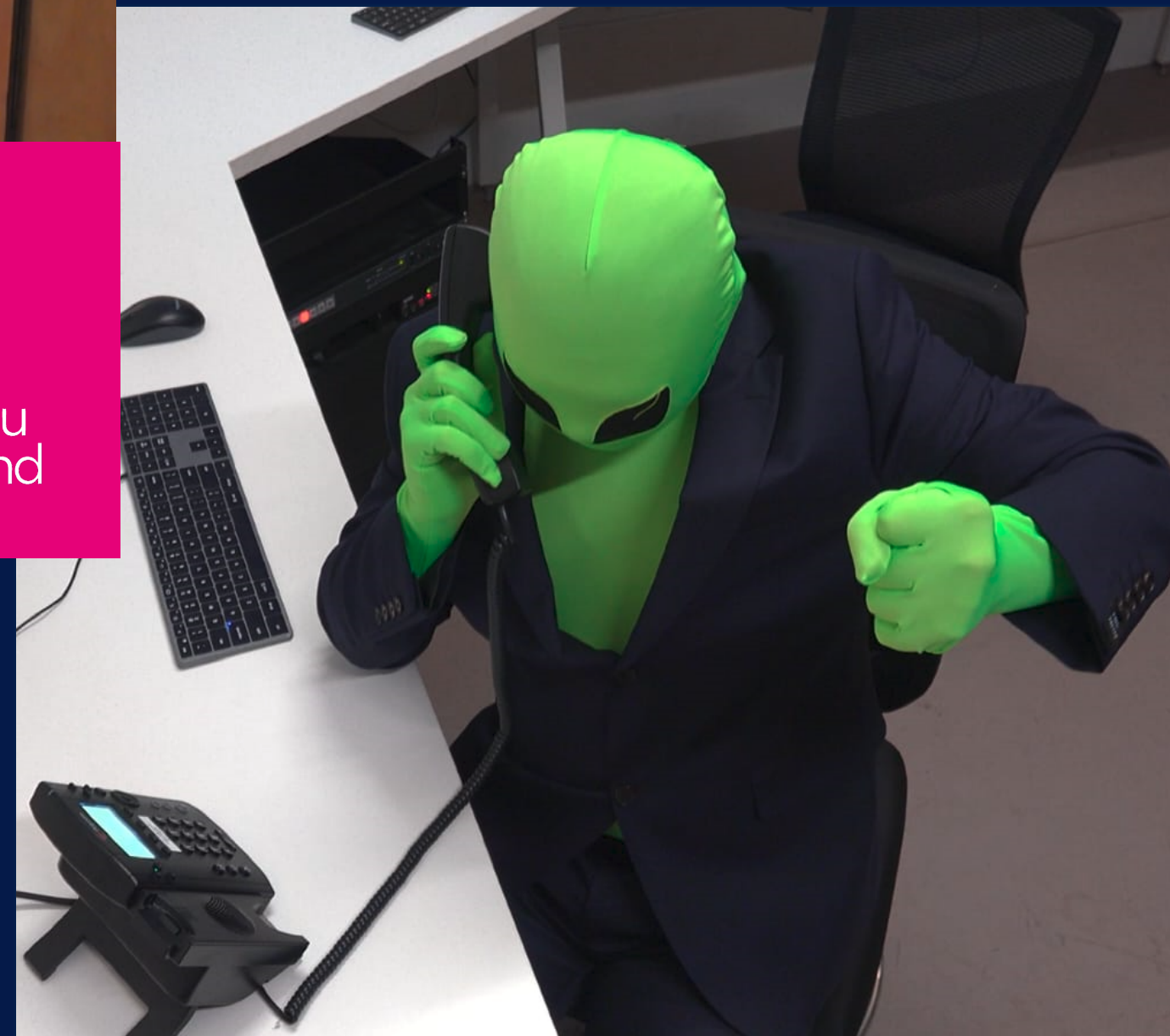


Feeling alien at work?
Find a place that fits you.



Looking for something more exciting?

Find a workplace that fits your needs.



Feeling left behind?

Find a workplace that fits your career goals.



16:9 for digital display and billboard.



Feeling left behind?

