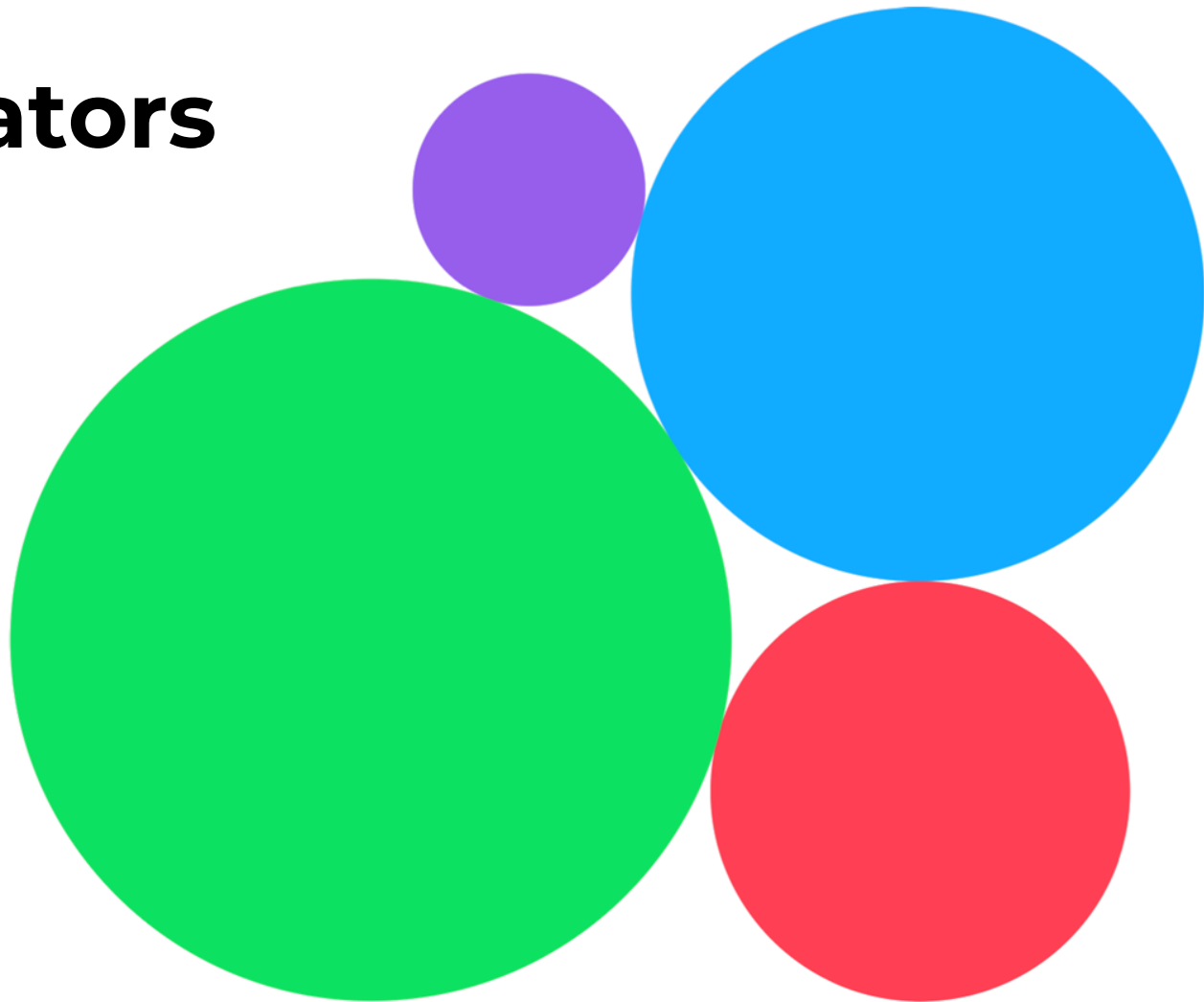


# Young Creators

2024



# CONTEXT

Avito Jobs is one of the largest platforms for those who are looking for a job or employees.

Avito Jobs role as a brand is to [inspire to widen the horizons and discover new possibilities.](#)

We are already leading in the segment of blue-collar jobs, but we want to attract more office jobs as well. It is important for us to keep our leadership, but to expand our image.

# MESSAGE AND RTB

## *Message:*

With Avito Jobs you will find not just a job, but a perfect fit place for you.

## *RTB:*

1. Relevant search - quality selection of vacancies according to your request.
2. Variety of employers, many offers from large companies.
3. Verified employers.

# TASK

## Task:

Create a creative special project that will inspire the audience to look for a job on Avito Jobs.

The more creative, ambitious and bold will be an approach, the better.

Our goal is to truly impress and catch the attention of job seekers and tell them that they can find a place for them on Avito Jobs.

# TARGET AUDIENCE

TA:

males/females 25-55, with work experience.  
Blue collar and linear personnel + specialists of  
white collar professions.

Blue collar: e.g. mechanics, construction  
workers, auto mechanics.

Linear personnel: cashiers, salesmen.

White collar: accountants, lawyers, sales  
managers.

IT and creative professions - not our target  
audience yet.

Segment:

Are aware of Avito Jobs and use it, but have  
trust issues.

Are aware of Avito Jobs but have not used it in  
the last 3 months.



**UNHAPPY**

Unhappy with the current place of  
work, salary, collective, schedule,  
boss and other. Continuing working,  
*looking around*

**THE ROLE OF SERVICE –  
SUPPORT**

**PRIORITY FUNCTIONS  
FEEDBACK FROM EMPLOYER,  
RATINGS, REVIEWS**



**CONSERVATOR**

Extremely rare to change jobs. The  
reason for changing is burning out or  
a company's liquidation. They want to  
*find a job once and for a lifetime.*

**THE ROLE OF SERVICE –  
CONFIDENCE**

**PRIORITY FUNCTIONS  
COMPANY HISTORY,  
REPUTATION IN THE MARKET,  
STABILITY**



**UNHAPPY**

You have a **constant**  
**fear** of being exposed  
by the current employer (m. 30-45,  
*Moscow*)

**The anxiety** of what if it's  
will be worse elsewhere (f. 30-45)



**CONSERVATOR**

**I'm worried** that finding that one  
single job.  
won't going to happen quickly (f. 22-  
29, *Moscow*)

**Afraid of making a mistake**, of  
running into  
fraud (m, 22-29)

# WHAT DO WE EXPECT

We need one bold idea that will help us to highlight Avito Jobs in media field.

We are not limited in channels - it can be digital channels, unusual outdoor advertising or installation, social networks, you can even invent your own media channel.

The main criteria is that the idea delivers the right message and can amaze and attract attention.