

AGRIAS 2017

**Most popular
Integrated Marketing
Campaign award entry
Telstra**

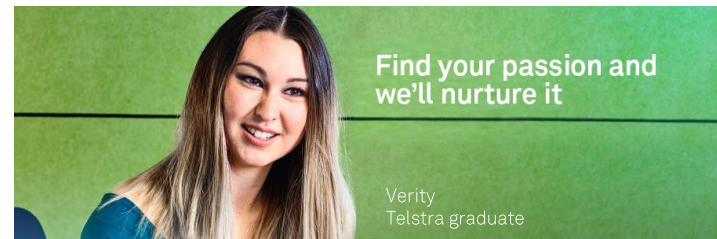
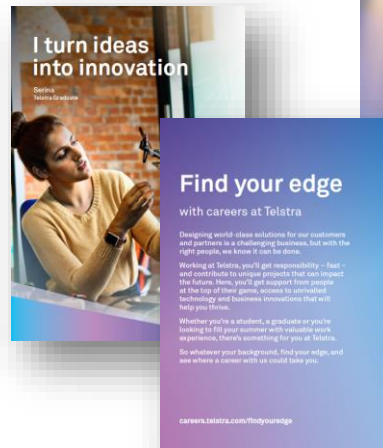


A graduate EVP with a compelling proposition..

We've developed a set of brand pillars to articulate the employee experience for graduates at Telstra



Graduates from across our business, telling their '*why work here*' stories



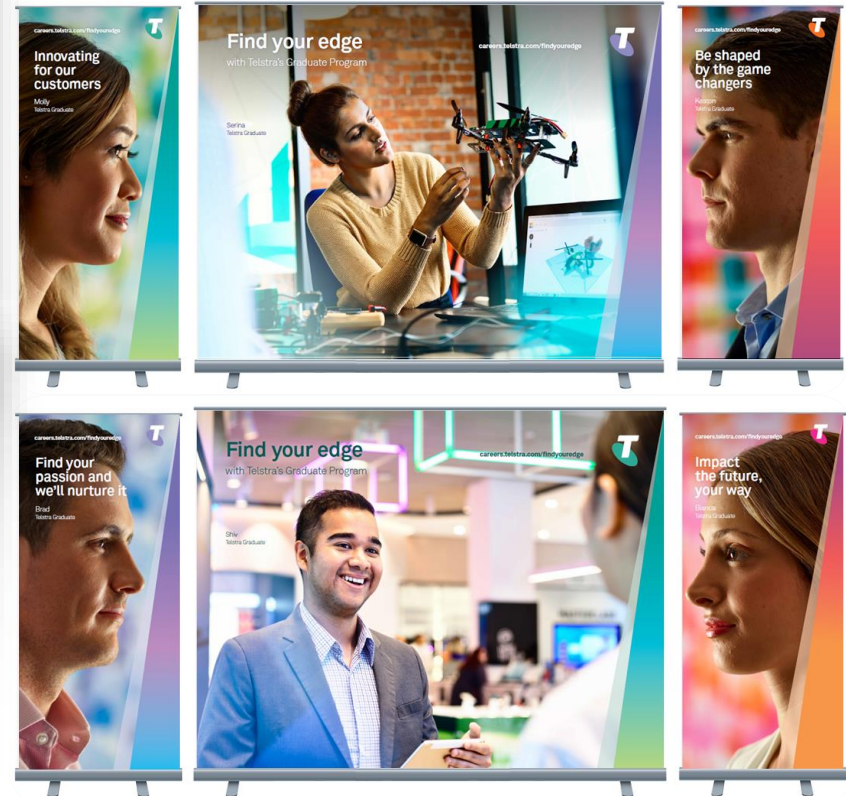
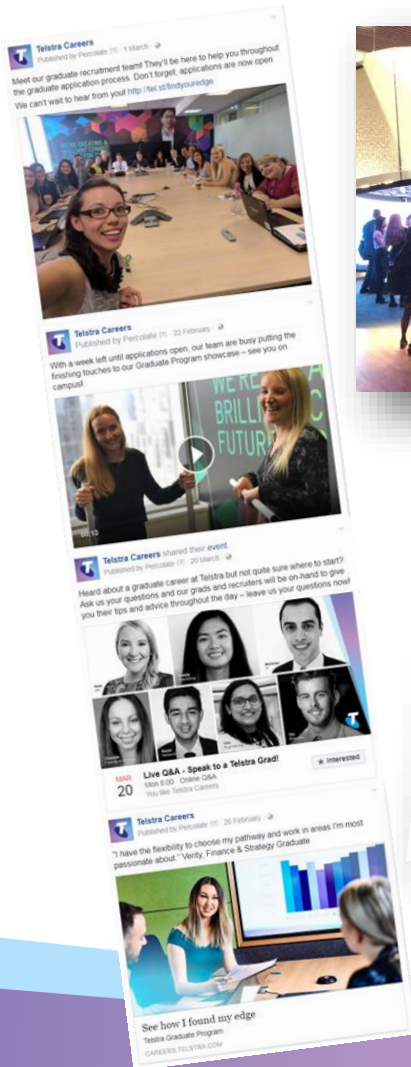
We invite you to..

