



BETTER TO
BE A NERD
THAN ONE OF
THE HERD




BETTER BE A NERD THAN ONE OF THE HERD!

CHALLENGER


 KICKRESUME

WINNERS

 **Michal Plichta**
1st place

REWARD

1st 400 EUR



What does the soul of typical young nerd look like?

Nerds are humble, detail-oriented and introvert human kinds. They own extraordinary abilities and rare skills. Nerds champion in a particular niche.

- Gaming
- Virtual world & reality
- Breakthrough technologies
- Logical argumentation
- Present moment



What are they afraid of?

- Oral expression
- Social contact
- Self-promo
- Formal conversation
- Business etiquette
- Questions on future plans



Technology Insight #1

Mobile First leads to Mobile Only

The world is experiencing mobile consumption while nearly *80 percent of social media time is spent on mobile devices.
Online video on mobile is “up-to-the-second”.

Bullshitters Insight #2

Bullshitters phenomenon

An impatient young generation with overestimated job expectations seeking instant gratification. They lack focus on tasks (mobile screening), relevant skills and willingness to work harder.

Nerds Insight #3

Online interview > Offline interview

Nerds are unfamiliar with real face to face job interviews. Instead, they feel comfortable in online conversation, which is more natural for them.

Idea

In the online video, we put into contrast two entirely different interviews (bullshitter vs. nerd).

We demonstrate the importance of advanced resume and strong online presence (KickResume products).

At the end of the day, KickResume products save nerd's time for gaming. Thus it wins their hearts and minds.

Video script

Bullshitter vs. Nerd job interview



23:00 pm

Bullshitter vs. Nerd



- *The day before interview, bullshitter went clubbing to town*

- *On the other hand, nerd delivered job tasks*

7:00 am

Bullshitter vs. Nerd



- *Wake-up call*
- *Finding perfect hairstyle & business suit*
- *Elevator pitch rehearsal in front of the mirror*

- *Sleeping*

Bullshitter vs. Nerd

8:00 am



- *Car transport to job interview*
- *Traffic jam*
- *Bullshitter complains loudly*

- *Sleeping*

8:30 am

Bullshitter vs. Nerd

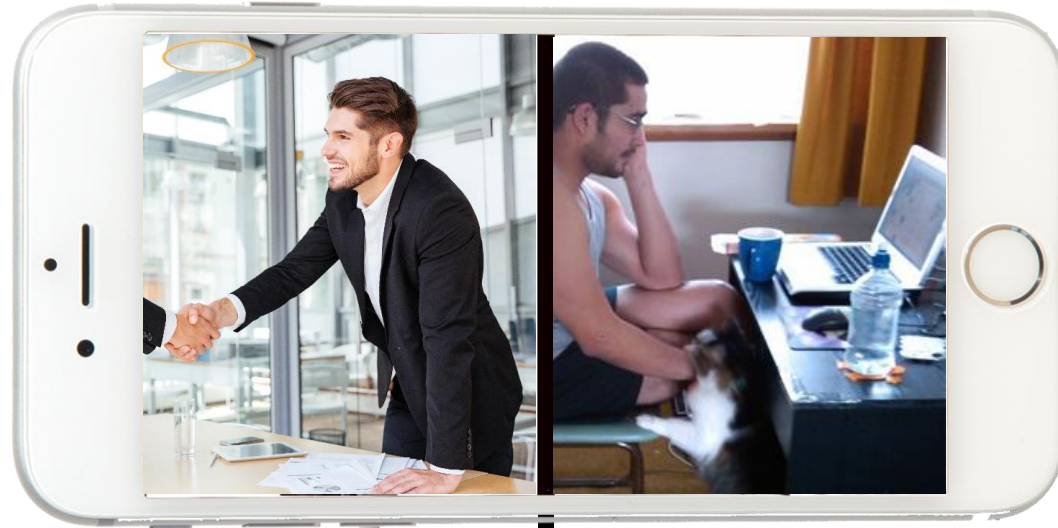


- *Bullshitter has a problem to find a parking space*
- *He suffers emotional stress*

- *Wake-up call*
- *Quick breakfast & Morning ritual*
- *Nerd wears casual t-shirt*

