

**Launch** 

***Access fresh talent  
you would otherwise  
NEVER see...***



## **One of the most important drivers in any creative orientated business is to find and recruit the **best suitable fresh graduate talent.****

Why? Because without that constant infusion of new and energised young talent, your creative output will decline.

Yet finding this type of talent takes time, energy and money.

Launch offers, through a single portal an easy and effortless way to sift through the annual **1.5 million (worldwide) advertising, design and digital related graduates** to find the talent that suits your needs.

In fact, it is so easy that your PA can be your graduate talent headhunter.

# Why? Key Business Benefits



1.

## **Search**

Its not easy to find the fresh gems in 1.5 million advertising graduates — but we can for you.

2.

## **Fresh**

Tap a broader talent pool — access fresh talent from all over the world.

3.

## **Discover**

Discover the next David Droga, Nick Law, David Airey or Steve Jobs — for less than the price of a lunch.

## **Tailored**

Portfolios tailored to your needs — find the fresh talent that want to work for you.

6.

4.

## **Loyalty**

Graduates are more loyal — you gave them their first break.

5.

## **Easier**

Because it has to be easier than your current approach.

# How? The 10 second version



## Students

- Students upload their portfolio (a maximum of 5 pieces in any format), complete a detailed profile, including selection of desired city/company to work in / for; discipline definition; and other criteria.
- Can register as creative pairs.
- Schools have profiles.
- Students can participate in 'Talent' briefs and 'Launch of the Month' programme.



## Organisations

- Organisations are notified via email and can view portfolios based on their criteria through a special online portal — can meet or add talent to a “watch list”
- Launch allows for flexibility in criteria selection amongst other benefits.
- Push out briefs for recruitment and also involve students in idea generation for pitches, projects or general crowd-sourcing ideas.

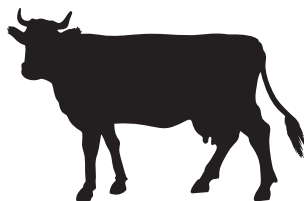


## Talent Grazing

**AUD \$500**

*per office per year*

See and connect with graduate talent based in your country, or who have selected to work your city/country or your agency. Filter at will by discipline, teams and ability to work in your country.

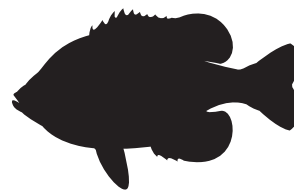


## Beefing up

**AUD \$400+**

*per office per year*

Extend your vision of fresh talent to include another region (and you can filter by countries in the region) of your choice on top of your current '**Talent Grazing**' base. Filter at will by discipline, teams and ability to work in your country.



## Going Fishing

**AUD \$1,000+**

*per brief*

Set a '**Talent Brief**' free into Launch to test the mettle of the talent and find the right ones for you. Filter by country, region and discipline. It's up to you.



## Pitching

**...Post launch Launch**

Set a real life challenge from one of your clients for young talent to get their teeth into, either an 'inspiration' pitch or a tricky problem that requires a fresh perspective.

# Now, want some?

---



## **To register to use Launch, you will need to:**

**1.**

Cough up cash based on what you want.

**2.**

Provide a logo, company profile and a show reel for the students to watch.

**3.**

Nominate a “creative” champion for your organisation, this person should embody the inspiration in your business. It can be a person of experience and aspiration e.g. David Droga or a young buck that is cutting a new path.

**4.**

Fill out basic information about your business — name, address and so on.

---

Click here before you miss out on talent:

**[iwantfreshglobaltalent@yglaunch.com](mailto:iwantfreshglobaltalent@yglaunch.com)**

