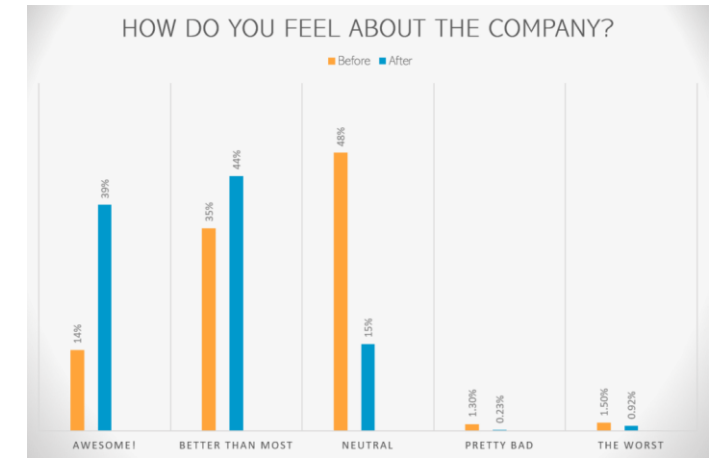


CAREERBUILDER CASE STUDY Slide 35



- 2018 HR TECH CONFERENCE
- Goal: Create awareness of their product and solutions
- Goal: Change perception of CareerBuilder as a tech forward innovative company
- Solution: Spent high % on Experience Technology with theater style interactive experience, including gamification and surveys to gather info

- Result: **after 5 minutes** attitudes had shifted: Only 15% of attendees felt neutral about CareerBuilder, a significant drop from 48% prior to the experience, and 83% of attendees felt it was an awesome or pretty good company to work with. A big leap from 49% prior to the experience.