



# Engaging with Gen Z in the recruitment process



Think Ahead

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# About us...



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# Our approach

Get closer to Gen Zs by obtaining first-hand input

01

Flex your brand and TOV to 'speak' to Gen Zs

02

Identify relevant niche communities and align content with their motivations and aesthetics

03

Build a content strategy that aligns with Gen Z motivators and levers

04

ACCA's **Next Gen Voice** community is made up of **300** young people



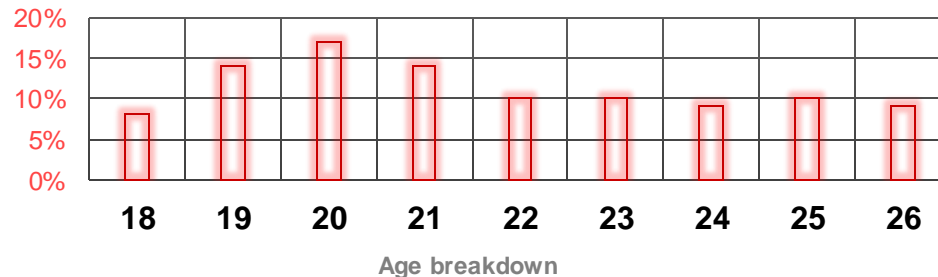
On-going project – latest pilot lasted 6 months

Mix of ACCA students and non-ACCA Gen Z

Get closer to Gen Zs by obtaining first-hand input

01

How old are they?



How the online community is helping ACCA:

- An ongoing source of insight
- There to provide feedback for future, ongoing or past campaigns
- Sense checking resonance + to help steer direction
- Communicating with younger members of ACCA's community even more impactfully

# Our panel has generated a wealth of insight!

## Community stats

18746

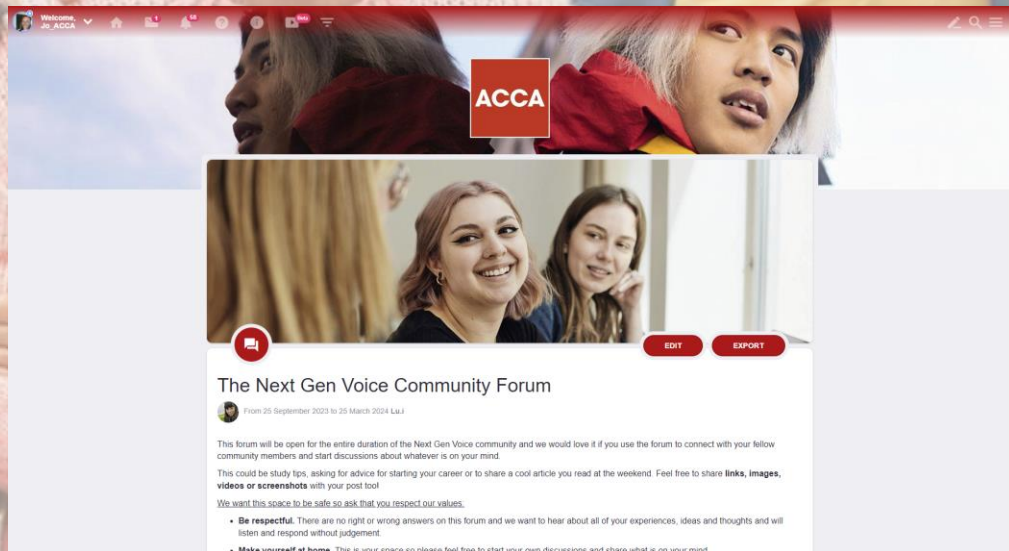
Posts

307

Images shared

40

Activities



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# How do community members find this experience?

- High appetite to get involved and share their views
- Good engagement levels
- Positive feedback received from users' - they enjoy being part of the community and find the activities worthwhile

*...I have found the community to be very engaged and interested in the topics discussed, which has made it easy to contribute and participate. The discussions have been thought-provoking and have allowed me to learn new perspectives and ideas. I have also enjoyed the opportunity to connect with other like-minded individuals who share my interests and passions. Overall, I am glad to be part of this vibrant community and look forward to continuing to contribute and engage with the members.*

Participant from mainland China

*The overall experience was good, got to know about many different topics and thought in detail about the details of the product and video, which was very different experience for me.*

