



That's progress

Early careers campaign



Best student marketing campaign >50



What progress will you make?

Progress is important. In society, communities, careers and beyond. It's especially important to graduates. At Citi, it's the lifeblood of the business. Our aim with this campaign? Raise awareness of the progress graduates can make at Citi and challenge perceptions about Citi as a corporate bank. Why? Because Citi does more than balance books, it does what matters.



Before we arrived on campus

Promoting our on-campus campaign was really important in driving people to see and speak to Citi on the big day. We did this online and offline, using Citi's stories of sustainable, educational and cultural progress to build a bigger picture of the campaign for students.

Promotion

We promoted our campaign and stories online and offline, focusing on themes of progress.



A5 flyers

Our flyers weren't any old flyers. They were physical and digital. Each of our three designs told an individual story of Citi's progress. And each gave students a reason to interact.



Progress Makers

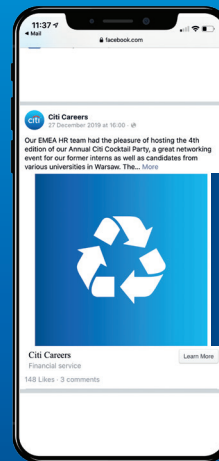
Snapcodes provided a link to the Progress Makers website, where Citi's stories could be watched and read about.



citigroup.com/citi/progress-maker-stories

Social and stuff

With gifs, videos and static posts, we shared the Citi story on social - both on Citi accounts and brand ambassador accounts. These called upon students to act and share.





citi
Make each drop count
#ThatsProgress
Early career opportunities

What progress will you make?
citi
What progress will you make?

“
It's very unique compared to other banks.
”



“
At our campus, we're really focused on sustainability and recycling, so it's great what Citi are doing.
”



Our reverse vending machine

Not only did we use an original way of getting people to interact with us through our recycling machine (RVM), but we also created a fun video for the front of the RVM, a man in the machine. This helped engagement and told people what to do.



ONE

We started with a man-size box.



TWO

We made the box look like the inside of a vending machine.



THREE

We put a man in the box and filmed one long take of him acting out cues such as eating, waving and asking people to recycle.



FOUR

We played the 20-minute video on loop on the front of our RVM.



With a small, yet effective crew, some lights, a box and a green room, we created a man-in-a-box video that would relate with students.



WATCH THE FILM

<https://vimeo.com/386519930>

Progress on campus

ONE

The RVM grabbed attention at each university, with students talking to ambassadors to find out more.



TWO

Branded cans with Citi's recycling story on the back were handed out to be put into the RVM.



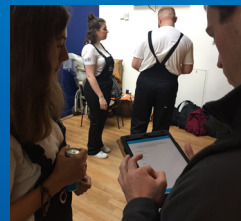
THREE



1. Students scanned barcodes as they popped cans into the slot.



2. Cans were crunched and a token was returned - an invite to an event.



3. Brand ambassadors approached students to sign them up to the event.



TAKE A LOOK AT
HOW WE BROUGHT
IT TO LIFE!
WATCH THE FILM

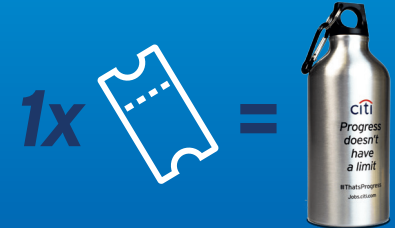
<https://vimeo.com/386522736>

The networking event

A presentation from Citi colleagues themselves, a relatable film, a free reusable bottle and a networking opportunity: what more could you want?

Collateral

Flyers gave information about the recycling facility project funded by Citi and the event at the university.



Step-by-step progress

After redeeming their sustainable water bottle with their RVM token, students gathered at various locations at each university and brand ambassadors gathered data for communications.

Progress on location

The film shown at the event was one we created using both existing Progress Makers footage and content we filmed at a Sussex farm. The open space represented opportunity, contemplation and sustainability. While the character monologue spoke of progress, both big and small.



On location at G & J Martin Farm, Lewes



Embrace a film that speaks volumes about progress at Citi.

WATCH THE FILM

<https://vimeo.com/362036954>

The results

After all was said and done, we got a fantastic response from students.



FIVE

campuses
visited



2,500

cans distributed



943

tokens distributed



38%

average can
to token
conversion rate



52%

above target of
token redemption



467

students' data
captured



2,500

flyers distributed



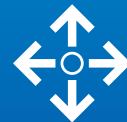
2PM

all cans were
distributed by 2PM
at every university



37,953

total student
interactions



Exeter

needed a larger room
due to the success of
the RVM activity



”
It's amazing, something
as simple as a can
of drink can gather
so much attention.
“



”
I didn't know what
Citi was before.
“





That's progress.
Thank you.