**Communication Toolkit [DTDM 2022]**

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**Visuals can be found here: https://drive.google.com/drive/folders/1U7fqF0EuHOLLTgkea3vKGP7iGBH2uqU\_?usp=sharing**

# **SOCIAL MEDIA KEY MESSAGES**

**Tone of Voice**The overall tone of any social media message needs to be exciting, appealing and friendly. The target audience of this challenge is students, recent graduates and young professionals with up to 3-year experience and so it needs to offer excitement and a real chance of excellent career prospects. The challenge needs to sound exciting, intellectually appealing and something that will make a real difference to PepsiCo. Reference should be made to the fact that PepsiCo is a well known international brand and so this is a real kickstart to somebody’s career.

Tone should be positive, not corporate but clear about the benefits of joining the program.

**Key messages**The key messages should be clearly conveyed in any social media soundbites. The messages should include the following:

* Compete to the Dare to Do More Challenge and win a Graduate position at PepsiCo!
* A boost/kickstart to the person’s career within an internationally recognised brand
* The chance to work with industry experts, attend events and learn to further their existing skill set
* Rapid development of their career should they be chosen to participate in the Graduate Program
* The chance to make a real difference to PepsiCo and their sustainability goals
* An exciting opportunity for a recent graduate or young professional to get onto the career ladder straight from graduation

**Soundbites**Some of the key messages above could be reflected using some of the following soundbites. These could include:

**Potential question soundbites:**
Could you harness your creative skills to kickstart your career within an internationally recognised brand?

Calling all higher education or recent graduates! Are you looking for rapid development of your career with the Graduate Program of a global brand?

Would your career prospects benefit from expert mentoring, learning events and networking with a global brand?

Could you make a real difference to the sustainability goals of PepsiCo and make your first career step?

Exciting graduate opportunity alert! Are you interested in taking an immediate career step with PepsiCo’s Graduate Program?

PepsiCo is looking for talented people who can be creative and think outside of the box - are you that person?

Recently graduated? Looking for new opportunities? What about a unique opportunity to work with PepsiCo?

Wondering what to do next? Join PepsiCo’s Dare to Do More Graduate Program and ignite your career!

**Other soundbites:**Graduate Program alert! – enter the PepsiCo Dare to Do More challenge and compete for one of the Graduate positions open!

Showcase your creative skills - create a sustainable solution for PepsiCo to be in with a chance of fantastic career opportunities!

We want to hear from you! – Showcase your creative talents to enhance your career prospects with PepsiCo!

We would love to hear your ideas that would make a genuine difference to the PepsiCo brand!

**Content soundbites:**Are you a final year student, recent graduate, or professional with up to three years of work experience, with full-time availability to join our Graduate Program in September 2022 (UK Sep 2023)?

To win a graduate position , you’ll need to provide us with a unique and creative idea to transform the global food system with PepsiCo and make a positive impact.

Focus your idea on new or existing products or brands; business models; employee, customer, community or consumer experiences… anything that will make PepsiCo more sustainable!

Each country has several graduate positions available, so there is sure to be something that appeals to you!

The Dare to Do More program will enable you to rapidly develop your career in a highly active department of PepsiCo.

Should you progress, you will gain from the benefit of an expert mentor, regular meet-up sessions and special events to further enhance your skill-set.

**Calls to action:**Does this sound like your calling? Sign up today!

Sign up now, supercharge your career and enhance your CV!

Enter the Dare to Do More Challenge today to win a Graduate Position and showcase your talents!

So, what are you waiting for? Sign up today for this unique opportunity!

Sign up now and kickstart your career!

Work with a leading global brand by entering the challenge now!

# **JOB POSTING**

Do you want to kick-start your international career with one of the biggest global brands?

Are you a recent graduate or young professional with up to 3 years of work experience? This opportunity is a good fit for you.

PepsiCo, one of the world’s leading food and beverage companies serving more than 200 countries and territories around the world, is looking for talented people who can be creative and think outside of the box to join their graduate program.

Working at PepsiCo is more than a job, it's an opportunity to build a meaningful career. It means a chance to help shape the future of some of the world’s best-known brands.

Are you ready to make a move that will build your skills, provide you with critical experiences, and launch your career? Check the job description below to see how you can grow as a graduate!

