



VIDEO IN RECRUITMENT



Derek Jenkins

GM Monster UK

LAW.

WANTED in an Office of respectability, a
CLERK, who perfectly understands the Practice of
the several Courts of Law and Equity.
Enquire at Mr. Stevenson's, Stationer, Middle Temple.

“How much further have we progressed
from textual ads, even with the advent of
online recruitment?”

What's Important to both Millennials and Gen-Z?

They want to be **happier** than their parents

Find more **purposeful work** and work
with **better companies**.

They want their companies to align with their
values.

They are **digital natives** that want to be
delivered relevant info rather than seek it out.

They want to engage with content
in their **preferred formats**.

5 BILLION



MONSTER
STUDIOS

100 MILLION



MONSTER
STUDIOS

300%



MONSTER
STUDIOS

260%



MONSTER
STUDIOS

It is time to
move the
recruitment
experience
forward

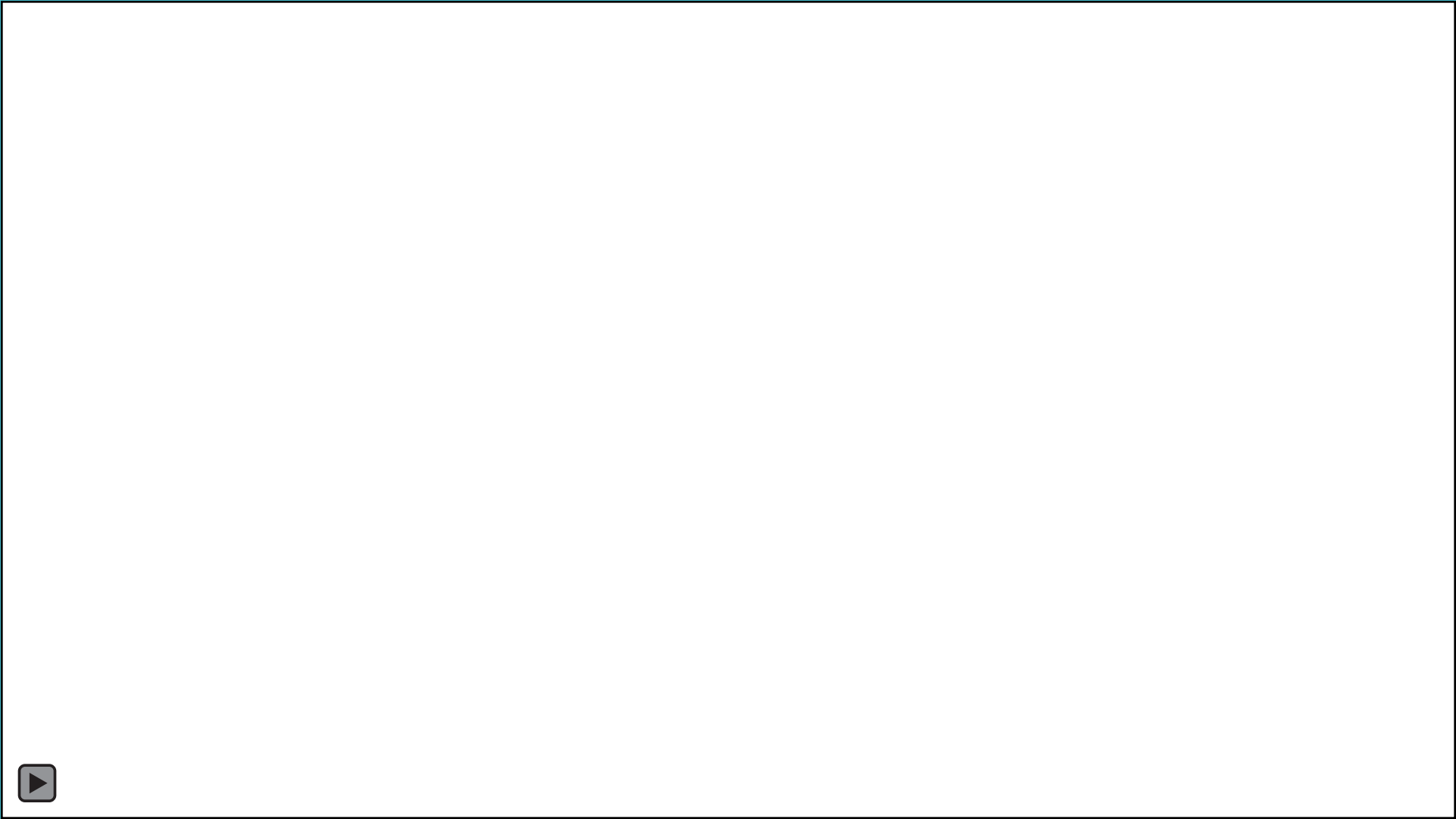


HOW IT WORKS



MONSTER
STUDIOS

Here's what it looks like

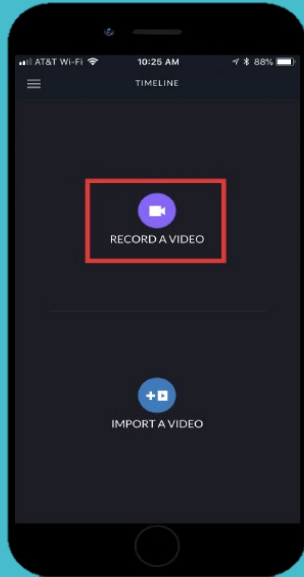


COST

FREE!

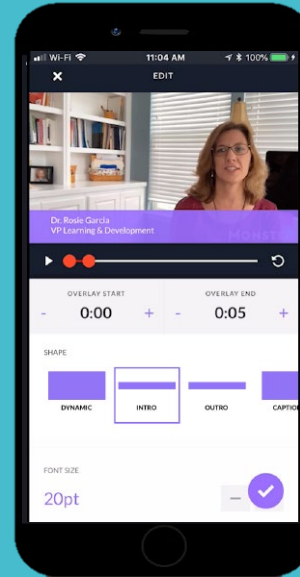
DIFFICULTY

EASY!



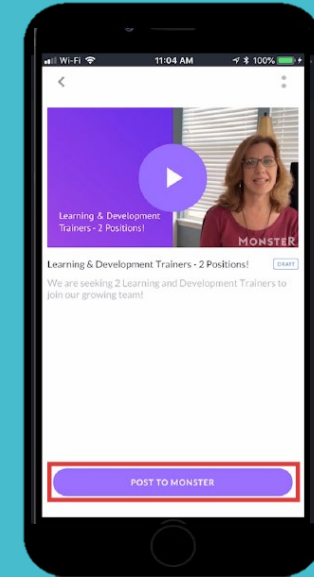
Record:

Create a script and upload for a smooth video. Outlines help you position yourself in the right spot.



Edit:

Trim, add captions, and import pictures or videos to bring your brand to life.



Share:

Upload your video to an existing Monster job ad with a single click

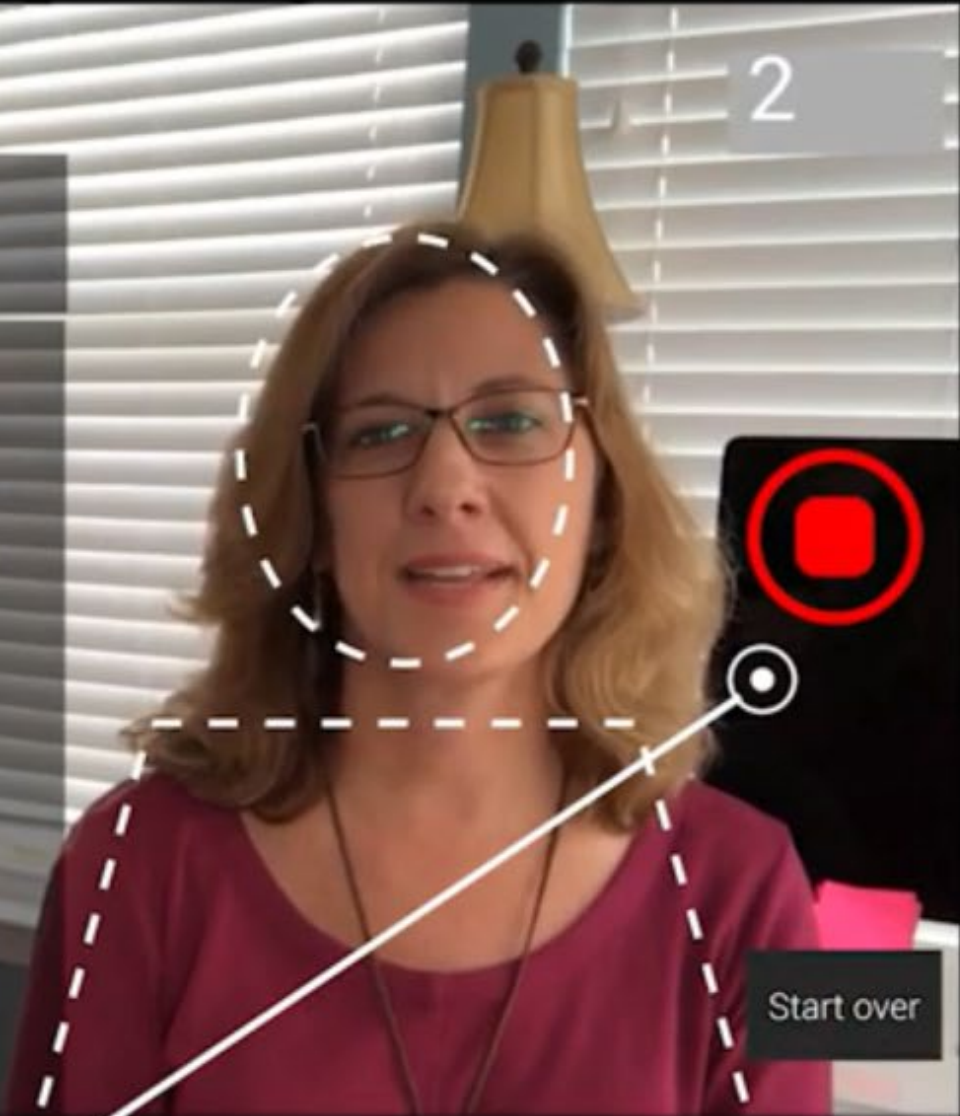
MONSTER
STUDIOS

