

# DOLLAR GENERAL

Spring 2020

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DOLLAR GENERAL



**DOLLAR GENERAL**



Spring 2020

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# EXECUTIVE SUMMARY

Dollar General is refocusing its hiring efforts for its warehouse workforce. As it turns its attention to attracting young talent, the company is offering more part-time positions that offer more flexible work schedules as a way to appeal to college students and workers in their 20s. Dollar General came to AdZou for assistance in understanding this younger demographic and what promotion efforts would resonate with them.

When faced with this ask, we knew that we were going to have to take a deep dive into the dollar store industry. Once we did, we quickly understood how important these stores are to communities. We turned to secondary research to gain deeper insights into the job market and to understand warehouse positions and what they entail. In order to truly understand perceptions of warehouse jobs and the job hunting process, we conducted an in-depth survey and multiple one-on-one interviews. The findings in our research helped us understand the journey of job hunting and what makes certain positions stand out in a crowd. The results have allowed us to create a strategic and insightful campaign that will bring qualified talent to Dollar General warehouses.

We have compiled all of our findings and made recommendations that are rooted in research. We have built a solution to get more talent right where it needs to be. This is our “ah-ha” moment, and we are excited to share it with you.



*SECONDARY  
RESEARCH*

**SECONDARY  
RESEARCH**



## COMPANY

The first Dollar General was opened by J.L. Turner in 1955 in Springfield, Kentucky. After growing up in the Great Depression, Turner set out on a goal to create a store where nothing cost more than \$1. These stores were extremely successful and showed the power of the dollar store concept. Within two years Dollar General grew to have 29 stores. These 29 stores combined to have \$5 million in annual sales, showing that dollar stores had the ability to help shape the economy and also local communities (“DG History”).

One of the most important aspects of Dollar General is their mission and promise to their communities. The mission of Dollar General is simple: Serving Others. Dollar

General ensures that they are dedicated to all of the needs of the customer. Value and convenience are what Dollar General stands for, and that level of importance can be found throughout the more than 15,000 neighborhood stores. This mission is not just about a store – it is about community (“About Us”).

Dollar General serves as a central part of many low income communities and sustains growth in these communities. The company prides itself in offering a multitude of products, at the affordable price that is the foundation for the company. Within the last year, Dollar General has raised profits and reported some of the best sales in almost five years. Dollar General

is also expanding in terms of providing a wider food selection, growing their health and beauty areas and also creating a private label (“Dollar General lifts”). The company is continuing to revamp their stores among the other production expansions and showing their investment into all areas of their stores (Hanbury, 2019).

When it comes to investment into all areas of the company, Dollar General promises a commitment to support their communities, and this includes their employees as well. Dollar General gives their employees the opportunity for them to develop their careers and grow in ways that enable them to be better professionals and individuals.



# CATEGORY

## *Neighborhood Stores*

Dollar General exists as a neighborhood store that serves as a trustworthy place for consumers to find anything they need. According to Mintel, dollar and discount retailers are being forced to move into a different market. Food and beverage are the two areas that dollar stores can move toward to help maintain the health of the category (Mintel). According to Gordon Brothers, some dollar stores are finding success running more like a convenience store and keeping grab-and-go food products. By widening grocery selection to consumers, these companies can move into the grocery story category (Gordon Brothers).

Dollar General exists as a neighborhood store but operates far ahead of many other competitors in a number of ways. The store layouts are constructed so they are easy-to-navigate, and they also carry national brands to appeal to consumers outside of the low-income segment (Digiday).



## *Part-time Warehouse/Distribution Center*

There are many different areas and roles within the part-time distribution center jobs our campaign will be promoting. All warehouse employees are charged with ensuring that goods are secure and stored properly. Jobs include the drivers, who are in charge of operating industrial trucks and transporting goods to and from the distribution centers. There are the movers who operate heavy machinery to help aid them in moving boxes and various stock items. The logistics lovers help fill orders and serve as shipping and receiving clerks.

With all of these roles within the distribution center, there is a large focus on company culture. These centers have hands-on learning experiences that include being able to recall information quickly. These environments are also fast-paced, and employees have to have the ability to think on their feet. Dollar General also creates individualized leadership opportunities and the opportunity to be independent within the workplace. The opportunity for upward mobility within the company allows workers to grow their skillset.

## COMPETITION

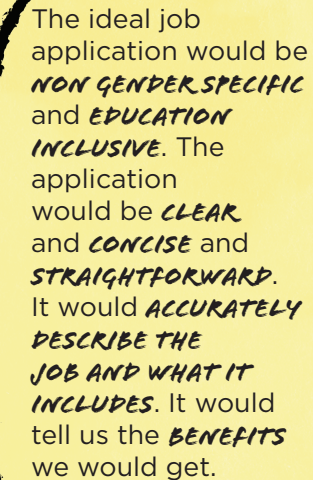
Dollar General exists in a market of many other low priced stores that are national names - including Dollar Tree, Walmart, Family Dollar and Dirt Cheap (Owler). According to Mintel, dollar stores are working toward widening their food and beverage selection to move into the grocery category. Dollar General also carries national brands, so they are able to market to consumers outside of the expected low-income segment. These products may cost more than \$1, but it can bring in segments of other income

levels (Digiday). Dollar General is also consistently looking to adapt to changes in technology and consumer needs, according to Forbes (Forbes).

One of the biggest competitors when it comes to warehouse positions is Walmart, but Walmart does not currently offer part-time positions for their warehouse/distribution centers. While Walmart is not a direct competitor, they operate in many of the same geographic locations and act as the backbone of smaller towns and communities.

## CONSUMER

When looking at 18- to 30-year-olds, close to 90% of these individuals use social media and are fast-paced and constantly evolving (Informatics). They rely on technology to do their jobs better and are constantly in contact with their phones. Dollar General has identified the ideal candidate for these warehouse positions as non gender specific, education inclusive and physically capable for this high impact job. They value communication during the job search process and the use of social media makes it easier to keep updated on job opportunities. They also value a job application that is clear, concise and straightforward. They want to know what the job is exactly and what it actually includes. Candidates also want to know the direct benefits of the job and what they are going to get out of it.



The ideal job application would be *NON GENDER SPECIFIC* and *EDUCATION INCLUSIVE*. The application would be *CLEAR* and *CONCISE* and *STRAIGHTFORWARD*. It would *ACCURATELY DESCRIBE THE JOB AND WHAT IT INCLUDES*. It would tell us the *BENEFITS* we would get.

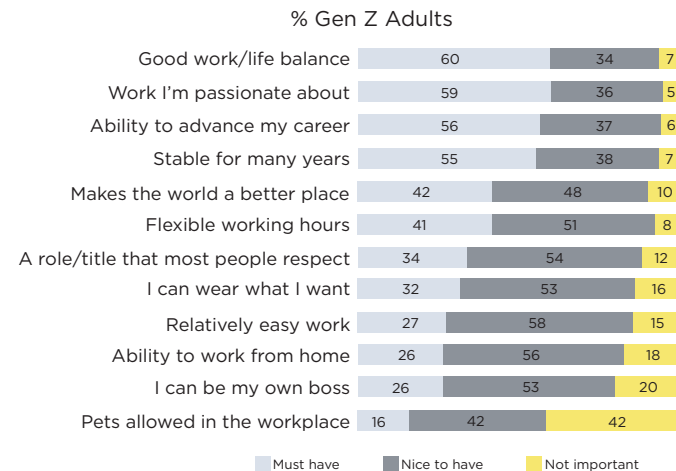


# UNDERSTANDING THE MILLENNIAL AND GEN X CONSUMER

- Both Gen Z adults and Millennials desire flexibility on the job
- Internet Influencers and other digital tools are top methods to gain the attention of Millennials
- College students seeking part-time work value the importance of autonomy

## What on-the-job benefits (store discounts, flexible hours, etc) does our target like to receive?

Gen Z adults respond similarly to Millennials on the elements they most desire in a future career. Both groups cite a good work/life balance (FLEXIBILITY) as the element they want most in a job/career.



Source: Lightspeed/Mintel

## What is the best way to market to college students?

- Consider a digital approach when marketing to Millennials. They are more engaged with technology and respond well to online ads and product suggestions. **“These tech-savvy consumers are accustomed to interactive platforms.”**
- Millennials say they have another “side gig” for extra income. For some, this may mean an additional job, but others may be experimenting with other ways to make money.
- Millennials have money on their minds. Brands and businesses should show empathy for the challenges they face as they struggle to redefine adulthood and hustle for financial security. Marketers should also understand the value Millennials place on fairness and personal identity. This generation of consumers embraces technology and will respond well to digital tools that can help them optimize their time and keep up with everything they need to do.
- Brands can utilize their own accounts along with Internet influencer personalities to gain Millennials’ attention. Millennials grew up with the internet. Millennials see social media as a place to connect to brands in the same way traditional advertisements have for decades.
- TikTok is gaining a large Gen Z audience and could be a great way for companies to gain exposure.
- Finances are a top concern for Gen Z adults. Approachable and easy to use digital tools to manage money and save for the future could attract young consumers with the loyalty to stay when their paychecks start increasing.
- Young consumers are strapped for cash and hungry to succeed.

## *What should recruiters be doing to attract college students to their job?*

- Offer Millennials opportunities to provide feedback and input into the development of products and policies. They may not be running their own business, but they may respond well to the idea of making an impact.
- Millennials have a strong desire to be able to advance their careers. Recruiters should show the ability of career advancement.
- College students value the Importance of autonomy.
- Companies can show they understand the importance of the hard work that college students put into their early careers by using messaging and opportunities that validate and reward them.
- Social networking sites are a key platform for marketers targeting college students.
- Companies are very keen to provide greater growth opportunities to their employees.
- Initiatives that empower a company's staff are a good way to showcase their ethical credentials. These types of initiatives keep consumers engaged and employees motivated as they can help them to become more committed to their job and more loyal to the company they work for.
- With higher education now becoming increasingly expensive for many, people's professional lives may start before higher education.
- More companies will step into the field of education by teaming up with universities and giving their staff an opportunity to enhance their skills.



