Branding and Performance

BRAND

Digital Media can *compliment* your Job Ads but there are key differences:

- Digital Media helps to increase <u>awareness</u> of your <u>Employer Brand</u>.
- Digital Media can <u>extend your reach</u> outside of <u>SEEK</u>
- Digital Media <u>can</u> drive applications, but <u>not to the same extent</u> as a Job Ad can

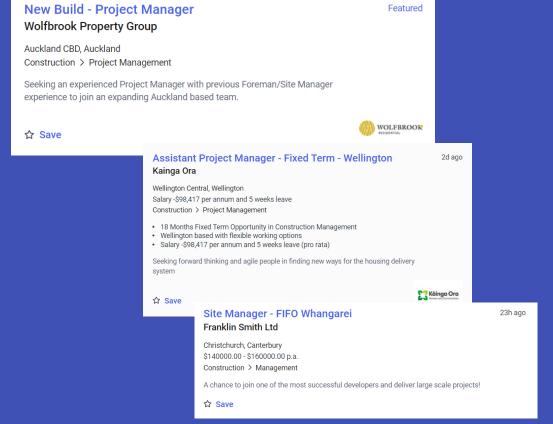






PERFORMANCE

Our core Job Ads (and Premium Talent Search) are likely to deliver the most <u>applications</u> in the most <u>cost effective</u> way





Discover SEEK Digital Media





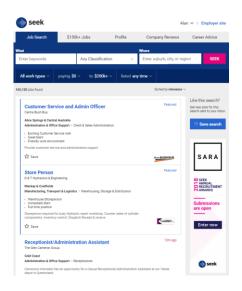
1.9m+ PROFILES IN NEW ZEALAND





ON SEEK

Engage with a pool of highly targeted candidates on seek.co.nz during their job search with display advertising.



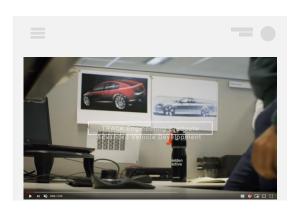
Off SEEK

SEEK's Audience Extension service allows you to continue to promote your brand to candidates when they have left SEEK and are visiting other sites.



Video

Our unique offering allows you to promote new or existing video content to relevant candidates when they have left SEEK and are visiting other websites



Native Advertising

Target candidates off SEEK with Native Ads that match the visual design of the experience they live within, and look & feel like natural content.



