



MONSTER

Canada

ADVERTISING LAYOUT & COPYWRITING - ADVG 26783
PROJECT - MONSTER JOBS
CLIENT: JOE MUSICCO
AGENCY ASHLEY MOLASY & TONIA RANIERI
CAMPAIGN DEADLINE: FEBRUARY 23RD, 2015

ASHTON

CLICK START YOUR CAREER.

MONSTER

Project 1: Creative Strategy

NAME: _____ Tonia Ranieri + Ashley Molasy _____ **CLASS:** MON - PM

CLIENT (BRAND): *Monster*

PRODUCT: *Monster Jobs*

MEDIA: Magazine, Non-Traditional OOH, Web Banner, :30 Second Commercial (Storyboard)

FINAL AD(s) DEADLINE: Monday, February 23; beginning of class.

What do we know about the store and product?

KEY FACTS BASED ON RESEARCH: Make sure the facts are relevant and contain some insights.

YOUR CLIENT (BRAND):

- 1) **Monster** allows you to post your resume online to be searched by hundreds of employers daily.
- 2) **Monster** allows you to build your own resume and cover letters online.
- 3) **Monster** enables you to search its online database for jobs that are hiring in your field.
- 4) **Monster** has a mobile app which allows the user to engage in online searches via smart phone.
- 4) **Monster** provides additional resources and tips to help you land your dream career.

What do we want to happen?

THE OBJECTIVE (GOAL) OF THE ADVERTISING – What do we want people to do differently? What's our goal?

To persuade the target audience to visit and utilize **Monster** and its online search engine at <http://www.monster.ca/>

Who are we talking to?

DETAILED DESCRIPTION OF SPECIFIC TARGET AUDIENCE (DEMOGRAPHICS & PSYCHOGRAPHICS)



Detailed Description:

Eric is 25 years old and has recently graduated college. He previously attended university and received his Bachelor of Art degree. Eric lives in his parents' basement, residing in the downtown core. He currently works part-time in food service, which has earned him an annual income of \$25,000 - \$35,000; however, Eric would like to pursue a career in his field of study. He enjoys a healthy, active life, working out 4 times a week. Eric enjoys going out on weekends with his buddies to a concert or grabbing Mexican food on a date night with his girlfriend Jess. Eric is a tech-savvy kind of guy who likes to stay connected via his mobile or desktop, staying up to date on the latest in news, tech, and trends in his chosen industry,

What do we want to say?

MAIN MESSAGE: What is the single most important benefit or promise to deliver?

Monster has you covered. Whether visiting online or via the mobile app, Monster is your #1 job search engine and resume builder.

Why should they believe us?

PROOF: Facts that support the Main Message

Monster is one of the most recognized online job search engines in Canada. There are over 5 billion jobs views a month with resume submissions from around the world. (Source: <http://info.monster.ca/corporate/info3.aspx>)

How will we communicate the message?

TONE AND MANNER: What is the personality and approach for the execution?

Professional, Fun, Honest

(3 words. E.G. Factual, Fun, Emotional.)



MONSTER

Canada

Enter any job title

MONSTER SEARCH

I WANT TO BE A...

MONSTER

Canada

Resume Builder

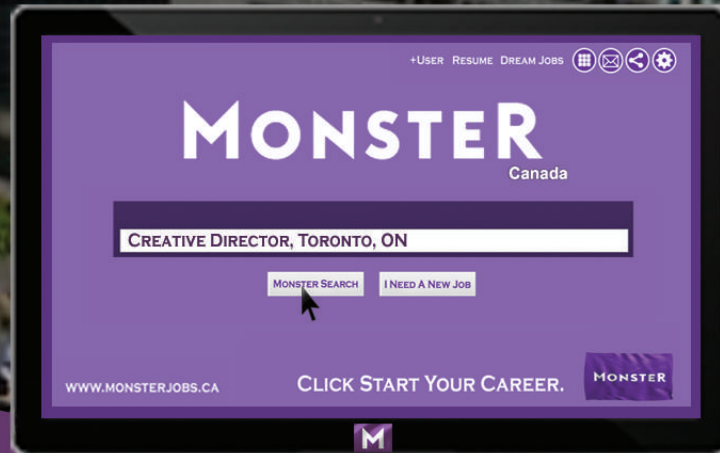
Learn More On Resume Writing
Through Our Experts



CLICK START YOUR CAREER

WWW.MONSTERJOBS.CA

MONSTER



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Client: Monster Jobs
Title: Pig Went Home
Length: 30 Seconds
Date: February 23rd, 2015

Video:

(BLACK)
MAN WAITING ANXIOUSLY IN
THE HOSPITAL WAITING ROOM.



(CLOSE CUT)
DOCTORS CAREFULLY
OPERATE



(CUT)
DOCTOR CALL PATIENT'S
FAMILY.



(CUT)
DOCTOR TELLS FAMILY MEMBER
THE NEWS ABOUT PATIENT'S
STATUS

FAMILY MEMBER REQUESTS TO
GO SEE THE PATIENT



(CUT)
MAN LOOKS DOWN INTO
NURSERY TO SEE HIS NEWBORN
RESUME AND IT HAPPY WITH
THE RESULTS.



(SUPER) MONSTER JOBS

MONSTER LOGO, WEBSITE,
SLOGAN TO REMIND VIEWERS

(FINAL CUT)



Audio:

SFX: PAGERS FOR DOCTORS

SFX: PEOPLE CHATTERING

FAMILY MEMBER: EXHALES

SFX: HEART MONITOR BEEPING.

SFX: DOCTORS' TOOLS
CLINKING

DOCTOR: "I HAVE KNEWS FOR
THE MAXWELL FAMILY..."

DOCTOR:
"I HAVE SOME WONDERFUL
NEWS. ALL WENT WELL,
CONGRADULATIONS!"

MAN:
"CAN I SEE 'EM NOW?"

SFX: BABIES CRYING

SFX: UPBEAT DRUM KIT MUSIC.