Find your edge
with Telstra's Graduate Program



..led through a digital campaign, but also through in-person, high-touch events

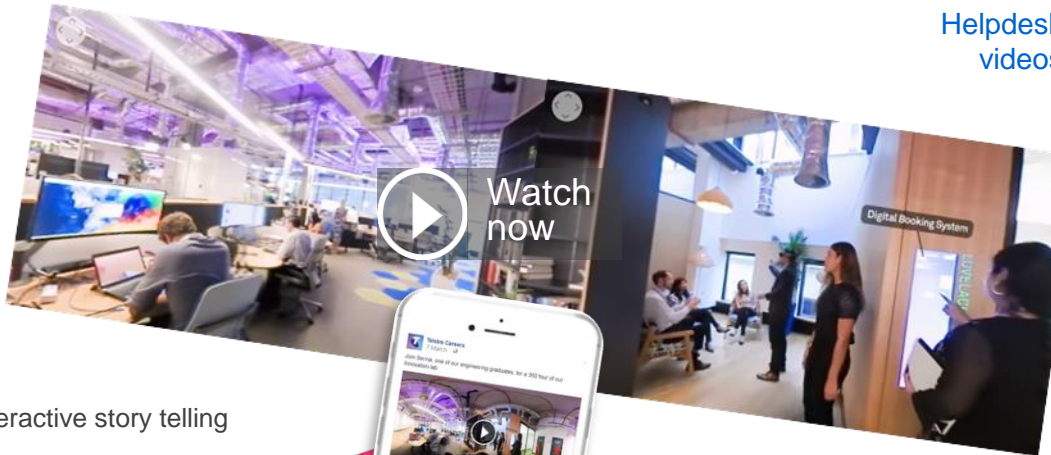
Integrating striking new designs, showcasing our people –
across all digital, social medias, and in-person activities



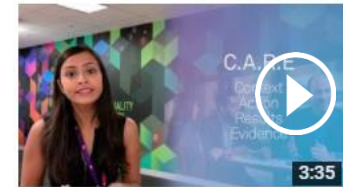
..reaching our target audiences through new & innovative channels