Bullshitter vs. Nerd

9:00 am

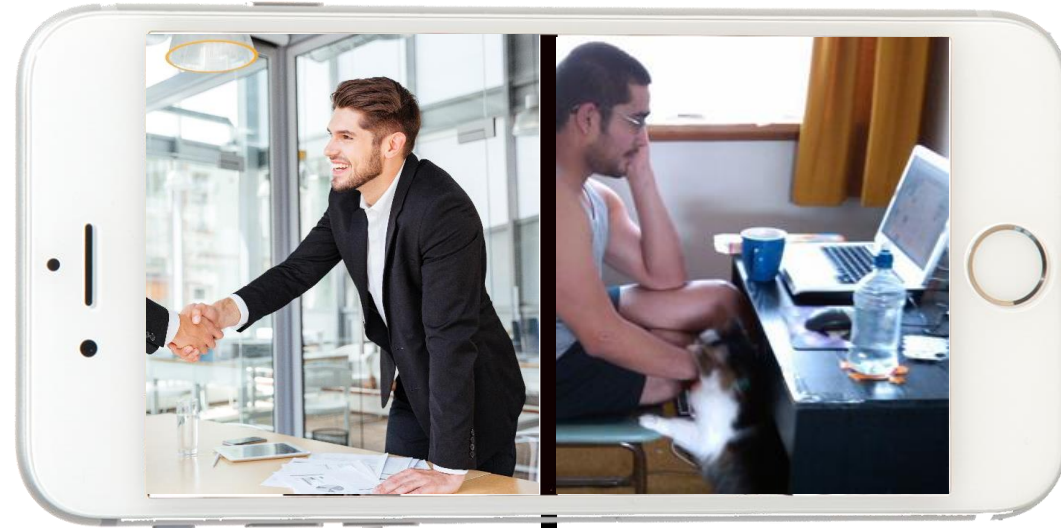


- *Face-to-face interview begins*
- *Bullshitter delivers long introductory speech*
- *He exaggerates previous job experience (knowing influential people within recognized company)*
- *Bullshitter puts emphasis on the institution and the surrounding, instead of his job role, responsibilities and skills*

- *Skype interview begins*
- *No introductory speech, because KickResume CV/personal website provides precise information about job applicant*
- *Interviewer ask specific question on previous projects & prove of skills*

Bullshitter vs. Nerd

9:30 am

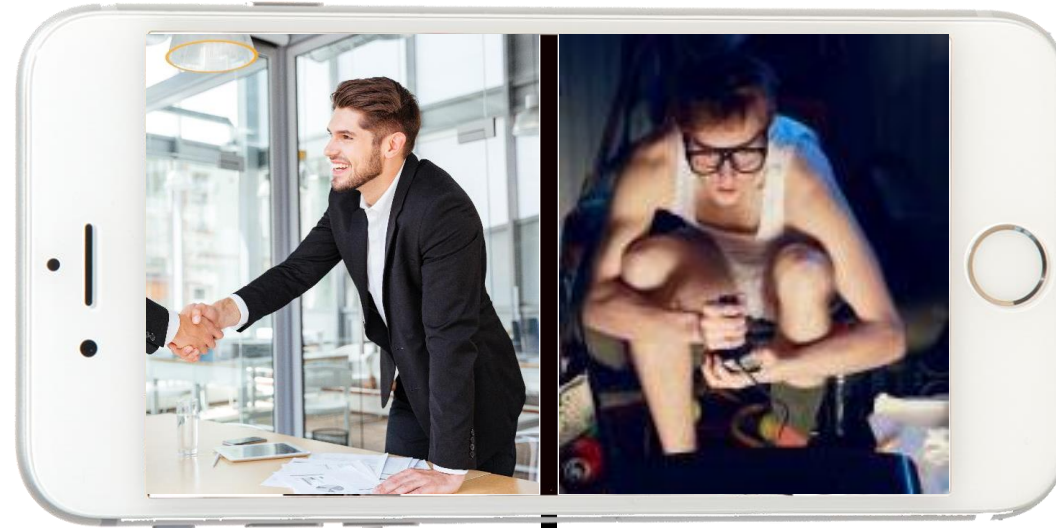


- *Bullshitter presents his vision and willingness to have a significant impact on the world*
- *Bullshitter's tone of voice "What I wish to do."*

- *Pleasant conversation about nerd's extraordinary skills & hobbies*
- *Nerd's tone of voice "What I do"*
- *Positive feedback from interviewer with concrete action steps*
- *Interview ends at 9:30 am*
- *Afterward, Nerd starts playing games*

