

# MONSTER

## Bringing the job search process out of the dark ages

This campaign positions Monster as a contemporary destination for job seekers in a world where “The Great Resignation” has changed what people value in their employment. We reveal through this campaign that hiring practices and job features common even a few years ago now feel like the Dark Ages — like relics of a different time.

This campaign seeks to better-align Monster with new expectations from job seekers, particularly among millennials and members of Gen Z, who say having meaningful employment is essential when deciding their career. The work shows that Monster gives people real relevant tools to help them navigate and feel empowered in this job market.