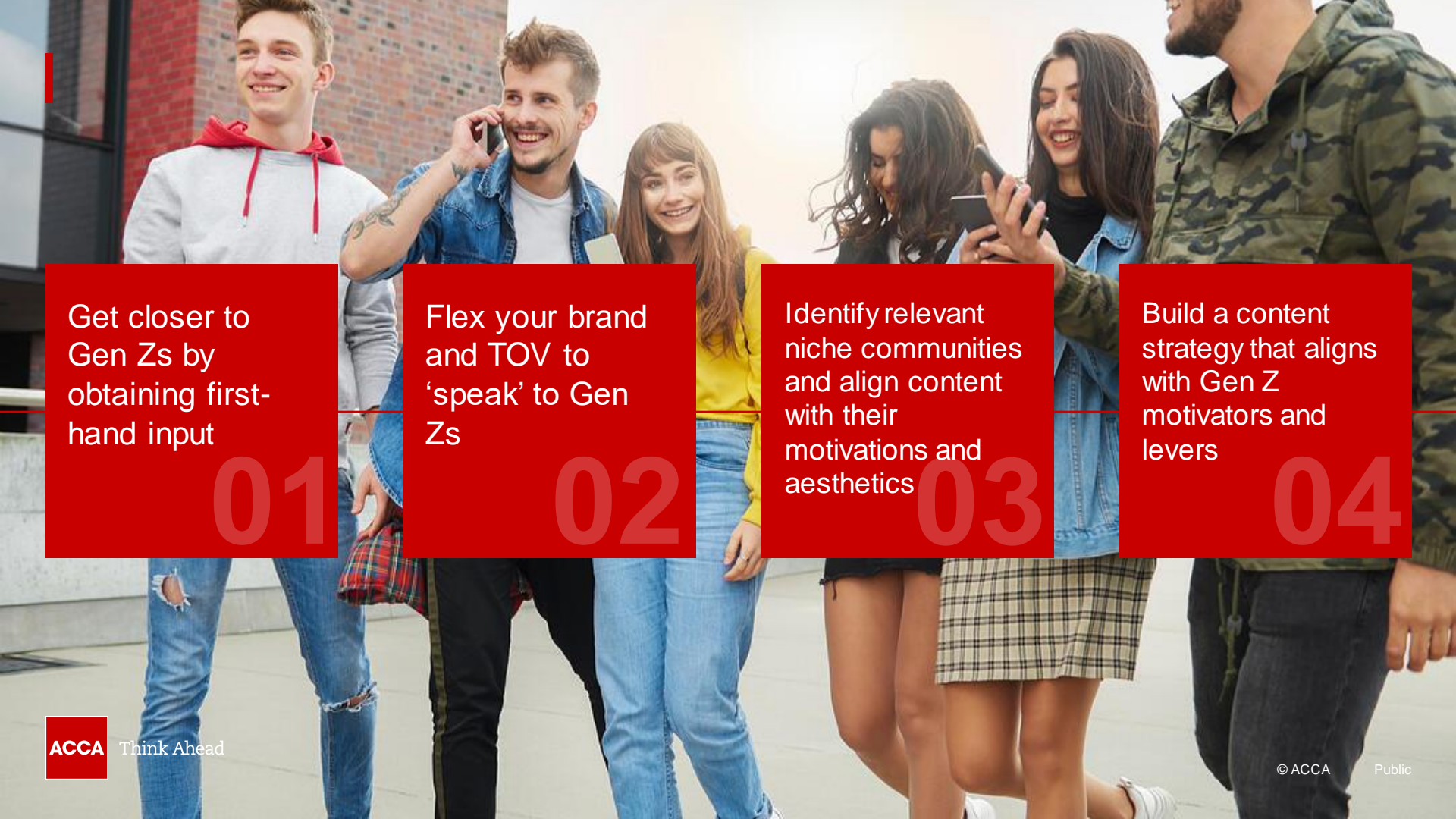
Participant from India

*"It was refreshing and I really enjoyed thinking about the questions asked."*

Participant from UK

*I really enjoyed the Next Gen Voice Community by taking part and giving opinion in many different topics.*

Participant from India



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# 'Girl Math' Campaign

We wanted to raise awareness about a career in accountancy by leveraging the popular 'Girl Math' trend.

The objectives were to increase awareness of ACCA in the UK and drive conversions to the ACCA website.

## Target Audience:

18-24

## Campaign Period:

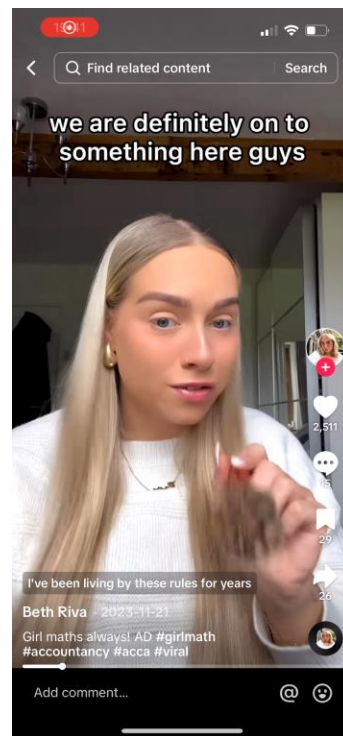
November/December 2023

Username	Views	Likes	Comments	Saves	Shares	ER%
<a href="#">@fourbrothers</a>	1,800,000	18,300	52	268	72	1%
<a href="#">@bethriva</a>	612,600	2283	14	27	26	0.4%



# Campaign results

Number of Influencers + their Followers	2 influencers   2,400,000
Total Video Views	2,412,600
Total Engagements	21,158
Paid ER%	2%
Organic ER%	7%



# Campaign results - top performing creator



The Four Brothers excelled as creators in this campaign, producing authentic and engaging content that resonated with their audience. By prioritizing the creators' creative freedom, they crafted a highly engaging **video that achieved nearly 2 million views.**

This collaboration not only benefited from the Four Brothers' esteemed reputation in the TikTok community but also positively influenced our brand perception among Gen Z viewers.

**Total views: 1,800,00**

**Organic views: 56,800**