



# O2 GOTHINKBIG & THE DEBRIEF

Thanks to The Debrief, GoThinkBig was able to educate its core youth audience about ways to get started on the career ladder



**WE'RE DELIGHTED TO BE IN PARTNERSHIP WITH THE DEBRIEF, A BRAND THAT WE REALLY FEEL HAS A STRONG VOICE AND BRINGS SOMETHING DIFFERENT TO THE MARKETPLACE**

TOKUNBO AJASA-OLUWA, HEAD OF GOTHINKBIG



Brand awareness/engagement • generate buzz • change perception • new launch



MEDIA GROUP



Anna Brody | Contributing Writer | Tuesday, 6 May 2014



## GIFS ARE OUT, VIDEOS ARE IN: THE NEW CV RULES

### RESULTS



Over 80,000 page views to date across featured editorial stories.



An incredible average dwell time of 4 minutes per article

We delivered expansive social media support across the campaign – an estimated reach of 57,516

57,516



Tablet-based leaderboards performed extremely well – as high as 1.2%

## THE CHALLENGE

To establish the O2 GoThinkBig (GTB) brand as an essential resource for the 20-something career-aspirational female by delivering content, inspiration and advice in a credible, authentic tone that's unique to The Debrief audience.

## OUR APPROACH

We noticed an emerging thirst among our core youth audiences for inspiring content and support from trusted brands on how to get a foot on the career ladder. Rich in qualifications but poor in experience, 16-24 year olds were desperate for real, honest and practical solutions to this dilemma. Bespoke insight allowed us to find out exactly what they wanted – inspiring content from people they trust and admire and real opportunities on a level playing field. By integrating the O2 GTB solution into the editorial of The Debrief, we were able to talk about this 'dry' subject and make it cool and appealing.

## THE IDEA

We created a weekly franchise called 'Ask A Grown-up', covering not only careers, but also health, current affairs, common sense etc. By making it all-encompassing, GTB would be associated with an audience interested not just in career content, but in other areas too. Covering questions such as 'Will it make a difference if the minimum wage goes up?' and 'How can I stop spending money unnecessarily?', the campaign also featured articles such as:

- Things you find out in your first year of work.
- The new CV rules – where colour and GIF image files were once forbidden, now they're required reading.
- No Boss Bullshit – where we asked a boss for honest answers.
- How to make an interview-appropriate outfit from stuff that's already in your wardrobe.
- What's an uncommon job that pays surprisingly well?
- Cool careers you never knew existed.

## EXECUTION

Sponsorship of the Life channel – road-blocking vertical with billboards and MPUs; 15 editorial articles and four newsletters as well as Life channel monthly roadblocks.

“We're delighted to be in partnership with The Debrief, a brand that we really feel has a strong voice and brings something different to the marketplace. GoThinkBig is all about giving young people the opportunities they need to kick-start their careers while providing a friendly and trusted voice along the way. With both The Debrief and GoThinkBig targeting similar audiences, The Debrief's mission and editorial style complements ours and we look forward to an exciting partnership with them”

Tom Hughes, Account Manager, OMD



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