Bullshitter vs. Nerd

10:00 am

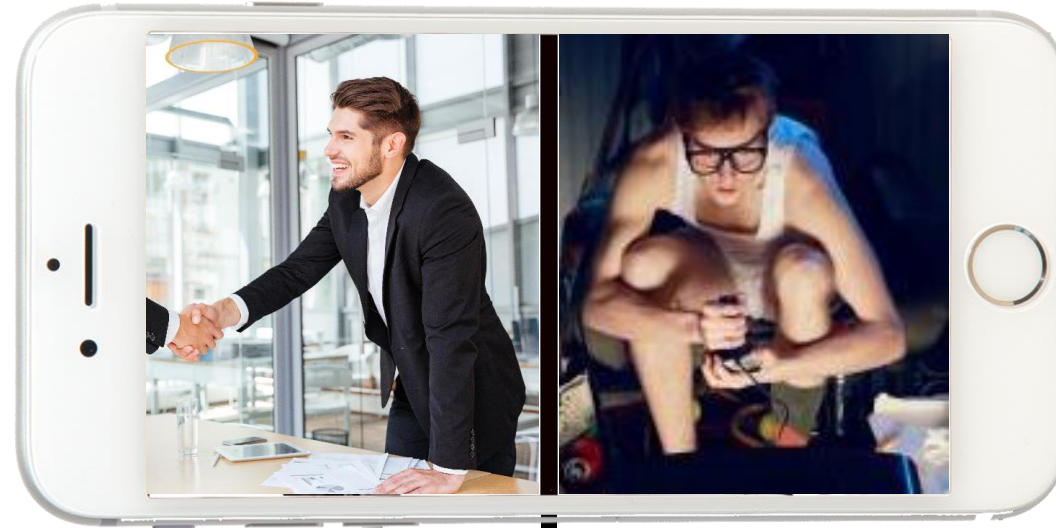


- *Abstract conversation with questions on future plans (e.g., Where do you see yourself in five years?)*

- *Nerd still playing the game*

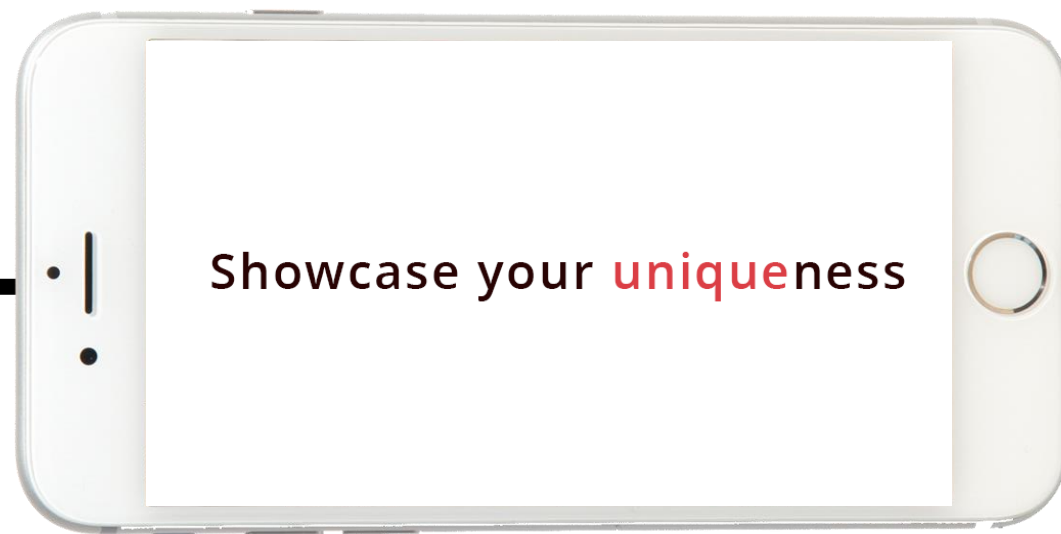
10:30 am

Bullshitter vs. Nerd



- *Bullshitter outlines the ultimate vision*
- *Neutral feedback from interviewer with no action steps*

- *Nerd still playing the game*



Showcase your **uniqueness**



Save time for playing

Nerd's buying process

Awareness stage



We want to approach nerds with online video optimized for social networks YouTube & Facebook. There they may discover pleasant job interview, which once they wish to be part of.