*PRIMARY RESEARCH*

**PRIMARY  
RESEARCH**



# RESEARCH PLAN

RESEARCH PLAN

After conducting secondary research and speaking with our client, we knew we needed to gain a deeper understanding of the behaviors and qualities of people searching for part-time work, as well as the entire job-hunting process. Our primary research aimed to provide a clear understanding of what our target market is looking for when in search of a part-time job.

To answer these questions we conducted quantitative research through a survey and qualitative research through in-depth interview. Our secondary research led us to find that our target market values job flexibility, uses specific job-hunting methods and values the importance of autonomy. Our survey and interview questions focused on these three things to expand our knowledge of our target in order to be able to promote job opportunities with Dollar General in a way that would lead to an increase in applicants.

*Primary research explored key areas from secondary*

- *Job flexibility*
- *Recruiting methods*
- *Importance of autonomy*

# RESEARCH METHODOLOGY

## *Quantitative Research*

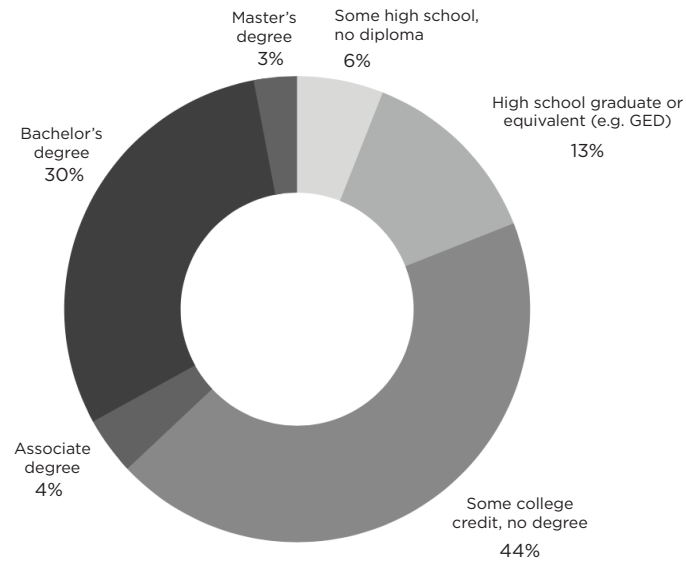
We conducted our quantitative research through a Qualtrics survey distributed by the members of our team via social media channels like Facebook, GroupMe and Instagram. We had 271 respondents between the ages of 18 and 30 complete the survey. Our questions centered around what respondents look for in part-time employment and how they look for it.

## *Qualitative Research*

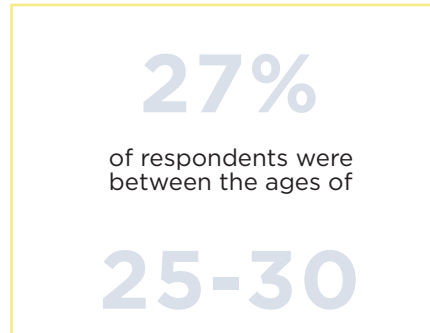
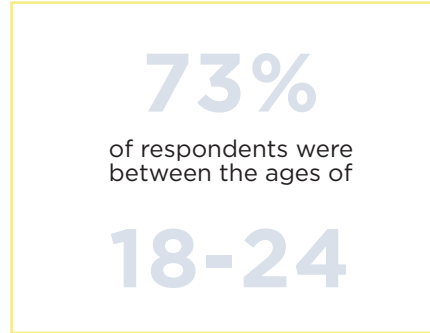
The initial client ask was to promote Dollar General's warehouse positions with people ages 18 to 30, but in subsequent client meetings a target demographic of 18 to 24 was discussed. To learn more about that younger segment, we conducted qualitative research through 24 in-depth interviews with people who were 18 to 24. We found our interview participants from survey respondents who were willing to speak with us in greater detail about their opinions on part-time work and warehouse positions. Members of our team conducted 20-minute phone interviews that consisted of nine questions plus follow-up questions to the initial responses.

# SURVEY FINDINGS

There was a wide variation in education levels of respondents that represented individuals with all levels of education except for those coming from a trade school background.



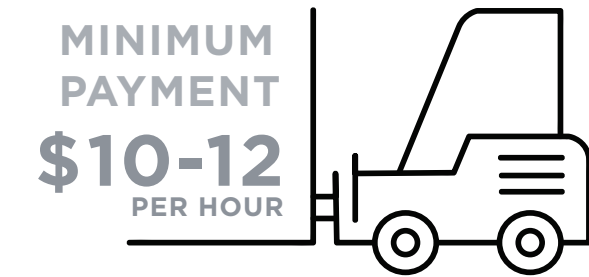
## Age of Respondents



## Job Qualities

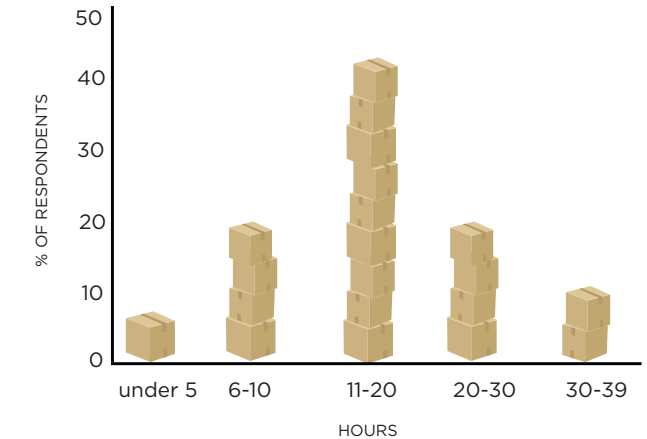
We asked respondents to identify the qualities they were looking for in the ideal job. The data shows that high pay and schedule flexibility is a big factor when looking for jobs. We also found that certain platforms such as Google, Indeed and LinkedIn are more popular than others when looking and applying for jobs.

The minimum payment respondents look for is between \$10-12 an hour.

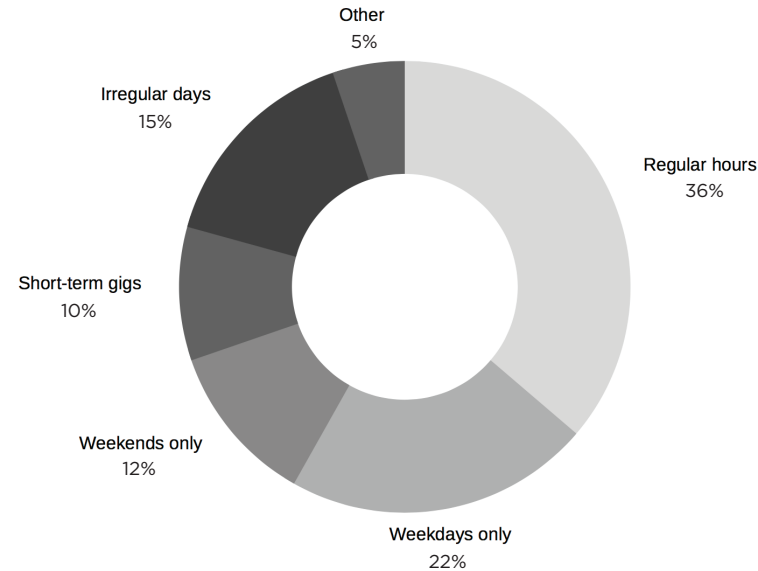


How many hours would you like to work each week?

**73%** prefer between  
**11** and **39** hours per week



What kind of scheduling are you looking for in a part-time job?



Responses suggest that individuals like a consistent schedule with the ability to pick up and drop shifts as needed.

*“I like things according to a schedule.”*

*“I prefer the consistency of the hours.”*

*“Having weekends off makes travel and planning social activities more flexible.”*

*“Weekends are a time to catch up on homework and relax.”*

## Job Listing Sources

During the job search process, respondents are most likely to look at online job boards and social media for opportunities, as well as asking friends and family. They are very unlikely to look at newspapers or local stores during this time.

## MOST LIKELY LINKEDIN GOOGLE INDEED

Most respondents agreed that they are less likely to use Monster.com during this process. Other places individuals look for part-time jobs are job fairs, email announcements, teachers and professors.

## IN THE JOB SEARCH PROCESS

37% of respondents look to Google about half or more of the time

31% of respondents look to Indeed about half or more of the time

51% respondents said they never use Monster

42% respondents said they never use ZipRecruiter



43%

of respondents use a laptop computer to apply



41%

of respondents use a smartphone to apply

## WHAT DO THEY WANT?

Our survey showed that most people in our demographic want certain types of benefits. These include employee discounts, paid time off, health insurance and education assistance.

**32%** want employee discounts

**21%** want paid time off

**13%** want health insurance

**12%** want education assistance

**BENEFITS**

### ***Motivations***

The top three reasons respondents have for wanting a part-time job is to pay for non-essentials, to pay the rent and bills, and to further their experience.

Those who don't want a part-time job either already have a job, are too busy with studying or don't need to work.

## QUALITATIVE RESEARCH: IN-DEPTH INTERVIEWS

Our quantitative research highlights the high level needs and wants of the 18- to 30-year-old target segment. Through this research, we uncovered the motivations behind seeking part-time work, where our target looks for employment and what benefits are most attractive. We identified that 73 percent of our survey respondents were between the ages of 18 and 24 and were the most interested in part time work. In order to draw accurate conclusions for respondents aged 18 to 24, we conducted 24 in-depth interviews to study the thoughts and feelings toward warehouse work within our specific target segment. This research ultimately lead to the Consumer Decision Journey.

## **Q ■ WHAT IS YOUR IDEAL ■ PART-TIME JOB?**

Individuals looking for a part-time job value flexibility and competitive pay above most other job attributes. Many people within our target are students, and flexibility is key in their job search. Many respondents also value feeling comfortable and happy in their work environment as well. They want to like what they're doing, but they also need flexible hours and good pay to keep them in a role.

