

DAY IN THE LIFE TOOLKIT







Background of Day in the Life

Launch Date: September 10, 2019

Objective: Day in the Life celebrates what it feels like to work at Goldman Sachs and reflects the welcoming, transparent and collaborative culture that the world doesn't always get to see. Through multiple formats including video and photography, Day in the Life presents a wide array of Goldman Sachs colleagues and their individual experiences inside the office and out, aiming to inspire audiences to recognize the values they have in common with Goldman Sachs.

Formats: video, photography and written profiles

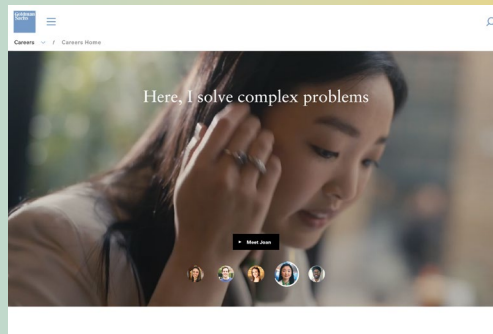
Target Audience: Campus and lateral candidates, especially candidates with STEM and Liberal Arts backgrounds who may not expect that there is a career path for them at our firm

Channels: The campaign is running across numerous social media platforms       as well as partners including Hulu, Spotify, and Morning Brew. We also encourage you to play the videos at recruiting events.

ANTHEM VIDEO



ADDITIONAL RESOURCES



Landing page for Day in the Life content

[View >](#)

Read Dane's launch announcement for insight into the "why" behind the series

[Read >](#)

Share to your personal social media accounts

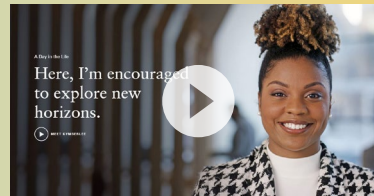
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VIGNETTES / PROFILES



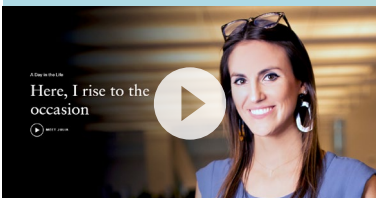
Corwin — Controllers

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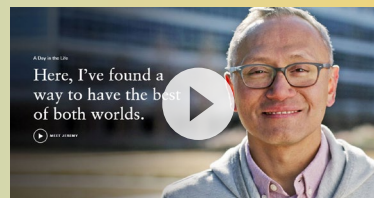
Kimberlee — Consumer and Investment Management – Private Wealth Management

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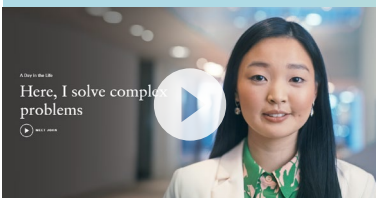
Julia — Global Markets

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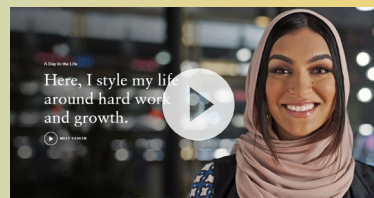
Jeremy — Consumer and Investment Management Engineering – Marcus

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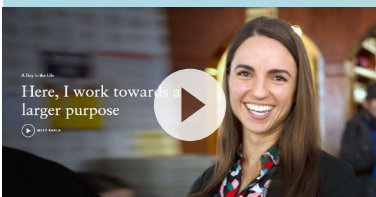
Joan — Global Markets Engineering

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Sabeen — Global Markets

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Karla — Consumer and Investment Management – Digital Finance

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ADDITIONAL DETAILS ON THE CAMPAIGN

What is the Day in the Life campaign?

- Day in the Life aims to celebrate the culture and diversity of opportunities available at the firm. Through our own people's stories, we aim to share the variety of experiences one can have here as well as an inside look into what it feels like to work at Goldman Sachs.
- In producing the campaign, we were purposely self-reflective and self-aware. The script for our primary "Anthem" asset contains the line "Sure, it's not for everyone" because we recognize that Goldman Sachs is fast-paced. But through the campaign, we speak to people who want more than just a job, but a career at a place that rewards hard work and commitment. The campaign tagline, "See Yourself Here," is an inspirational call-to-action, encouraging anyone who sees themselves at Goldman Sachs to apply.
- We shot the campaign in various locations across New York City, London and Dallas both in and out of the office to really capture the essence of a day in the life. We aim to expand the series and feature colleagues in different locations.

What insights lead to Day in the Life?

- The war for talent is as fierce as it's ever been; driven by generational shifts, the changing nature of the workplace, a plethora of options for college students, and a media landscape that often heralds technology and start-up culture as more desirable than firms in legacy industries like finance.
- From extensive research, we uncovered that candidates often do not have enough information about the firm's environment and culture and have concerns about work/life balance, and an overly competitive environment. Additionally, we find that recruits don't always understand what the firm does and the range of roles and career paths available at the firm.

As a recruiter, how should I leverage the campaign?

Here are a few ways:

- As you engage with candidates, we encourage you to share the Day in the Life videos and profiles. They can be an effective source for candidates to get to know our people, culture and environment.
- We recommend playing the videos at recruiting events (e.g., seat warmer or kick-off).
- Share the campaign videos with your network on your personal social media.
- Share feedback and ideas with the HCM Strategy and Brand team on how we can build on the campaign.

Will we expand on Day in the Life?

- We look forward to continuing to build out the series and featuring colleagues from different divisions, locations and diversity strands.

How does Day in the Life fit into the broader employer branding ecosystem?

- The employer branding content and tactics we produce demonstrate 1) The culture and what it feels like to work here and 2) The work we do and range of opportunities available at the firm. Day in the Life aims to support the first objective. The [Possibilities Stories](#) aim to support the second objective and bring to life what the firm does and how we make things possible for our clients, communities and people. These series are supplemented by a range of organic social media content as well as recruiting materials that reflect the "See Yourself Here" campaign concept. Over the past several years we have made a concerted effort to serialize our content and invest in paid media to ensure we're reaching audiences that may not innately consider a career at Goldman Sachs.