Find a workplace that fits your career goals.

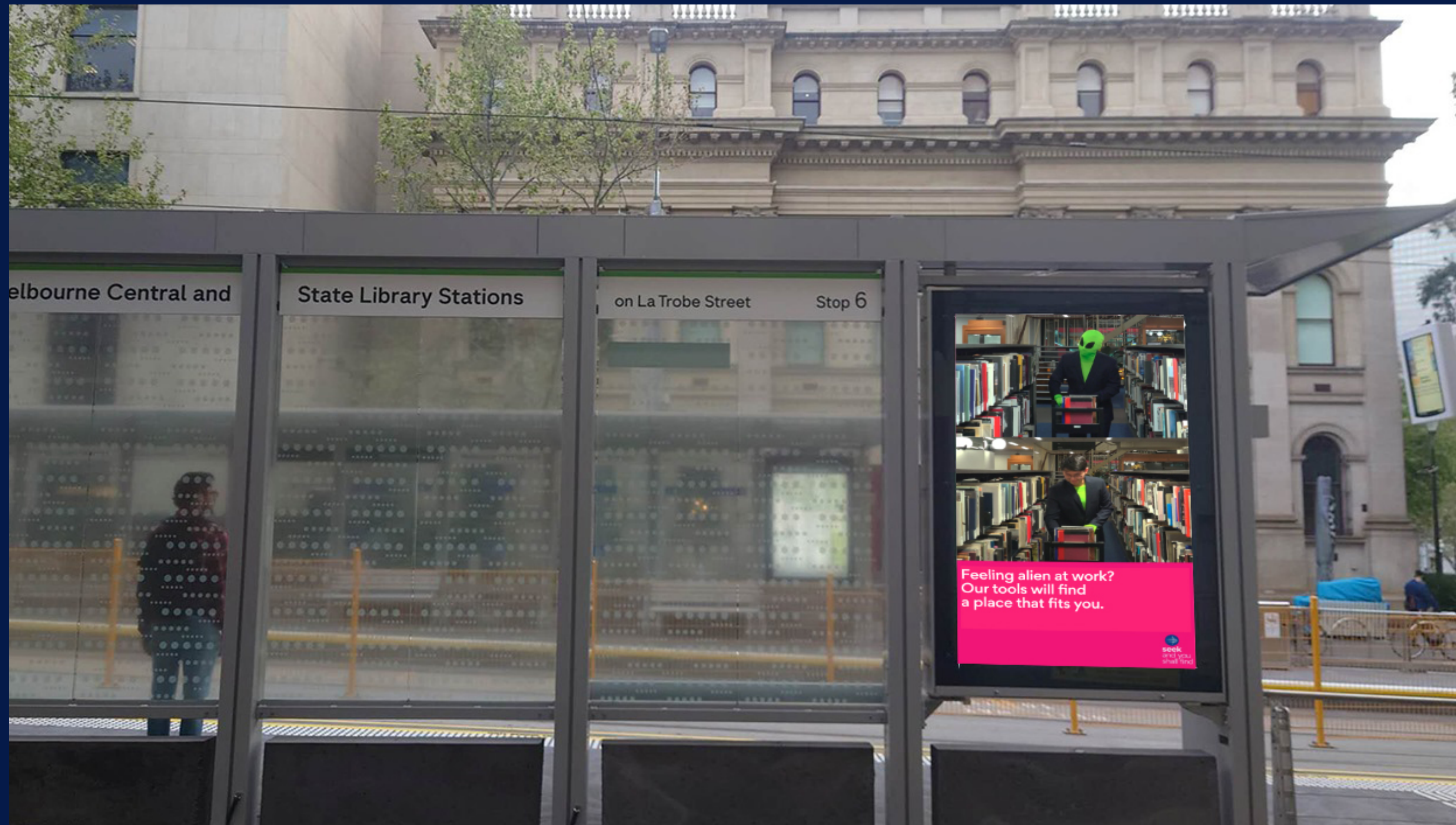


RUNNING BOARDS WITH A DIFFERENT NETWORK




Various fun settings.

9:16 for
Metrolite
and
mobile.