## **A: ■**

*“I also look for paid sick leave days and reasonable pay, something higher than minimum wage.”*

*“Really for me it doesn't matter what I'm doing as long as the people I'm working with have a solid team atmosphere.”*

*“I would like to plan my job around life instead of planning my life around my job.”*

*“Something that is a solid pay rate, something that is very flexible if I need to make rapid changes to my schedule. A job that's flexible, but also stable.”*





## ■ WHAT MOTIVATES ■ YOU TO LOOK FOR A JOB?

Though there are many reasons for getting a job, all respondents can attest to the fact that they start looking for a job when they need money. Many also look for jobs as a way to meet people, build their resume and fill spare time.



## A:

*“I am motivated to look for a job to have money to be able to spend and be financially independent and to have experience in the workforce so that employers will hire me.”*

*“Needing money. That’s all.”*

*“Learning new skills, meeting new people and money to use on fun activities and non-essential items.”*

*“To become financially independent.”*

 **Q ■ HOW DO YOU  
■ GENERALLY FIND AND  
APPLY FOR JOBS?**

While online platforms like Indeed and LinkedIn are the most popular tools to search for a job, respondents also really value word of mouth and the recommendations of their friends and family. Online job listings are accessible to most people and highly utilized, but many also find that hearing about a job from their peers helps guide their job search.

 **A: ■**

*“In my experience it’s either been through word of mouth hearing from friends and family about jobs they know of or just looking them up online on career websites like Indeed or LinkedIn, something like that.”*

*“I typically search online or through word-of-mouth from my peers.”*

*“I use online a lot like Indeed, GlassDoor, Handshake and then also just speaking with friends and family about the opportunities they know of. And Facebook!”*

*“I just search for jobs in my area and look at any online platform.”*



## ■ WHEN YOU'RE ■ LOOKING FOR A PART-TIME JOB, WHAT DO YOU VALUE MOST?

The majority of respondents value pay and flexibility over other job attributes. This is also a group that values the environment in which they work. Competitive pay and schedule flexibility are key in the job search, but many also want to love the place they work and those they work with. Being able to offer all three of these things would make a job much more desirable to them.




## A:

*“The environment. If money’s okay, money’s okay. If money’s bad, I’ll probably get a second job but the environment mostly. If I like where I am and what I’m doing, I’m gonna continue doing it.”*

*“Pay and schedule flexibility. Benefits aren’t important for a part-time job.”*

*“Pay, 100% pay. Also, a living wage and healthcare.”*

*“Pay of \$10 or more per hour and flexibility with my school schedule.”*



## ■ WHAT IS THE FIRST ■ THING THAT COMES TO MIND WHEN YOU THINK OF A WAREHOUSE JOB?

At first thought, our respondents had a lot of different ideas of what a warehouse job looks like. Many thought of manual labor and tasks like stocking shelves and moving boxes, while others thought of a dark atmosphere that's filled with products and equipment. Working on changing the idea of what warehouses are is a great first step to reaching out to more people about these positions.




## A:

*“I think of my first job, which was in a warehouse. I think of an assembly line, I think of poor conditions, I think of unskilled labor, kind of unfulfilling work.”*

*“I think of it more as back-breaking kind of work, like you’re just constantly moving things and that it’s not an easy job.”*

*“Big distribution centers with workers stocking and restocking shelves, loading trucks or distributing products.”*

*“That it’s terrible hours and boring.”*



## ■ WHAT KIND OF ■ PEOPLE DO YOU THINK WOULD WORK IN A WAREHOUSE?

The kind of person they imagine would work in a warehouse is very different from themselves. Respondents think of men who are strong and physically able to lift heavy things. They also consider a warehouse worker as one who is from a middle- to low-income community and may not have received higher education. While some interviewees had a much broader perspective, others were very narrow and limiting.



## A:

*“I think of people who are low-income in areas without a lot of education or job prospects within feasible distance to drive.”*

*“I think of older people. Late 20s, early 30s. I usually think of men in warehouse jobs, people who are fit and usually middle to lower class.”*

*“People that did not go to higher education, more able-bodied men.”*

*“People that did not graduate high school or college but still need to work to make money because warehouse jobs don’t necessarily need a lot of intellectual ability. Also, people that lost their job and need something to make money while they search for another full-time job.”*

# Q ■ WHAT WOULD ■ MOTIVATE YOU TO WORK A WAREHOUSE JOB?

Though a lot of our respondents had never considered a warehouse position in the past, many would be more willing for a really competitive wage. Other factors that would make them more likely to apply are a desirable atmosphere, opportunity for upward growth in the company and other benefits. If this position comes with a competitive pay that's well advertised, it will be a lot more appealing to our target.

# A: ■

*“I guess it would have to be really good pay and it would have to be fulfilling work. I would have to feel like I’m not just a piece on an assembly line.”*

*“The benefits, discounts from that place and paying really well.”*

*“Money and the potential to move up in the company.”*

*“The pay would motivate me to work in a warehouse job.”*

# Q ■ WHAT WOULD HOLD YOU BACK FROM APPLYING FOR A WAREHOUSE JOB?

For some, the idea of working in a warehouse alone is enough to keep them from giving it a chance. For others, what holds them back is the idea of long hours, low pay and unsafe working conditions. These can be remedied by offering competitive pay, flexible scheduling and the promise of safe work conditions. Those who wouldn't like the physicality of the job may not be the ideal candidate, but we can reach those who don't mind it by highlighting the benefits of the position.


# A: ■

*“The title warehouse job.”*

*“The lack of experience. If someone was trying to tell me to apply and explained how it would connect to my skills and future, I could maybe connect it more. Warehouse jobs just aren't descriptive enough.”*

*“Lower pay and repetitive work would hold me back.”*

*“The job itself would really hold me back. I would hate doing that type of work. If I were to do it, I would want higher pay, like \$15 an hour.”*



## ■ WHAT COULD A ■ WAREHOUSE JOB OFFER YOU THAT WOULD MAKE YOU MORE LIKELY TO APPLY?

This group will definitely need more from Dollar General in order to apply for a warehouse role. While pay and flexibility in scheduling are necessary, there needs to be more for them to consider a position in a warehouse. Pay of around \$15/hour and highlighting the flexibility in scheduling would be enough to draw in members of our target audience, but they need more to push them to send in that application. Many respondents simply don't feel comfortable enough with the position because they don't know what it entails and have only ever worked in more traditional part-time job roles like retail or service. By showcasing what working in a Dollar General warehouse actually looks like, they will feel more comfortable in applying for the role. Other desirable benefits that would draw in members of this group are benefits like overtime, paid time off, any sort of health insurance and a signing bonus.



*“I value transparency. I feel like with jobs that aren't as desirable, the employers water things down in the job description to get people to apply and then you're in it and you don't know what's going on or you're surprised at the things you're doing.”*

*“Flexible hours to work with my school schedule and extracurricular activities and the reputation of the company. I don't want to be looked down upon as a worker in this position.”*

*“I'd say if they could pitch to me that they have a good working environment. So if they could convince me that even though it's hard work there's a good community, I would probably be more likely to look at it.”*

*“Good benefits and the ability for paid overtime.”*



# RECOMMENDATIONS FROM OUR PRIMARY RESEARCH

## ***Highlighting competitive pay and flexibility in scheduling is a necessity.***

Our target doesn't normally look to warehouses for their part-time jobs so to attract them, it's important to showcase the benefits. Individuals in this age group are always on the go with changing class schedules and busy social calendars, so it's important that their work schedule can change when needed. They also place high value on their time, which means to attract them to work in a mostly unfamiliar environment like a warehouse, they expect to be paid \$15/hour or more. By offering these benefits to young adults in the job market, they will be more likely to apply.

## ***Most people don't know what it's like to work in a warehouse, so we need to show them.***

Our respondents are used to jobs in retail or service industries, so the idea of working in this environment is foreign to them. This keeps them from even considering a position because they don't understand what it's like. In order to get them to consider, we need to show them what it means to be a warehouse employee with Dollar General.

## ***Our target listens to others when they're in the job search, providing an opportunity to harness influencer power***

Word of mouth was the second most popular job search tool used by our respondents, only surpassed by internet job boards. Our target is more likely to apply for a position that has been recommended to them by a loved one, proving that current Dollar General employees are an asset. Utilizing the voices and stories of people who love their job would help build this job force.

# STRENGTHS

## *High Demand for Products Equals High Demand for Employees*

When you need an item, Dollar General has it. A variety of products are readily available to meet all needs, and customers are walking out with what they wanted. This dependability helps build and maintain the expectation that these products will be available (“Dollar General Drives”).

## *Strong Employee Network*

With an employee network of 143,000 employees, Dollar General has shown that they are truly investing in their communities. This strong employee network is supported by their supply chain, which ensures that business is stable. The dependability of Dollar General’s business helps drive opportunities for promotion for current employees as well as allowing new positions to be available (“Dollar General Drives”).

# WEAKNESSES

## *Lack of Social Media Presence*

Dollar General’s target audience of 18- to 30-year-olds primarily uses the social media platforms of Instagram and Facebook. Dollar General has a minimal presence on both platforms and lacks engagement with followers. To properly target potential employees, Dollar General will need to be able to operate on these different social platforms where they may not have a strong following.

## *Lack of Relevant Advertising*

To ensure the success of the social media campaigns touting part-time jobs, promoted posts or paid advertisement can improve the ability of individuals to see and engage with those posts.

# OPPORTUNITIES

## *High Brand Awareness*

In the communities where Dollar General operates, they do so very intentionally. They have a large number of locations, and they also offer the lowest prices of major chains. Dollar General is known for what they do best: offering products at affordable prices.

## *Community Involvement*

Dollar General extends well beyond just the four corners of a store building. They have the ability to be a true stronghold of trust in their community by supplying both products and employment. Their strong relationships with both groups help showcase the importance of their presence in these communities.