360-degree video

An immersive tour of our Telstra labs

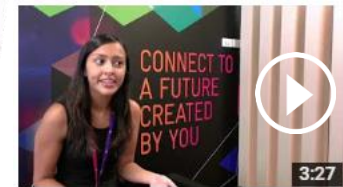


Social Helpdesk videos



Watch now

What is a Behavioural Interview?
Graduate Helpdesk

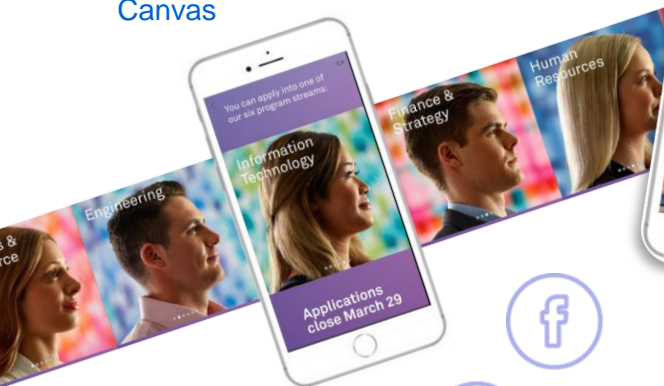


Watch now

What is an Assessment Centre? -
Graduate Helpdesk

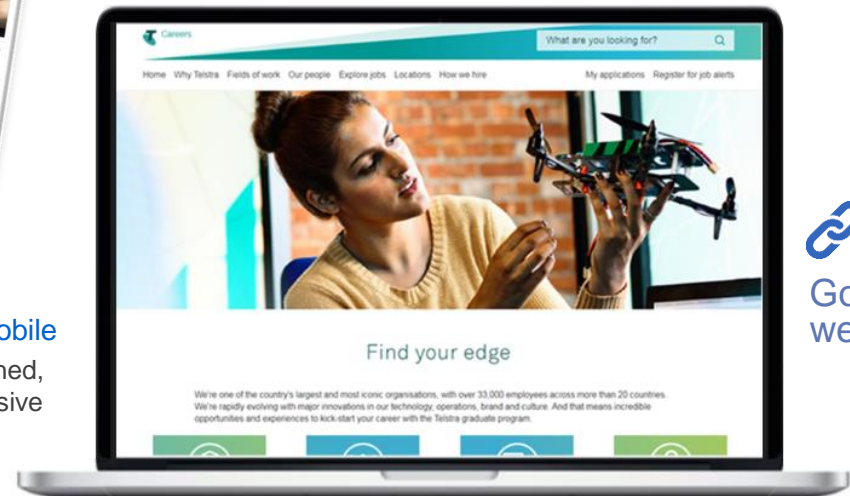
Facebook Canvas

Interactive story telling



Online, on mobile

A newly launched,
mobile responsive
website



Go to
website



..driving success through a highly focused and measurable campaign

A multi-faceted campaign approach, with a marketing mix integrated across platforms and media channels.

In-person events & activities:

40+

Period:
February
- March 2017

Graduate Applications: **5,000+**



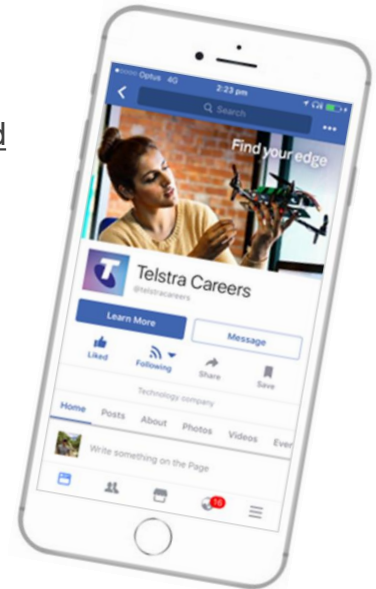
Facebook
Organic posts

Posts: 21
Reached: 127,000

Facebook
Campaign promoted

Targeted posts: 11
Reached: 792,000+

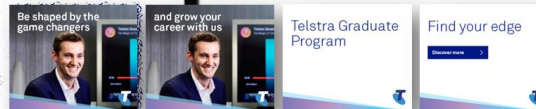
Clicks: 6,099
Apply leads: 1,850



“Find your edge”



Digital media
Programmatic Display advertising



Targeted ad types: 40
Reached: 2.1mil impressions
Clicks: 4,560
Apply leads: 685

IT/Engineering outreach:



University e-Sports League

Total reach: 196,000+



Thank you