Feeling alien at work?
Our tools will find
a place that fits you.





TikTok LINK

<https://youtube.com/shorts/t5Pdb-3FRWNk>

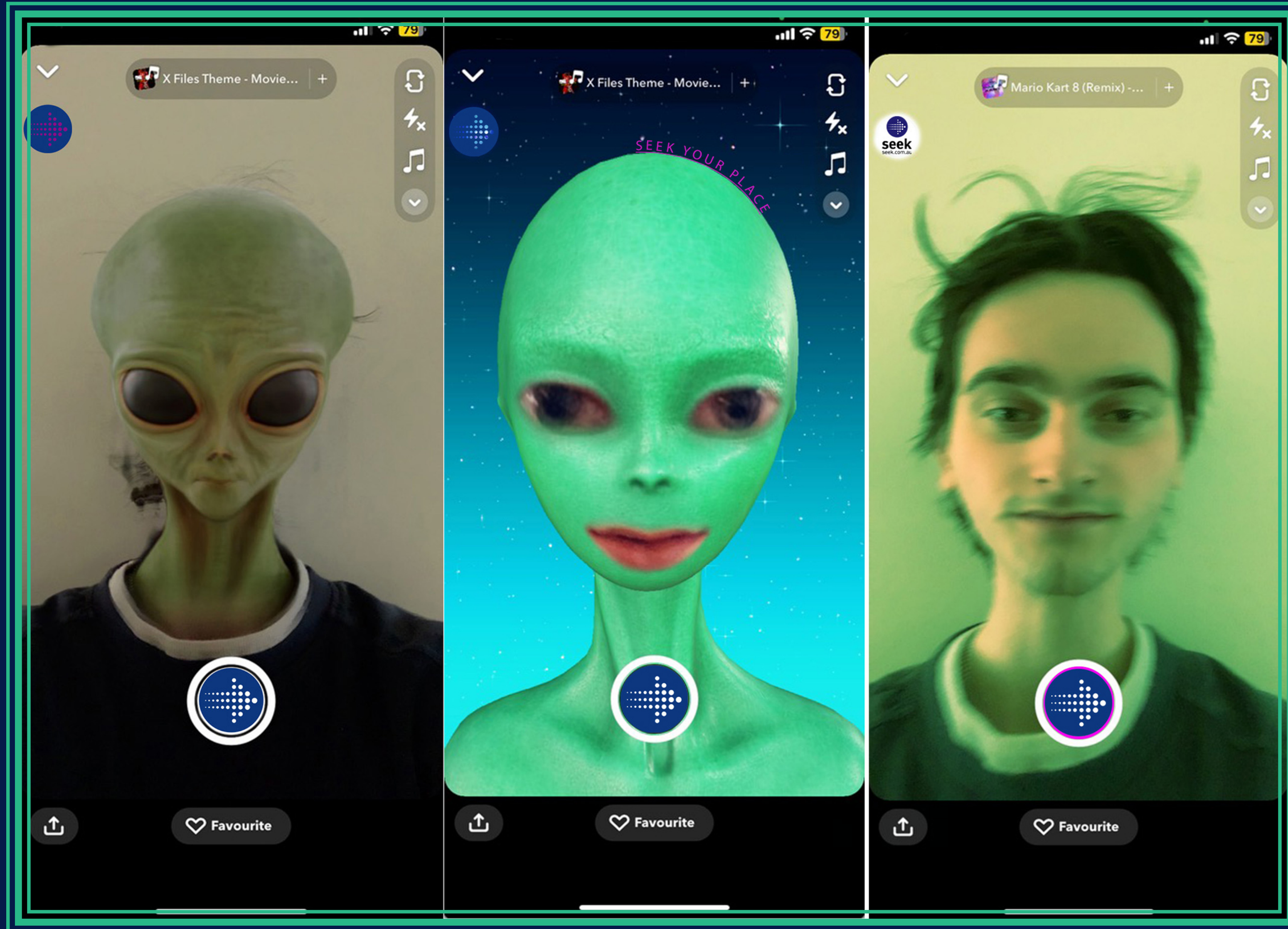
Social
Media
Ads

(Insta / TikTok)