Profile:

* You are a final year student, recent graduate, or a professional with up to three years of work experience
* You have full-time availability to join the graduate program in **September 2022**
* You are innovative, passionate and creative
* You love to seek out **new opportunities** and **challenges**
* You have the **eligibility to work** in the targeted country
* You are a **fluent English speaker,** and must **speak local language**

Benefits:

Aside from the 2/3 years program, entering PepsiCo's Graduate program offers you:

* Personal career development within a leading global brand
* The chance to present your idea to industry experts at the Europe finals and win additional prizes
* Participation in a European community from Day 1
* A Mentor who will guide you and share business knowledge
* Great benefits, on top of growth possibilities and support with continual learning and development.

Localisation:

The graduate program is open in different European countries.

You can apply to more than one program and grow your internal experience with opportunities in the following countries: Netherlands, Belgium, Turkey, Spain, Poland, Serbia, Greece, Romania, United Kingdom… You can take your chance with several programs!

Start your application and build the future of the food and beverage industry now!

# **SAMPLE SOCIAL MEDIA POSTS**

* **Announcement**



You want to fast-track your career and harness your creative skills within an internationally recognised brand? Join PepsiCo's Dare to Do More Challenge now!

The smartest and more creative way to fast-track your path and fit the company expectations is by joining the biggest competition of the year.

PepsiCo is looking for talented people who can be creative and think outside of the box to join their graduate program.

You want to have a real impact on the most iconic food and beverage brands?

Submit your application with a simple business case and bring your most brilliant idea!

You’ll be able to leverage this amazing opportunity to gain:

💼 Personal career development within a leading global brand

🇪🇺 Participation in a European community from Day 1

👥 A Mentor who will guide you and share business knowledge

👩‍🏫 Great benefits, on top of growth possibilities and support with continual learning and development.

🎓 A 2-year graduate program at PepsiCo

🏆 And… The chance to present your idea to industry experts at the Europe finals and win additional prizes!

If you are looking for a creative way to kick-start your professional career you should check the platform and submit your application before XX/XX/XX!

(TRACKED LINK) 🔗

#PepsiCoDTDM #PepsiCo #PepsiCoGrads #GraduateProgram #Agorize #Students #Graduates #YoungProfessionals



Recently graduated? Looking for new opportunities? What about a unique opportunity to work with PepsiCo? 🥤

PepsiCo, one of the world’s leading food and beverage companies serving more than 200 countries and territories around the world, is looking for talented people who can be creative and think outside of the box to join their graduate program.

If you are a final year student, recent graduate, or professional with up to three years of work experience, with full-time availability to join their graduate program, join PepsiCo's Dare to Do More challenge now to win a graduate position!

You’ll be able to leverage this amazing opportunity to gain:

💼 Personal career development within a leading global brand

🇪🇺 Participation in a European community from Day 1

👥 A Mentor who will guide you and share business knowledge

👩‍🏫 Great benefits, on top of growth possibilities and support with continual learning and development.

🎓 A 2-year graduate program at PepsiCo

🏆 And… The chance to present your idea to industry experts at the Europe finals and win additional prizes!

(TRACKED LINK) 🔗



📣 Looking for new opportunities? What about working with PepsiCo, one of the world’s leading food and beverage companies?

If you are a final year student, recent graduate, or professional with up to three years of work experience, with full-time availability to join their graduate program, join PepsiCo's Dare to Do More challenge now!

(TRACKED LINK)

V2 - 📣 Interested in working with PepsiCo, one of the leading food and beverage companies?

If you are a final year student, recent graduate, or professional with up to three years of work experience, and available to join the program full time, join PepsiCo's Dare to Do More Challenge now!

* **Reminder**



Want to build a stimulating career? Join PepsiCo to accomplish their goal of becoming the world leader in convenient food and beverages! 🥤

Join the Dare To Do More Challenge and submit a one-page business case of your ideas that would make a real difference to the PepsiCo group! You are free to approach the challenge as you wish as long as your idea will make your business more sustainable!

Many opportunities are at stake:

💼 Personal career development within a leading global brand

🇪🇺 Participation in a European community from Day 1

👥 A Mentor who will guide you and share business knowledge

👩‍🏫 Great benefits, on top of growth possibilities and support with continual learning and development

🎓 A 2-year graduate program at PepsiCo

🏆 And… The chance to present your idea to industry experts at the Europe finals and win additional prizes!