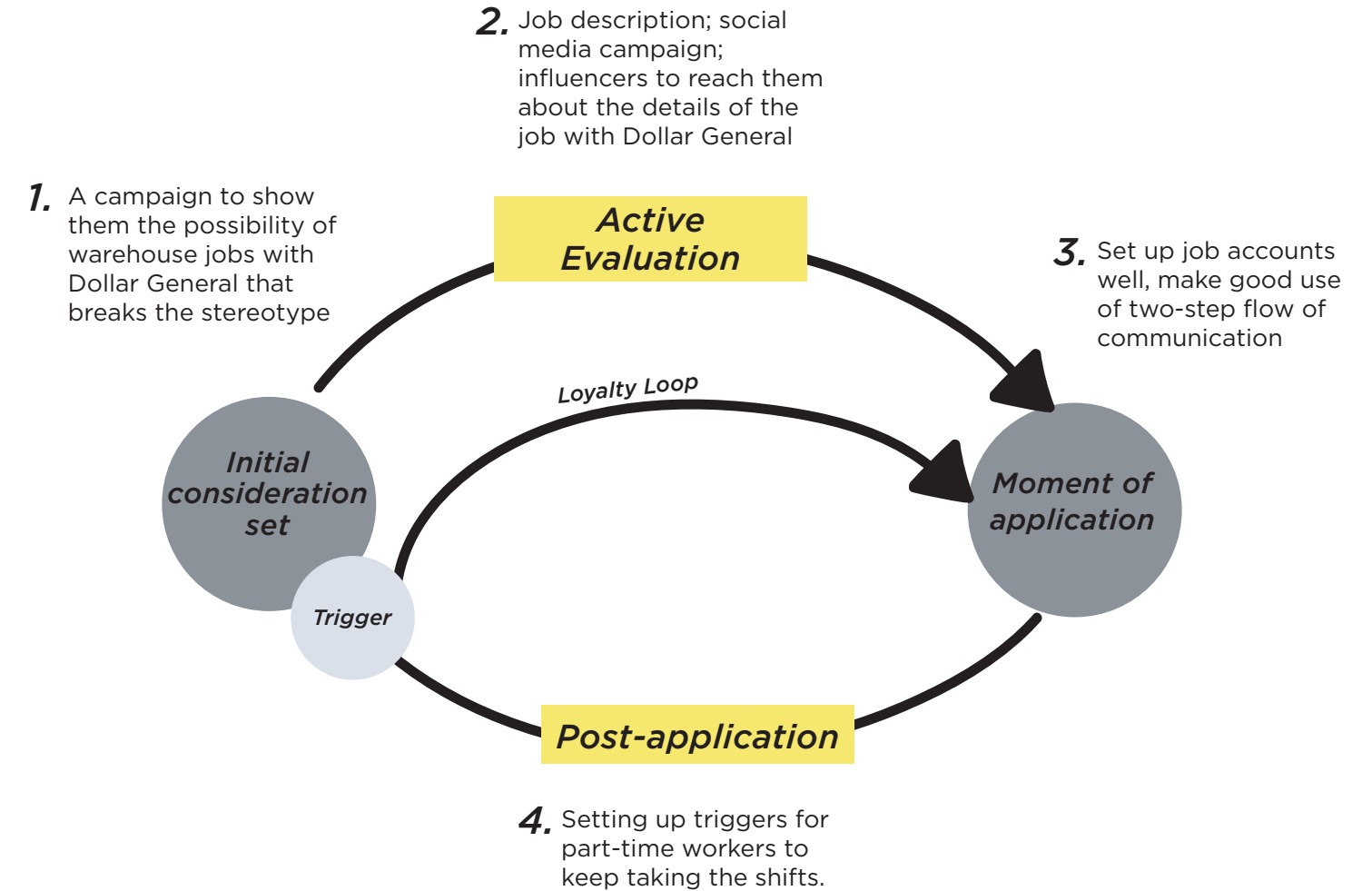
# THREATS

## *Legislation for Hiring Young Professionals*

Due to the Department of Labor, there are certain requirements and limitations for young professionals. The target age for these jobs can include both high school and college students, and these individuals might not be eligible based on certain restrictions in regards to a physical warehouse job.

# CONSUMER JOURNEY

*If research is the cornerstone to build a successful campaign, a consumer decision journey could be the whetstone to sharpen your strategy toward the target audience. This model provides an opportunity for Dollar General to mend the gap and fill the special niche people are looking for.*



# STRATEGY



## TARGET PROFILE

# THE DYNAMIC DOER

Based on the results of our primary research, we created a target profile that moves beyond just an age demographic. Our profile provides a better understanding of what our target values, what inspires them to apply for part-time work and what attributes would attract them to a warehouse position.

Meet the Dynamic Doer. He is the person you want to work with and have in your corner. He makes the most of the time he has, which means he cares about working efficiently and having a flexible work schedule. The Dynamic Doer values independence, wants to be paid fairly and appreciates compassion from superiors. Dynamic Doers are motivated to seek part-time work to fund essential items but also to have extra spending money for small luxuries. That means they will take notice of a job that pays more than average — even if it's in an unfamiliar environment like a warehouse.

# UNDERSTANDING THE DYNAMIC DOER

## *Attributes*

A Dynamic Doer seeks to work hours that above all meet their personal needs. They get upset when companies do not offer fair wages or benefits for their employees. A Dynamic Doer yearns for a sense of independence, no matter the role or tasks associated with the job and believes work should tailor to one's personal needs.

## DEMOGRAPHICS

*18-24 years old*

|  
*Non-Gender Specific*

|  
*Education Inclusive*

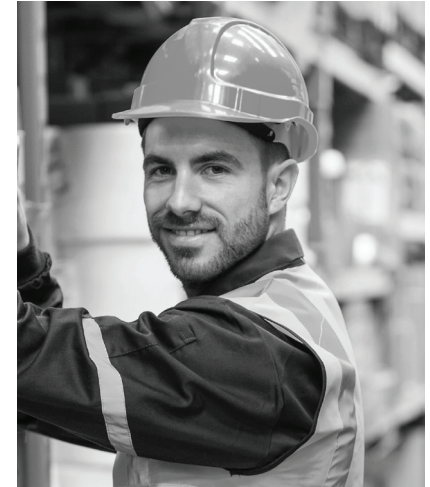


## *Motivators*

For the Dynamic Doer, money is the main motivator for getting a part-time job. These individuals specifically seek funds to pay for non-essential items. In other words, wages from a part-time job are primarily used to fund their “wants” and not “needs.” Dynamic Doers seek work opportunities that pay \$9 to \$12 dollars an hour, and an employee discount ranks the highest of employer benefits. They want to work “regular hours” of 11 to 20 per week and value flexibility in choosing their hours.

## *Job Strategies*

While Dynamic Doers value money, they also value the overall experiences a job provides them. They want to “invest in” themselves when choosing a job, especially if it helps them gain relevant experience. Dynamic Does trust LinkedIn and Indeed and appreciate those sites' ability to showcase information clearly and efficiently.



# CREATIVE BRIEF

## WHY ARE WE ADVERTISING?

Dollar General is looking to increase awareness for their new Flex Staff Warehouse Position and to become top of mind for 18-24 year old candidates.

## OUR GOAL

We need to make the Dollar General Flex Staff Warehouse Position more attractive to 18-24 year olds seeking part-time work. By leveraging competitive pay, customizable hours, and additional on-the-job incentives, Dollar General's employment opportunities will be desirable for the target candidate.

## WHO ARE WE TALKING TO?

Dynamic Doers are the 18-24 year old workers who desire work hours that fit their personal needs. These individuals are upset when companies do not offer fair wages or benefits for their employees, and they want their company to invest in them. This achiever yearns for a sense of independence no matter the role or tasks associated with the job. They believe that work should tailor to personal obligations and provide competitive pay that covers the essentials and a few small luxuries.

## T O N E

Informative  
Motivational  
Empowering  
Concise

## MANDATORIES

- Dollar General logo
- Link to Flex Staff Warehouse
- Position application/sign-up with simple, but detailed application in plain language
- Must be posted on an appropriate channel of job communication (LinkedIn, Google, Indeed) per primary research.
- Link to Dollar General site with additional information about the job and company

## TAKEAWAY

We want the Dynamic Doer to throw out any stereotypes or notions about what they think it means to work in a warehouse. We want them to recognize that the job that meets all their requirements is here.

## WHAT DO WE KNOW ABOUT THEM THAT WILL HELP US?



*“Being a full-time student and maintaining extracurriculars makes it hard to find a part-time job. I am looking for a gig with flexible hours that fit whatever my schedule is that week. I enjoy working with teams, but I thrive when I am able to work alone amongst others. Although I am looking for something flexible and part-time, I need to be able to fund essentials and a few luxuries.”*

—The Dynamic Doer



## BRAND SUPPORT/ WHY SHOULD THEY BELIEVE IT?

Dollar General Flex Staff Warehouse Position offers higher pay than the most popular part-time jobs for college students (waitressing, retail, baby-sitting) The company's business is thriving, indicating part-time positions and hours are available to qualified candidates

# MESSAGE STRATEGY

## POSITIONING

Working at Dollar General is an easy solution to a job-searcher's problem. We promise applicants will have a fulfilling work experience and be compensated properly for their labor.

## BRAND PLAN

We plan to shift focus from the labor-intensive aspect of the job to the benefits that are directly awarded for doing the job such as flexible hours, competitive pay and discounted in-store items. The application will highlight the benefits of an individually centric job. The application will be concise, easy to fill out and ask questions up front. This will streamline the hiring process for both the recruiter and applicant.

## COMMUNICATION

We hope to leverage the new, improved position as a way to take control with a new career. A job at Dollar General can provide stability and the ability to purchase both essentials and non-essentials.

## CULTURE & OPERATIONS

Hired employees will feel empowered on the job through individual empowerment and intentional support from Dollar General. The company's culture and the Dollar General experience will encourage associates to spread the word and use apps like Glassdoor and Indeed to improve employer reputation.

## INNOVATION

Shift job title from "General Warehouse Worker" to "Dollar General Warehouse Associate (Location XX, MO)." The application will contain concise language that articulates the physical nature of the job and directly speak to those seeking employment benefits and on-the-job training.