Consideration stage

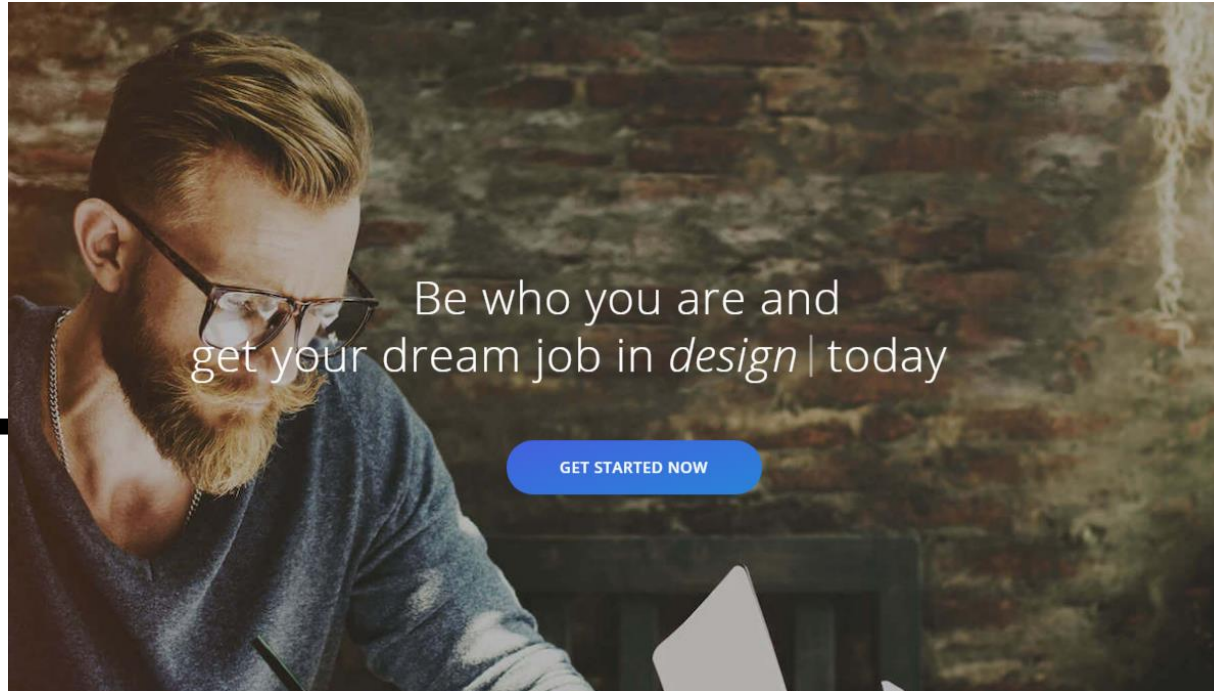
Do you like the boy's swag on the right? 😎

bit.ly/Showcase_your_uniqueness & save time for playing...

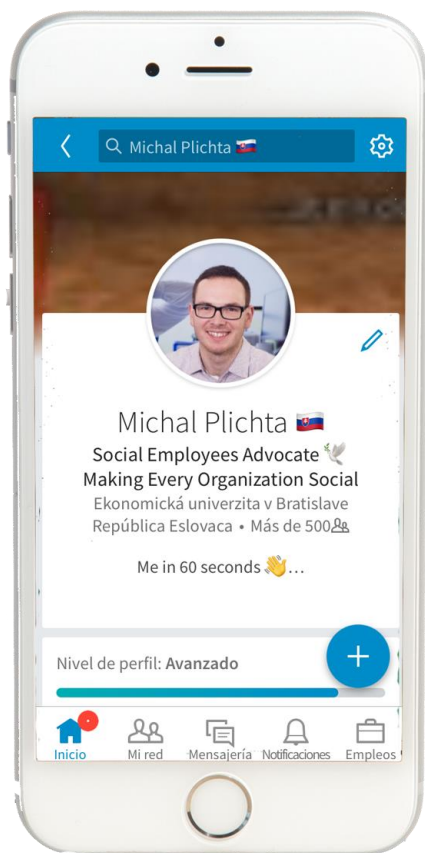


In a copy of the text, we will provide them with the path to pleasant interviews.

Decision stage



Conversion to KickResume website, where users can create advanced resume and personal website.



Click on my profile & meet another marketing nerd on LinkedIn.

