



Introducing BIGDOG...

...a unique community

BIGDOG



What is BIGDOG?

...a simple mission

BIGDOG is a new website aimed at giving valuable career advice and practical help to young people aged 14-24 who don't want to go down the University route to a career. Our mission is simple – to give young people the right information about the available career paths outside of University.



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What's so great...

...about BIGDOG?

What's so great about BIGDOG? University doesn't suit everyone, and with higher tuition fees on the horizon and low graduate employment making news headlines daily, many young people will be considering alternatives that give them a real, credible career with excellent prospects.

This is where BIGDOG comes in. We will provide the right knowledge, tools and crucially the right opportunities. Whether that's a job, apprenticeship, gap year, volunteer work or NVQ.

Our users will be able to engage with our featured employers and training providers to help them find the best career path, tailored to them – and employers will be able to secure the right applicants for positions.

Remember:

- ✓ There are over 7 million 14-24 year olds in the UK today
- ✓ Over 110,000 A-level leavers missed out on University places last year
- ✓ Forecasts predict over 1.2 million 14-24 year olds will be unemployed in 2012

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Does BIGDOG offer

anything else to it's users?

Importantly, to ensure maximum audience appeal and social media sharing, BIGDOG is fun as well as functional. So users will also find features such as App of the Day, Deal of the Day and Website Reviews – encouraging users to share the site with their peers and so widening the message and the audience.



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How will BIGDOG actually

reach it's users?

Social media is the communication tool of choice for our audience, so BIGDOG will use the power of social networking for maximum impact, integrating with popular sites to ensure the job, opportunity, deal or app is tweeted, liked and shared amongst the target audience.

As our content is shared via our social media community, we can match users and vacancies most relevant to each other.

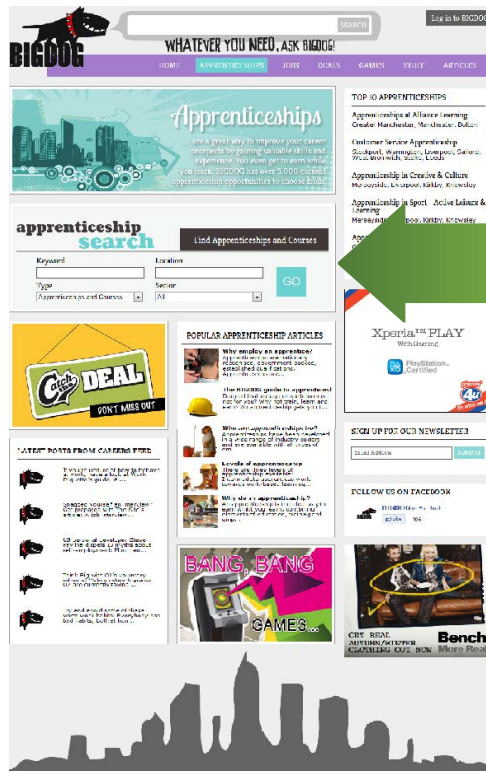
Social media facts:

- ✓ 16-24 year olds text messaging and social networking together make up 64% of all mobile phone use
- ✓ More than 7 billion pieces of content are shared on Facebook weekly and 140 million tweets are shared every day
- ✓ Facebook daily average time on site 12 minutes
- ✓ Twitter daily average time on site 11 minutes 50 seconds

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Vacancy & course listing



Keyword and geography based search



Full vacancy or course description



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Banner advertising



Lead
Banner on
each page



Mid Page
Banner on
each page

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Contact us...

For further information

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