# BIG IDEA

# BIG IDEA



REIMAGINE

YOUR

WORKPLACE

*“ Being a full-time student and maintaining extracurriculars makes it hard to find a good part-time job. I am looking for a gig with flexible hours that fits whatever my schedule is that week. I’m not opposed to working in a warehouse or a more physically inclined role, but I need to work within a team and I must be paid well. I can honestly do any job, I just need to ensure the hours are flexible and the environment is dynamic.*

*—The Dynamic Doer*

A common thread throughout our in-depth interviews was a misconception of what a warehouse job actually looks like. To attract Dynamic Doers to consider Dollar General in their job search, it is critical to reshape their view of a warehouse job to help them understand that it is not just about heavy machinery. We need to show them the fulfilling atmosphere of being a part of the team that keeps the supply chain running so store shelves stay stocked for consumers. Through our campaign, we invite the Dynamic Doer to **Reimagine Your Workplace.**

# TACTICS

## TACTICS



# SOCIAL MEDIA CAMPAIGN

Through our social media campaign #reimagineyourworkplace we will prove how great it is to work at Dollar General, focusing on the benefits of the part-time warehouse position. The campaign focuses on the Dollar General Difference and how it offers a positive working environment equipped with the tools necessary for our target audience to make money and progress in their careers.

## STRATEGY

Dollar General would utilize their owned media platforms such as Instagram, Facebook, Twitter, YouTube, LinkedIn, blogs and their company website. Dollar General would produce organic content to promote the campaign, having all content lead back to the part-time warehouse job application. Content should be produced four to five times a week for positive return on investment.

**Social media challenge:** Consider implementing an internal challenge for Dollar General employees to create their own social media posts to increase awareness for the new hiring program. Employees will be offered attractive incentives such as Dollar General merchandise and customized work equipment to encourage them to highlight their extraordinary working environments. This would add to the social media campaign by giving a positive image of working in none-office settings.

## RATIONALE

These marketing efforts will prove effective by building a consistent social media strategy with the goal of remaining top-of-mind with Dollar General consumers and followers year-round.

## COST

No upfront cost because Dollar General will be producing this campaign internally.



# SOCIAL MEDIA MICRO-INFLUENCER

Micro-influencers are defined as an individual who has a follower count between 2,000-100,000. We will be utilizing the process of influencer marketing by working with a social media micro-influencer. This popular type of marketing engages influential users to share a brand or company's message with their audience.

## RATIONALE

This strategy will be helpful for gaining brand awareness for Dollar General. In conjunction with the social media campaign, Dollar General will market their new part-time warehouse position in a creative and entertaining way, beyond just job application websites.

Instagram is the gold standard for influencer marketing. Nearly four in five (79%) brands predominantly tap Instagram for influencer campaigns, compared with Facebook (46%), YouTube (36%), Twitter (24%) and LinkedIn (12%) (Influencer Marketing Hub).

## COST

For an internal influencer from Dollar General, the cost would be arranged by the company and individual. However, with an outsourced influencer through an ambassadorship program, the cost can vary. The typical range of price is \$75 to \$250 per post for a person with 2,000 to 10,000 followers, and \$250 to \$500 per post for a person with 10,000 to 100,000 followers.

## STRATEGY

Through our research, we found that our target doesn't really know what it is like to work in a warehouse. Micro-influencers can showcase and reflect on their own experiences working for Dollar General. Through visual posts, blogging, testimonials, live Q&As and story takeovers that take the viewer on a "day in the life," micro-influencers can share the positives of the company.

These influencers can be picked out internally by Dollar General or they can be outsourced through an ambassadorship program.

Nearly three-quarters of marketers said ongoing ambassadorships also was one of the most effective uses of influencers (TapInfluence and Altimeter Group).



# SEARCH ENGINE OPTIMIZATION

Use Google Analytics to enhance Dollar General's SEO. The Dollar General part-time warehouse position needs to gain a large amount of new exposure. This situation for Dollar General is like launching a new product or service in the marketplace. Using SEO is a great way to gain increased exposure quickly.

## STRATEGY

Include SEO keywords on Dollar General website and PR materials, in social media campaign, in micro-influencers' content

## COST

Research is free, but the revamp would vary in cost depending on the change in strategy decided by Dollar General.

## RATIONALE

Keywords are foundational for SEO efforts. It is worth Dollar General's time and investment to ensure their SEO keywords are highly relevant to the Dollar General target audience and effectively organized for action.

Purchasing complementary keywords will help build brand recognition and establish a leading presence on the Internet for Dollar General. Capitalize search results on Google because it is the most popular search engine (eBusiness).

## The top SEO keywords for "part-time job" category

Keyword	Google Ads Search Volume	Google Ads CPC	Google Ads Competition
Job hunting	1,000,000	\$1.63	High
Jobs	673,000	\$2.72	High
Part time jobs near me	450,000	\$2.03	High
Jobs hiring	301,000	\$2.09	High
Career	165,000	\$2.23	High
Google jobs	165,000	\$2.01	High
Job search	135,000	\$3.64	Medium
Warehouse jobs	95,000	\$1.41	High
Jobs hiring near me part time	60,500	\$1.61	High
Jobs for teens	60,500	\$0.93	High
Job application	60,500	\$1.63	High
Find a job	40,500	\$2.75	Medium
Weekend jobs	33,100	\$1.11	High
Summer jobs	33,100	\$1.14	High
Job openings	18,100	\$1.66	High
Job recruitments	18,100	\$8.94	High
I need a job	12,100	\$1.89	High
Job opportunities	12,100	\$2.90	High
Part time evening jobs	9,900	\$1.13	High
Part time weekend jobs	9,900	\$1.45	High

*MEDIA*  
**MEDIA**  
*PLAN*  
**PLAN**



# MEDIA OBJECTIVES

## TARGET AUDIENCE DEFINITION

Concentrate the message delivery toward 18- to 24-year-olds who are looking for a job with primary emphasis on “Dynamic Doers.” The psychographic profile of the Dynamic Doer includes individuals who seek flexible work hours that fit their personal needs and yearn for a sense of independence within their job. They believe that their workplace should tailor to their personal needs, while providing comparable pay that covers the essentials and a few small luxuries. The target individuals are physically strong, listeners, adaptable, agile and active.

## CREATIVE REQUIREMENTS

Provide a positive and quality media environment that offers the opportunity to increase the awareness of the Dollar General part-time warehouse associate position and increase the number of people applying for said position. From our primary and secondary research, we concluded that social media is a dominant vehicle in influencing our target audience.

## REACH AND FREQUENCY

Achieve a minimum level of 65% reach against the target audience with an average frequency of three to five times over a four-week period.

## TIMING

Competitive weight levels need to be maintained throughout the year because it will cycle directly with the job search cycles. The campaign will begin in August 2020 and will end in February 2021. The Pulsing advertising approach will be utilized by increasing the advertising spending amount during the specified months. The target audience will search and apply for jobs heavily during the months of August to October, and then January to February.

## GEOGRAPHY

Weight needs to be delivered evenly to areas selected to support Dollar General in its national, local and regional marketing efforts. All will utilize strategies that coincide with the #reimagineyourworkplace campaign.

## BUDGET

Achieve all of the above within the overall media budget of \$10,000.

## PROMOTIONS

Coordinated media scheduling will be delivered with major promotional events worked in to maximize total marketing effort.



# EVALUATION AND ANALYSIS

## EVALUATION & KPIS OF TACTICS

### *Media Objectives*

Increase the awareness of the Dollar General part-time warehouse associate position and increase the number of people applying for said position.

### *Metrics to measure success*

- Grow the Dollar General Brand = Followers and Shares
- Turn the audience into advocates = Comments, Likes, @mentions
- Drive leads to warehouse application = Website clicks, email signups and job application submissions.
- Improve Audience Retention = Testimonials and social media sentiments.

# SUPPORT: MEDIA USAGE RESEARCH

*Secondary research that supports our findings in primary research, our media plan strategies and our tactics.*

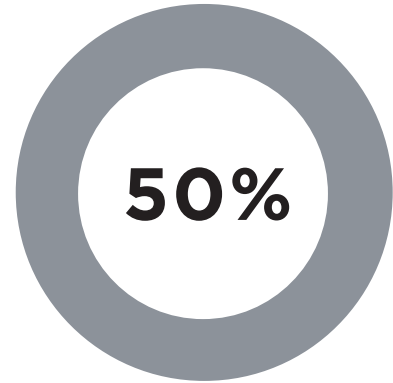
“Brands can utilize their own accounts along with Internet influencer personalities to gain Millennials’ attention. Millennials grew up with the internet. Millennials see social media as a place to connect to brands in the same way traditional advertisements have for decades” (Mintel).

“Consider a digital approach when marketing to Gen Z and Millennials. They are more engaged with technology and respond well to online ads and product suggestions. They are tech-savvy consumers accustomed to interactive platforms” (Mintel).

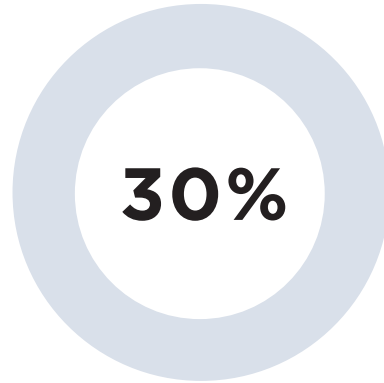
“Social networking sites are a key platform for marketers targeting college students” (Mintel).