Alien? Seek Your Place

Social Media Filter

(Insta / TikTok)



Other Executions

Aliens in the City

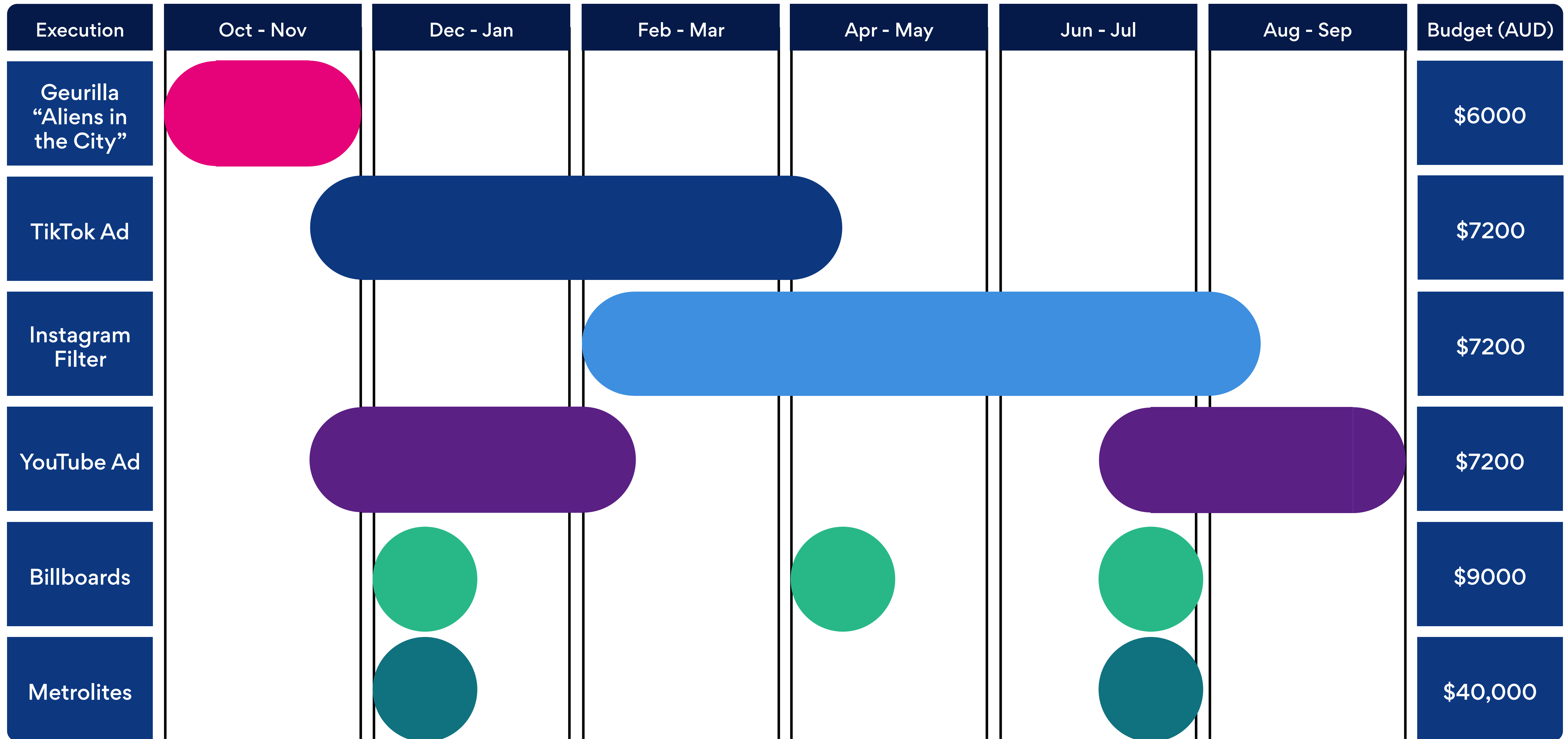


Sending out actors in SEEK Alien costumes across various cities before the launch of the main campaign to generate buzz and discussion.



Ideally we'd see some news or other earned media wondering "What's with all the Aliens in [place]?"

Timeline & Budget



Thank You