Record with Teleprompter

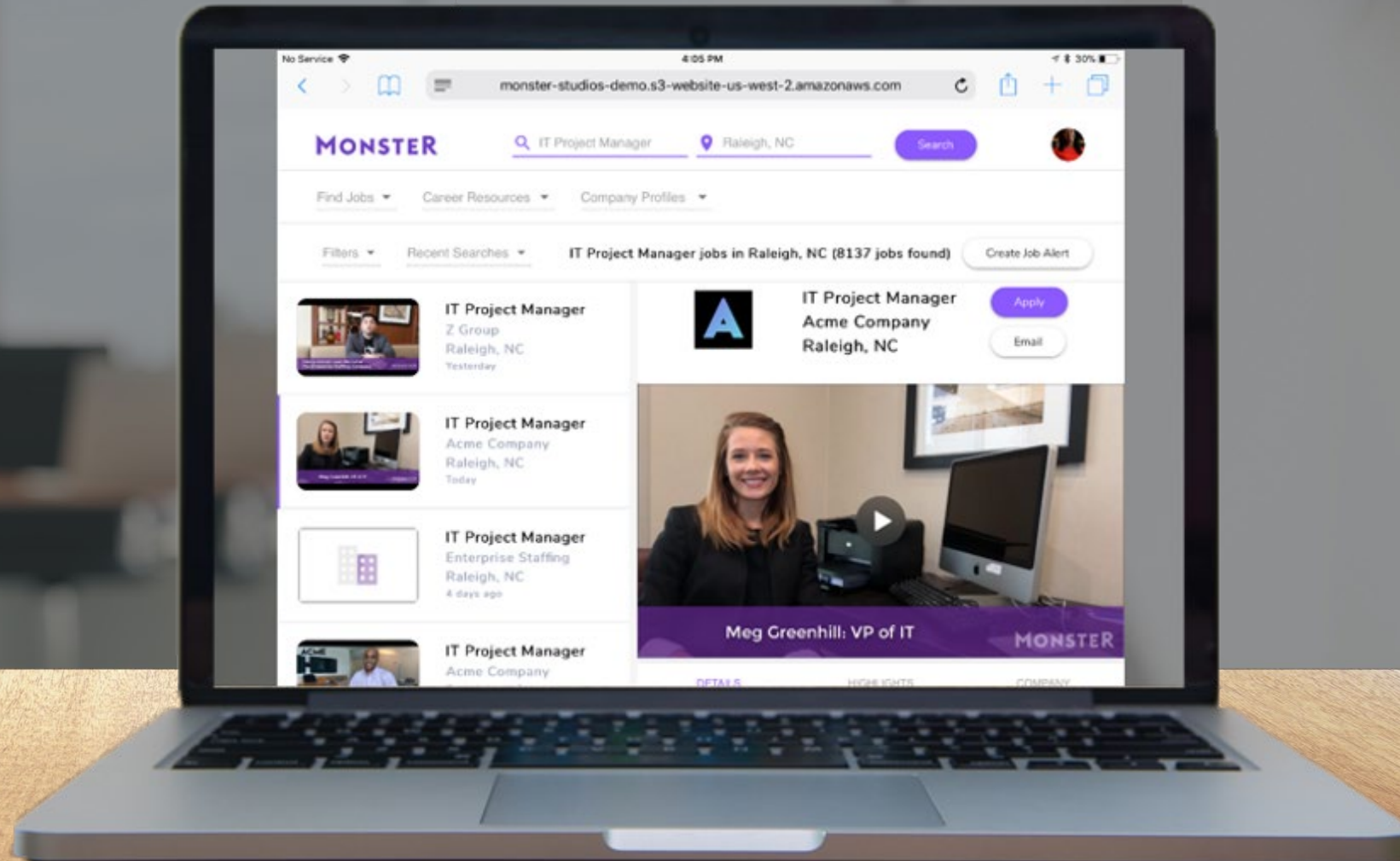
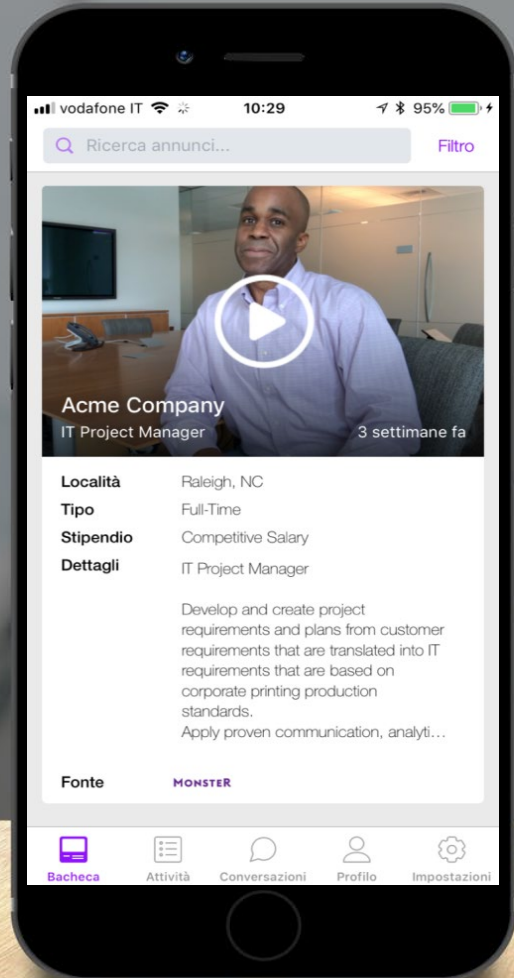
Rosie Script 1:

Hi, My name is Dr.
Rosie Garcia and I am
the hiring manager for
this position.

At the Acme Company
you'll work for an



This is what it looks like on the advert!



WHAT ARE THE
RESULTS ?



MONSTER
STUDIOS



What are the results ?

2019 Beta Test - 110 Companies created 731 jobs with Videos

50% Uplift of conversion rate for jobs with video

60% Uplift in Views

114% Uplift in Applications

What are the results ?

97.5% of customers liked the concept of Monster Studios

87.8% Think Monster Studios will distinguish Monster from the competition

68.3% Think that Monster Studios will contribute to the online recruitment market disruption and evolution

83% Said they will use it on some or all of their Monster jobs

**“The app is great - It was really intuitive
and really easy to use!**

**The script is really nice it's helpful to not
have to remember.**

The editing is also really good.”

**“The day after
I posted the video to my job,
I had five CVs in.**

**That's saying something...
I hadn't seen that before.”**

**MONSTER
STUDIOS**

**“Overall, it's been really easy
which is nice – everyone has said
they thought it was way easier
than they thought it would be!”**

**“Anytime you're just trying to get a little
extra traffic on a job posting – just
seeing a video will generate more clicks
–**

**It's important to do absolutely
everything you can to generate more
traffic on that post!”**

THE CHALLENGE OF ADOPTION



MONSTER
STUDIOS

83%

Said they will use it on some or all of their
Monster jobs

“Most customers agree it’s
a good idea, why wouldn’t
they do it?”

Camera Shy

Resistance to Change

Lengthy Approval Process

Time-Pressure

Generational Resistance

Early adopters will benefit
Others will follow
Video is inevitable

Should be the same as a job ad

This can be a time saver
Make better hires faster
Videos can be re-used