# BUDGET DISTRIBUTION

\$5,000-\$10,000



*Micro-Influencers*



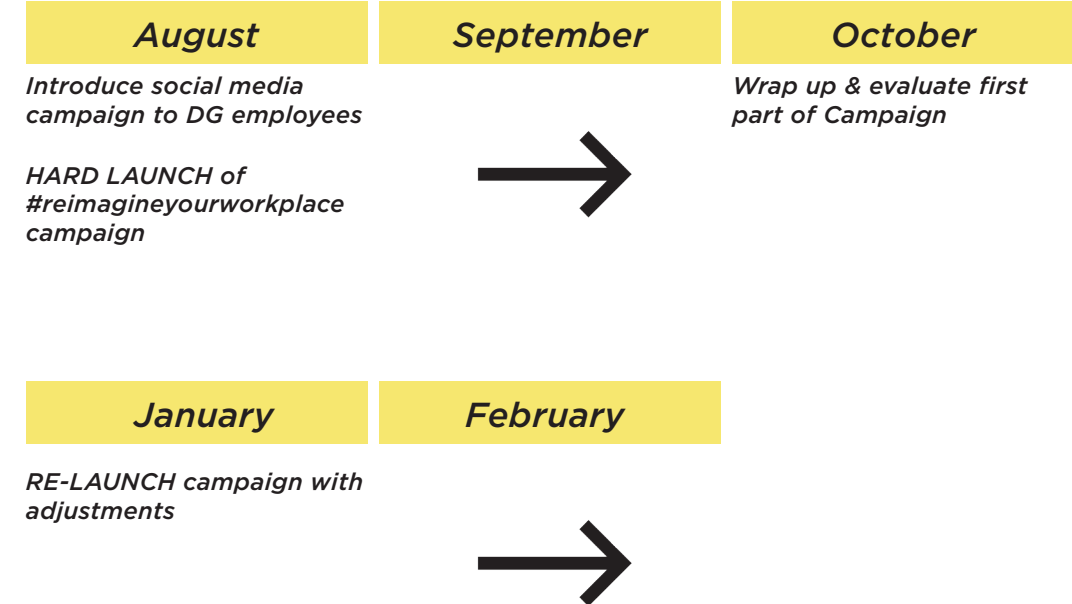
*Social Media Campaign*



*SEO*

# CALENDAR

## CAMPAIGN SCHEDULE



## CONTENT SCHEDULE

<i>August/September/October</i>		
<i>Social Media Platform</i>	<i>Content Type</i>	<i>Promotion Tactics</i>
Instagram	Explain the campaign and what makes DG a great place to work	Utilize influencers/ambassadors
Facebook	Dollar General Difference Story Takeover	PR buildup to event and follower shares
YouTube	A Day in the Life of a part-time warehouse associate	Use SEO trending hashtags to get on homepage
Twitter	Get trending #reimagineyourworkplace	Utilize influencers/ambassadors
LinkedIn	Post job application with campaign intro copy	DG internal workers sharing application
Dollar General Website	Internal/External job introduction	SEO keywords and testimonials

<i>January and February</i>		
<i>Social Media Platform</i>	<i>Content Type</i>	<i>Promotion Tactics</i>
Instagram	Explain the campaign and what makes DG a great place to work	Utilize influencers/ambassadors
Facebook	Dollar General Difference Story Takeover	PR buildup to event and follower shares
YouTube	A Day in the Life of a part-time warehouse associate	Use SEO trending hashtags to get on homepage
Twitter	Get trending #reimagineyourworkplace	Utilize influencers/ambassadors
LinkedIn	Post job application with campaign intro copy	DG internal workers sharing application
Dollar General Website	Internal/External job introduction	SEO keywords and testimonials

# MEET the TEAM



Taylor Warren  
**ACCOUNT EXECUTIVE**

Hello! I'm Taylor, from Atlanta, Georgia. I'm at the Missouri School of Journalism pursuing a degree in Account Management, with hopes of working in the advertising industry! If I were a kitchen utensil I would be a teaspoon because teaspoons are essential. They are always needed whether to taste food or stir tea.



Riley Aldridge  
**ACCOUNT PLANNER**

I'm a Peoria, IL native and have spent the last 3.5 years learning all about what it's like to live in Missouri! I love the Land of Lincoln and couldn't be prouder to be from the same place as my favorite American president! If I were a kitchen utensil, I would be a spork! I can be sharp and snappy when I need to be but I'm also soft and kind when I'm with the people I love!



Callaghan Schwartz  
**MEDIA PLANNER**

I am from Philadelphia, PA! I love meeting new people of all types and listening to their stories. I always have music playing because I think life is more fun with music to match the mood. I am hoping to work in sales. If I were a kitchen utensil I would be a spoon. I believe I am a spoon because I am a loyal and open-minded individual. Just like a spoon, I am dependable and won't let anything fall through.



Yinting Yu  
**DIGITAL STRATEGIST**

Hello! I am Yinting from Zhejiang, China. I am a senior from Missouri School of Journalism with an emphasis in digital strategy. I love playing guitar. If I were a kitchen utensil, I would be a soup ladle. It can be used for cooking so basically doing magic.



Anne Tenkhoff  
**PUBLIC RELATIONS**

I am from Nashville, Tn., and I am a senior Strategic Communications major with an emphasis in PR. I have a deep affection for my three dogs and my neighbor's cows. If I were a kitchen utensil, I would be a butter knife. I am sharp and witty, but pride myself with the softness of vulnerability and empathy.



Aarika Bock  
**COPY WRITER**

I am a townie from Columbia, Mo. I am a senior Strategic Communications major with an emphasis in copywriting. I am a self proclaimed ranch connoisseur, and St. Louis Blues 4th line enthusiast. I hope to one day do community outreach for a professional sports team. If I were a kitchen utensil, I would be a slotted spoon because I am good at picking up the most important things, and letting the unimportant things roll through.



Valeria Gil de Leyva  
**GRAPHIC DESIGNER**

I am from Dallas, Tx. I own a ridiculous amount of books and pride myself on my ability to make the perfect spotify playlist. In the future I hope to be a designer in the fashion industry - and later down the line have a non-profit furthering female empowerment. If I were a kitchen utensil, I would be a fork. I am known to be a bit too nice sometimes, but will always speak my truth and stick up for myself, others, and what I believe in.

# APPENDIX



# SURVEY QUESTIONS

**Q1.** Thank you for agreeing to take part in this survey. The collected information will be used to measure workplace satisfaction. This survey will only take 4-5 mins to complete.

Click the arrow to begin.

**Q4.** If yes, why do you want a part-time job? (Check all that apply)

- 1) To further my experience
- 2) To improve my resume
- 3) To pay the rent and bills
- 4) To pay for non-essentials (i.e. clothes, socializing, etc.)
- 5) To meet new people
- 6) Other (please specify)

**Q7.** What is the minimum amount you would be willing to work for?

- 1) Under \$9 per hour
- 2) \$9-10 per hour
- 3) \$10-11 per hour
- 4) \$11-12 per hour
- 5) \$12 or more per hour

**Q2.** How old are you?

- 1) Under 18 years old
- 2) 18-24 years old
- 3) 25-30 years old
- 4) 30 years or older

**Q5.** If no, why do you not want a part-time job? (Check all that apply)

- 1) Already have a job
- 2) Too busy with studying
- 3) The money offered usually isn't worth it
- 4) Don't have work permit in the US
- 5) Gave up on looking
- 6) Don't need to work
- 7) Other (Please specify)

**Q8.** What is the highest degree or level of education that you have completed?

- 1) Some high school, no diploma
- 2) High school graduate or equivalent (e.g. GED)
- 3) Trade/technical/vocational school
- 4) Some college credit, no degree
- 5) Associate degree
- 6) Bachelor's degree
- 7) Master's degree

**Q3.** Are you interested in getting a part-time job?

- 1) Yes
- 2) No

**Q6.** Where are you most likely to look for part-time jobs?

\*Very Unlikely to Very Likely scale\*

- 1) Friends/family
- 2) Newspaper
- 3) University job postings
- 4) Social Media (e.g. Facebook, Twitter)
- 5) Online job boards (e.g. Indeed, Glassdoor)
- 6) Local Stores (e.g. retailers, supermarkets)

**Q9.** What is your current employment status?

- 1) Working full-time
- 2) Working part-time
- 3) Self-employed
- 4) Out of work and looking for work
- 5) Out of work but not currently looking for work
- 6) Volunteering
- 7) Interning
- 8) Unable to work
- 9) Other (Please specify)

**Q10.** What kind of scheduling are you looking for in a part-time job?

- 1) Regular hours
- 2) Weekdays only
- 3) Weekends only
- 4) Short-term gigs
- 5) Irregular days here and there
- 6) Other (please specify)

**Q13.** How would you rate your strength in the following career skills?

- 1) Communicating verbally
- 2) Ability to lift more than 65 lbs
- 3) Working with people
- 4) Creative thinking
- 5) Logical thinking
- 6) Leadership
- 7) Working with data and numbers

**Q23.** What kind of benefits do you look for in a part-time job? (Check all that apply)

- 1) Health Insurance
- 2) Dental Insurance
- 3) Education assistance
- 4) Paid time off (sick days, vacation days)
- 5) Employee discount
- 6) Vision Insurance
- 7) Retirement benefits
- 8) Childcare benefits

**Q11.** How many hours would you like to work each week?

- 1) Under 5
- 2) 6-10
- 3) 11-20
- 4) 20-30
- 5) 30-39

**Q14.** How would you rate your strength in the following career skills?

- 1) Working with tools and equipment
- 2) Managing timelines and projects
- 3) Dressing appropriately for a workplace
- 4) Being on time for work or meeting
- 5) Having good attendance
- 6) Understanding workplace safety rules
- 7) Being motivated and taking initiative

**Q24.** Rate how much you trust the following job search websites (0= very untrustworthy, 100= very trustworthy)

- 1) LinkedIn
- 2) Indeed
- 3) Glassdoor
- 4) ZipRecruiter
- 5) Google
- 6) Monster

**Q12.** Which of the following websites do you use to look for jobs? (Rank 1-7, 1=most used and 6= least used)

- 1) LinkedIn
- 2) Indeed
- 3) Glassdoor
- 4) ZipRecruiter
- 5) Google
- 6) Monster

**Q15.** Please provide the following information so we have a way of contacting you should you win. Your information will not be shared with anyone outside this survey effort. If your name is drawn, you will receive an email from JournalismResearch@missouri.edu

- Q16. First Name
- Q17. Last Name
- Q18. Mailing Address
- Q19. Email
- Q20. Phone Number (with area code)

**Q25.** Are you willing to be contacted for an interview for focus group based on your answers for the previous questions?

