

# CAMPUS KICK OFF EVENT 2012



# Agenda

Start	End	Topic
08:30	09:00	<i>Welcome coffee</i>
09:00	09:30	FY1112 overview
09:30	09:45	FY1213 Where? What? How?
09:45	10:15	TS projects for FY1213
10:15	10:30	<i>Break</i>
10:30	10:50	Campus Teams Reboot
10:50	11:50	Message track/How to answer difficult questions
11:50	12:00	<i>Check emails</i> 😊
12:00	13:00	<i>Lunch</i>
13:00	16:30	Social Media Networks by Oleg Mamaev
16:30	17:00	R&R
17:00	17:15	Closure



# FY1112 summary

During the year we operated based on:

Focus

Digital

Brand

Innovation

SMART



# FY1112 summary

## 32 Campus event across Ukraine incl.:

- 3 Master Classes
- 2 Become a P&G'er in 1 day
- 2 P&G Weeks

## 2 Virtual Career Fairs with unique results:

- 109 351 unique visitors on-line
- 35205 unique visitors of P&G stands
- ~80% geography coverage
- 880 000 impressions of banners on top news services
- 166 890 000 impressions of context advertising in Facebook and V Kontakte

## EE Online Case Study:

- 206 teams were registered across EE
- HOT Lines in Social Networks during the case solving
- 20 teams were sent their solutions
- 5 finalist teams in EE

## More:

- Digital Ambassadors
- Digital P&G Month in A



# FY1112 summary

EE leading **Social Media 2.0** effort for CEEMEA and for global team a pilot hub.

3 flash games, supported via attractive content on P&G profiles and advertising in

1 <sup>st</sup> Application	2 <sup>nd</sup> Application	3 <sup>rd</sup> Application
<b>FIND YOUR P&amp;G BRAND</b>	<b>P&amp;G Package Designer</b> (work name Product Maker)	<b>P&amp;G Quiz</b>
Funny test that allows users to recognize themselves which P&G brand are similar to them	Allows users to create their own brands/products and simulate the “launch” at the market.	Allows users to answer the questions about P&G and get scores.
<b>Launched in April 1<sup>st</sup></b>	<b>22<sup>nd</sup> June 2012</b>	<b>August 2012</b>

**Success Measure**: +10M active users in EE, 1M direct clicks (switch) to joinpg

## Results (by Aug 1<sup>st</sup>):

# of fans in society increased for **70%**

# of participants of Find Your P&G Brand test ~ **1040 users**

# of participants of Package Designer~ **1040 users**



# FY1112 summary

It was

26 New

11 Inte

In TOP

Stud S

In TOP

World



# FY 1213 - Where? How? Who?

CEEMEA TS Focuses FY1213:

**Build the Strategic 'Go-To-Campus'** that meets organizations' needs

**Improve Productivity** everywhere thru Standardizing, Digitizing and Scaling up TS programs

**Build TS Capabilities** thru Simplifying Systems, CEEMEA TS Library and TS Regional Projects



# FY 1213 - Where? How? Who?

- Companies feel the turbulent atmosphere in the world, they save more, spend less
- Companies want to recruit best of the best

## Our goal:

- Become #1 Employer among FMCG

## How to win:

- Drive P&G Employer Brand Awareness as TOP priority
- F2F with targeted pre-selected audience
- Max geography coverage via digital projects
- Be open for discussion even online
- Hire only if perfect fit





# FY 1213 - Core TS Projects

- Social Media Project – Launch 3<sup>rd</sup> application
- Webinars in Social Networks
- Re-launch Find Your P&G Brand into russian and Package Designer transformation
- EE Online Case Study – advanced content, technical development, battle between the countries (RU, UA, KZ)
- Virtual Career Fair (+ EE+KZ P&G Virtual Career Fair)
- In-the-office programs – tbd

*(One Day with P&G (Open doors day); One day in the shoes of a P&G leader)*

## Campuses

*Focus on Case Studies and Master Classes in Regions*

*Go to Campus under the P&G Business School Brand\**

*\*Launch in Sep'12*



# Campus Teams Expectations

**MUST** - all team members contribute into team activities.  
You are assessed as a one team!



Important - Quality vs Quantity



Execute with excellence



# Message track



## Reasons to believe:

- Built from within = conscious choice to invest in people development
- Big size, multi-brand business with leadership positions  
= variety of choices



# Message track

## Exciting Start & Multiple Career Opportunities

1

1. Hiring without specific/ required work experience
2. High salary at starting level
3. Individual career path & high perspectives of career progress
4. 3D variety of choices

## Unique training opportunities – MBA on the job

2

1. Day 1 responsibility, real business running
2. Coaching, mentorship, networking & peer-buddying
3. Face-to-face, distance and web based trainings

## Young and dynamic multinational community

3

1. Designed to hire youth
2. Welcoming and Caring relationships, respect to diversity
3. Respect to Work-life balance
4. Fun and drive



# REMEMBER!

- The best way to send recruiting messages is to talk about yourself.
- What you do now
- How you started
- How were you hired/promoted
- What trainings and development do you receive
- What you like about P&G



# Summary

- Work SMART
- Work as ONE Team
- Negotiate
- Execute with Excellence
- Digitize (pre-, post- info about event in FB and VK as a rule)
- Feedbacks on-line
- Look for the Best

ORG:

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