- 1) Yes
- 2) No

**Q29.** Are you interested in being entered in a random drawing for a \$15 Amazon gift card?

- 1) Yes
- 2) No

**Q32.** How often do you visit the following websites to look for a part-time job?

- 1) Never
- 2) Sometimes
- 3) About half the time
- 4) Most of the time
- 5) Always

**Q30.** Why do you prefer to work during these times?

- 1) If I was looking, it's because I don't really have time
- 2) Morning
- 3) Depends on the job. Part time job would be nights or weekends, internship would be full time hours
- 4) Doesn't conflict with work schedule
- 5) Schedule

**Q34.** What device(s) do you use to search for part-time jobs? (Select all that apply)

- 1) Desktop computer
- 2) Laptop computer
- 3) Smart phone
- 4) Tablet

**Q31.** What other sources do you use to look for part-time jobs?

\*Open response\*

**Q35.** Are there any devices you use to search for part-time jobs that weren't listed above?

\*Open response\*

# IN DEPTH INTERVIEWS

**Q:** What is your ideal part time job?

- A:**
- “Less than 20 hours a week and a flexible schedule that works with my school schedule.”
  - “Something that’s manageable because it’s part time, it’s not going to exhaust me for the rest of the day.”
  - “I kinda have the ideal part time job, just something that I build my own hours, something I don’t have to go far for, something easy that’s not super skill oriented. And I like the physicality of my job.”
  - “I would say probably something within an office setting or that I wouldn’t be doing a lot of physical labor ideally. 10-15 hours a week, something that has at least minimum wage or higher.”
  - “If I’m working part-time, that means it’s probably to make a little bit of money but not to fully support me so I guess my ideal job would be doing something that I enjoy.”
  - “One that’s flexible in hours. Being a student, you just want a job that can work with your schedule. I like working with people so I want to like my coworkers.”
  - “I also look for paid sick leave days and reasonable pay, something higher than minimum wage.”
  - “For me, my ideal part-time job would be something where I interact with the team that I’m working with. Really for me it doesn’t matter what I’m doing as long as the people I’m working with have a solid team atmosphere.”
  - “Anywhere that I’ll love what I do. If it’s a good environment I’ll like it. If there’s good people, I’ll like it.”
  - “I think my ideal part time job would definitely be something that’s flexible, being a student, it would allow for me to have a more unpredictable schedule. And a good wage!”
  - “A job that I could either go in before or after school - so a flexible job.”
  - “I would like to plan my job around life instead of planning my life around my job.”
  - “Jobs that involve interaction with groups of people such as a waiter.”
  - “Something I like to do. Something that interests me and provides perks.”
  - “One that has some sort of relation to my future profession, is flexible with my schedule and has a positive work environment.”
  - “Something that is a solid pay rate, something that is very flexible if I need to make rapid changes to my schedule. A job that’s flexible, but also stable.”

**Q:** What motivates you to look for a job?

- A:**
- “It would probably be depending on how many bills I have and then any extra added on like if I want to take a vacation.”
  - “Outside of money? Mainly money, staying afloat.”
  - “Self sufficiency. My parents supplement me when I’m at school but I like to have that extra money.”
  - “Finances, probably. I also see it as something to keep me occupied and busy just because I like having a schedule and I like having things to do.”
  - “Most of the time it’s when I have run out of money or when I’m starting to run out of money. And also to avoid that situation.”
  - “Usually my bank account. And just another way to meet people.”
  - “What motivates me is resume building. Above all, it’s really the experience.”
  - “Needing money. That’s all.”
  - “Money, honestly.”
  - “My two big things are to get the money and to fill my time.”
  - “Learning new skills, meeting new people and money to use on fun activities and non-essential items.”
  - “The money aspect.”
  - “Not having money - so having a steady income for essential items primarily.”
  - “Making money, building my resume and broadening connections and networking.”
  - “Money.”
  - “Making money and being productive.”
  - “I am motivated to look for a job to have money to be able to spend and be financially independent and to have experience in the workforce so that employers will hire me.”
  - “Money.”
  - “To become financially independent.”
  - “Money and my passion for hobbies.”
  - “Lack of income and resume building and experience.”
  - “Money and income, paying off bills and debts and something to motivate me to wake up everyday when I don’t have school.”
  - “I decided when I needed my own income for pleasure, not necessities.”

**Q:** How do you generally find and apply for jobs?

- A:**
- “I usually use Indeed or honestly just people that already work there too like friends or people that I know that work there.”
  - “I ended up at my first job because my neighbor was the head of sales and this job is just a continuation of that. I didn’t really look for it, I just googled it and used connections I already had.”
  - “In my experience it’s either been through word of mouth hearing from friends and family about jobs they know of or just looking them up online on career websites like Indeed or LinkedIn, something like that.”
  - “Sometimes word of mouth, sometimes websites like Indeed, those job search sites. That’s probably it I would say.”
  - “I usually do online. I’ve done Indeed, I’ve done Handshake, I’ve done LinkedIn before, but usually those 3 are the ones I use the most.”
  - “In the past, it’s been through Mizzou and university job listings. Also through the advising office for my major. A lot of it is also from word of mouth from other people in my major.”
  - “I typically search online or through word-of-mouth from my peers.”
  - “I’ll go to some stores if I want to work there specifically but I’ll do most of my searching online, like on Indeed.”
  - “I use online a lot like Indeed, GlassDoor, Handshake and then also just speaking with friends and family about the opportunities they know of. And Facebook!”
  - “Job searching sites, like Indeed. Or I visit any of my favorite brands/stores directly to see if they have jobs.”
  - “I just search for jobs in my area and look at any online platform.”
  - “Indeed”
  - “LinkedIn, Handshake, or connections from family/friends/past co-workers.”
  - “Word of mouth through friends and family or a website’s online application.”
  - “Google searches, website applications, word of mouth from friends and family.”
  - “I generally find jobs through friends and family to get a better idea of what the job will look like.”
  - “Online through the company website.”
  - “Care.com, LinkedIn, Glassdoor.”
  - “Word of mouth, previous connections, and online applications.”
  - “Always online or through word of mouth, someone giving me contact information to someone related to the job. Handshake is also another platform, along with LinkedIn.”
  - “Word of mouth sometimes, but mainly look at Indeed (almost every job is through Indeed) very straightforward and easy to use.”



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  - “I ended up at my first job because my neighbor was the head of sales and this job is just a continuation of that. I didn’t really look for it, I just googled it and used connections I already had.”
  - “In my experience it’s either been through word of mouth hearing from friends and family about jobs they know of or just looking them up online on career websites like Indeed or LinkedIn, something like that.”
  - “Sometimes word of mouth, sometimes websites like Indeed, those job search sites. That’s probably it I would say.”
  - “I usually do online. I’ve done Indeed, I’ve done Handshake, I’ve done LinkedIn before, but usually those 3 are the ones I use the most.”
  - “In the past, it’s been through Mizzou and university job listings. Also through the advising office for my major. A lot of it is also from word of mouth from other people in my major.”
  - “I typically search online or through word-of-mouth from my peers.”
  - “I’ll go to some stores if I want to work there specifically but I’ll do most of my searching online, like on Indeed.”
  - “I use online a lot like Indeed, GlassDoor, Handshake and then also just speaking with friends and family about the opportunities they know of. And Facebook!”
  - “Job searching sites, like Indeed. Or I visit any of my favorite brands/stores directly to see if they have jobs.”
  - “I just search for jobs in my area and look at any online platform.”
  - “Indeed”
  - “LinkedIn, Handshake, or connections from family/friends/past co-workers.”
  - “Word of mouth through friends and family or a website’s online application.”
  - “Google searches, website applications, word of mouth from friends and family.”
  - “I generally find jobs through friends and family to get a better idea of what the job will look like.”
  - “Online through the company website.”
  - “Care.com, LinkedIn, Glassdoor.”
  - “Word of mouth, previous connections, and online applications.”
  - “Always online or through word of mouth, someone giving me contact information to someone related to the job. Handshake is also another platform, along with LinkedIn.”
  - “Word of mouth sometimes, but mainly look at Indeed (almost every job is through Indeed) very straightforward and easy to use.”

**Q:** When you’re looking for a part-time job, what do you value most?

- A:**
- “Choosing my own schedule, probably being paid either at or above minimum wage, the ability to work over my set hours. [The most important is] probably making my own schedule.”
  - “I guess good pay because if you’re only working part time and you’re only making \$7-8 an hour that’s really not worth it and you’re not going to be able to make a dent in your living expenses.”
  - “I would say pay and flexibility.”
  - “I would probably say the company or the environment.”
  - “Probably pay. I guess it’s a mix of pay and what I’m doing. I want to pick a part time job that’s on the upper end and I’m making more than minimum wage but if it’s at the cost of me having to do something I would hate, then I might not necessarily take it.”
  - “Flexibility of hours, just because college classes change every semester and you want them blocked off at a certain time. Not one that’s set on particular times or availability.”
  - “The biggest thing for me would be flexible hours just with school and other extracurriculars.”
  - “Pay, 100% pay. Also, a living wage and healthcare.”
  - “The environment. If money’s okay, money’s okay. If money’s bad, I’ll probably get a second job but the environment mostly. If I like where I am and what I’m doing, I’m gonna continue doing it.”
  - “Probably the environment and the people I’m working around!”
  - “Flexibility.”
  - “Pay and flexibility.”
  - “Pay and schedule flexibility.”
  - “Pay and schedule flexibility. Benefits aren’t important for me for a part-time job.”
  - “Pay and schedule flexibility and the work atmosphere (physical conditions and people.”
  - “Flexibility with work schedule.”
  - “Pay of \$10 or more per hour and flexibility with my school schedule.”
  - “I value the schedule the most because it is important that the hobbies I value in my life can still happen while working a job.”
  - “Pay and schedule flexibility.”
  - “Pay and schedule flexibility.”
  - “Benefits and the pay.”
  - “Pay and schedule flexibility. Benefits aren’t important for a part-time job.”
  - “I value flexibility the most and don’t really think of benefits when it comes to part time jobs.”
  - “Pay, schedule flexibility and location.”

**Q:** What is the first thing that comes to mind when you think of a warehouse job?

- A:**
- “I would say repetitive just because I spent one day in a warehouse.”
  - “Manual labor first and foremost, operating machinery and heavy lifting, [mostly] the physical aspect.”
  - “I think of my first job, which was in a warehouse. I think of an assembly line, I think of poor conditions, I think of unskilled labor, kind of unfulfilling work.”
  - “I think of it more as back-breaking kind of work, like you’re just constantly moving things and that it’s not an easy job.”
  - “I think about Amazon, I don’t really know why. I guess I think about being at a factory. This could be incorrect but I think of an assembly line.”
  - “I think of organization just because warehouses have very intricate systems of organization and where things go, where to grab things.”
  - “Just a lot of hands-on hard labor.”
  - “Giant IKEAs after you get through the whole store right before you check out.”
  - “A lot of heavy lifting. I worked as a stocker before my job now and I hated it. I didn’t like doing the heavy lifting.”
  - “I think of manual labor, like a lot of moving boxes and packaging things. And for some reason I always think of conveyor belts and factory equipment, very industrial.”
  - “Working for Amazon or any online storefront that you would get your items from a warehouse.”
  - “I imagine big, cold building with lots of shelves and pallets and moving lots of things.”
  - “Stocking, shelving, moving things around, boxes.”
  - “Amazon.”
  - “Big distribution centers with workers stocking and restocking shelves, loading trucks or distributing products.”
  - “Manual labor like moving boxes and crates to trucks to be shipped off.”
  - “Stacking on shelves and manual labor.”
  - “I think of a factory setting where there are a bunch of workers partaking in manual labor.”
  - “Manual labor.”
  - “Manual labor and working with mass-market products.”
  - “Picking up boxes and using a forklift.”
  - “That it’s terrible hours and boring.”
  - “Moving boxes.”

**Q:** What kind of people do you think would work in a warehouse?

- A:**
- “I probably imagine older people, maybe 40s-50s.”
  - “Just burly guys I guess.”
  - “People who are there usually are in between jobs, people who are unskilled workers so a lot of high school students and a lot of people who have either just been laid off or they don’t have an education.”
  - “I feel like people that like to not really socialize that will go in and do the work then leave. They’re not the type of people who want to have more conversations. Or people who like doing things with their hands or physically active while they’re working.”
  - “I’d say people who are logical thinkers. Warehouses tend to make sense the way they’re set up, so I think people who work well with that tend to work there.”
  - “I honestly would think it could range and is a very diverse group of people.”
  - “I think of people who are low-income in areas without a lot of education or job prospects within feasible distance to drive.”
  - “Normal people. I mean, it was the first job I could get and usually warehouse jobs are done by people who just don’t mind hard work.”
  - “I think of older people. Late 20s, early 30s. I usually think of men in warehouse jobs, people who are fit and usually middle to lower class.”
  - “Anyone really. I’ve heard stories from Amazon about good benefits for employees, but also a lot of horror stories. People who live in the area for that job, very local.”
  - “People that did not go to higher education, more able-bodied men.”
  - “Males that are young and strong.”
  - “Physically capable/strong with backgrounds in supply chain management that know a lot about particular products. Usually younger males.”
  - “Hard-working, disciplined and strong.”
  - “Big, tough and physically-able.”
  - “People that did not graduate high school or college but still need to work to make money because warehouse jobs don’t necessarily need a lot of intellectual ability. Also, people that lost their job and need something to make money while they search for another full-time job.”
  - “People who work in warehouses are usually older men who have experience working in these types of businesses and factories.”
  - “Lower-income people.”
  - “Older and physically fit individuals, specifically a lot of men.”
  - “Hardworking blue-collar people.”
  - “This is a prejudice, but people who don’t have an education or any educational background - but also college students.”
  - “Young people that are physically able to lift heavy things.”
  - “Strong men.”

**Q:** What would motivate you to work a warehouse job?

- A:**
- “Really good pay. Really good pay for me would be \$15 and up. But that’s because I’ve had a minimum wage that’s higher [in a different state].”
  - “I like the idea of being able to organize things so I guess I kind of think of it as organizational too. Putting things in order and making sure things are in the right place and going where they need to be going.”
  - “I guess it would have to be really good pay and it would have to be fulfilling work. I would have to feel like I’m not just a piece on an assembly line.”
  - “Just because I don’t like physical labor that much, it would probably have to be a pretty well paying job or have a lot of benefits that a normal part-time job wouldn’t offer. Just knowing the physical toll it could take on me, possibly needing more healthcare resources being in a harder job. It would just need to have more perks to it.”
  - “If I felt like the pay was good and the job wasn’t too strenuous or outside of my capabilities. Mostly pay.”
  - “It would depend on the company so if I really liked the company then I would think I could work the warehouse.”
  - “Honestly, the pay. I wouldn’t want to but I feel like the pay would really matter in that situation more than it does at the job I have now.”
  - “Higher pay, consistent pay and good healthcare options. And PTO--sick leave especially!”
  - “I don’t think anything would. If I liked hard work, probably.”
  - “I haven’t done it before so just getting a new experience. Also, the predictability of it. You learn how to do a couple tasks and that’s what you do which is nice, you always know what you’re getting out of it. So that stability is something I would like.”
  - “High pay and benefits.”
  - “If it paid really well.”
  - “Money.”
  - “The benefits, discounts from that place and paying really well.”
  - “I would be motivated by good pay and less contact with customers.”
  - “Pay, atmosphere and what type of product I would be working with.”
  - “Money and the potential to move up in the company.”
  - “The money could motivate me.”
  - “The pay would motivate me to work in a warehouse job.”
  - “The money would motivate me.”
  - “The fact that it’s a fast-paced position attracts me.”
  - “If I really needed a job and money.”

**Q:** What would hold you back from applying for a warehouse job?

- A:**
- “Probably location. I feel like there’s not just a warehouse on every street. So yeah, location and hours. When I think of a warehouse I think of long hours or weird hours. It wouldn’t be for everyone but since for me I have to work around school.”
  - “In my head it’s physically demanding so that would make me a little nervous because I’m not a big lifter or anything so that would make me hesitant.”
  - “The title warehouse job.”
  - “Maybe potentially being exposed to unsafe conditions. I’ve seen some warehouses that are pretty messed up and probably not up to any code ever so just not knowing what I might be walking into. Same with management because I feel like your job can be made worse if it’s not properly managed or you’re not getting support from management so I’d be weary of that depending on what company it is.”
  - “I guess if it’s super monotonous or repetitive, not a lot of variety. I think that would get boring to me.”
  - “If the job culture wasn’t the right fit like if you’re never gonna talk to someone and you’re just gonna walk around and it’s very mundane, that wouldn’t be ideal for me.”
  - “The lack of experience. If someone was trying to tell me to apply and explained how it would connect to my skills and future, I could maybe connect it more. Warehouse jobs just aren’t descriptive enough.”
  - “Something where it’s obviously unsafe and where the package for employment is better than any competitors in the area.”
  - “The moving. I’ve done it before and I hated it!”
  - “I like customer service and talking to people, I’m a very social person and when I think of a warehouse, I think of you working by yourself and you don’t interact with customers or patients.”
  - “Having to work with dangerous equipment. If I have to lift 50 lb boxes everyday, no thanks.”
  - “The fact that I have to work in a warehouse.”
  - “Not having money or long hours.”
  - “Location of the warehouse, pay, mundane activities I would be doing every day.”
  - “The long hours.”
  - “I feel I would be cutting myself short because I could be using that time to look for another job that is better than a warehouse position.”
  - “If the pay is poor I wouldn’t take the job.”
  - “The money would hold me back if the pay wasn’t good.”
  - “Lower pay and repetitive work would hold me back.”
  - “The job itself would really hold me back. I would hate doing that type of work. If I were to do it, I would want higher pay, like \$15 an hour.”
  - “The physical demand would hold me back.”
  - “If the hours weren’t flexible enough and if I got a bad vibe from the company.”

**Q:** What could a warehouse job offer you that would make you more likely to apply?

- A:**
- “I value transparency a lot with jobs in general and I feel like with jobs that aren’t as desirable, the employers water things down in the job description to get people to apply and then you’re in it and you don’t know what’s going on or you’re surprised at the things you’re doing. So I guess just a lot of transparency with exactly what I would be doing and how it would fit into my day to day life.”
  - “Good pay, flexible hours.”
  - “I’d say if they could pitch to me that they have a good working environment since the atmosphere is really important to me. So if they could convince me that even though it’s hard work there’s a good community, I would probably be more likely to look at it.”
  - “Maybe some choice or variety in what I’m doing and higher pay. Ideally \$15 an hour.”
  - “Offer a pretty competitive pay which is nice but the flexible hours are a big thing. There’s obviously times when people need to be there but if they can work with my schedule and we can come to an agreement on that then it’d be really appealing.”
  - “I’m unfamiliar with what the average pay would be but definitely good pay. The people I know that work in these kinds of roles don’t really talk to people, they see it as more of just a job so I think it’s important to have a close-knit group at work. Feeling a sense of inclusion is important to me and I don’t sense that in these positions.”
  - “Definitely having a solid health care plan in the current state of the world. Potentially a bonus for sign-on, sick time off, I think that would be good. I want to get paid around \$15-20 per hour because of the hazardous environment.”
  - “The only thing that would motivate me or encourage me would probably be a good paycheck. I made \$10 when I used to stock so anything above that. Between \$13-15.”
  - “I think maybe I’d want to know about the warehouse. When I think of warehouse jobs, I think of Amazon and now they’re the enemy so working in a warehouse that has respect for employees and wants to make a great work environment is ideal. A really great environment with great people. For pay, I think \$12-15 an hour, especially since in Illinois minimum wage just went up.”
  - “Heard a lot from former employees that were bad things so I’d need them to improve the current workforce and word of mouth and build that good reputation.”
  - “Because I am able bodied, I could do well there if it was above minimum wage, with competitive pay.”
  - “If it was manual labor with good enough pay, then it would be fine.”
  - “Benefits, good pay, flexible hours, discounts on certain products that are kept in the warehouse.”
  - “Flexible hours to work with my school schedule and extracurricular activities and the reputation of the company. I don’t want to be looked down upon as a worker in this position.”
  - “Good pay and benefits like being able to work overtime hours.”
  - “A warehouse that could offer me health benefits and a future higher up job that would make me more likely to apply.”
  - “Money and schedule flexibility.”
  - “Good benefits and the ability for paid overtime.”
  - “Benefits throughout college and a discount on products the company sells.”

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