Kick-start your professional career by submitting your application before XX/XX/XX!

(TRACKED LINK) 🔗

#PepsiCoDTDM #PepsiCo #PepsiCoGrads #GraduateProgram #Agorize #Students #Graduates #YoungProfessionals



Want to build a stimulating career? Join PepsiCo to accomplish their goal of becoming the world leader in convenient food and beverages!🥤

Join the Dare To Do More Challenge and submit your ideas that would make a real difference to the PepsiCo group!

(TRACKED LINK)

* **Final Call**



Last chance to participate in the Dare To Do More challenge and build your career with PepsiCo, one of the world’s leading food and beverage companies! 🥤

Are you an innovative, passionate and creative final year student, recent graduate, or professional with up to three years of work experience? This challenge is for YOU!

Submit a one-page business case of your ideas that would make a real difference to the PepsiCo group respecting the Pep+ three pillars.

Many opportunities are at stake:

💼 Personal career development within a leading global brand

🇪🇺 Participation in a European community from Day 1

👥 A Mentor who will guide you and share business knowledge

👩‍🏫 Great benefits, on top of growth possibilities and support with continual learning and development

🎓 A 2-year graduate program at PepsiCo

🏆 And… The chance to present your idea to industry experts at the Europe finals and win additional prizes!

Who knows, your career may start on this click: (TRACKED LINK) 🔗

#PepsiCoDTDM #PepsiCo #PepsiCoGrads #GraduateProgram #Agorize #Students #Graduates #YoungProfessionals



🚨 Last chance to participate in the Dare To Do More challenge to join their graduate program and build your career with PepsiCo!

Are you a final year student, recent graduate, or professional with up to three years of work experience? This challenge is for YOU!

Who knows, your career may start on this click: tracked link

# **EMAIL TEMPLATE**

* **Email to Professors/Career centers**

Hello,

My name is (person), in charge of Partnerships at Agorize.

I am connecting with you to propose a compelling career opportunity for your students. Our partner **PepsiCo** just launched the **Dare To Do More Challenge**, an opportunity for students to compete for a rotational graduate position at PepsiCo by pitching their big idea to industry experts!

PepsiCo, one of the world’s leading food and beverage companies serving more than 200 countries and territories around the world, is looking for talented people who can be creative and think outside of the box to join their graduate program.

Working at PepsiCo is more than a job, it's an opportunity to build a meaningful career. It means a chance to help shape the future of some of the world’s best-known brands.

We are calling for creative, passionate and innovative final year students, recent graduates, or professionals with up to 3 years of work experience, who speak English and the language of the chosen location of the program!

Students or recent graduates can apply to one or several graduate programs located in the **Netherlands, Belgium, Turkey, Spain, Poland, Serbia, Greece, Romania, United Kingdom**!

They must be available full-time **from September 2022** (September 2023 for UK) to begin the graduate program.

If selected, students will not only benefit from a 2 years graduate program (3 years for the UK program), they will also gain from **career development opportunities** and **mentorship** within a leading global brand, have a chance to **pitch their ideas** to industry experts and win **prizes**!

By submitting an application they will make the move to help them get the skills to change their future!

Registration: (tracked link)

Feel free to forward this opportunity to your students!

Wishing you a great week ahead, and looking forward to reading from you.

Kind regards,

(Signature)

* **Email to Student Associations/potential student ambassadors**

Hello,

My name is (person), in charge of Strategic Partnerships at Agorize, the global leading open innovation platform. I am connecting with you to offer valuable opportunities for you and your members.

Our partner PepsiCo just launched the [Dare To Do More](https://bit.ly/3sETQtE) Challenge, an opportunity for students to compete for a rotational graduate position at PepsiCo by pitching their big idea to industry experts! PepsiCo, one of the world’s leading food and beverage companies serving more than 200 countries and territories around the world, is looking for talented creative people who think outside of the box to join their graduate program.

Profile: We are calling for creative, passionate and innovative final year students, recent graduates, or professionals with up to 3 years of work experience, who speak English and the language of the chosen location of the program!

Students and recent graduates can apply to one or several graduate programs located in the Netherlands, Belgium, Turkey, Spain, Poland, Serbia, Greece, Romania, UK!

When selected to this 2-year graduate program (3-years for the UK program), they will gain from career development opportunities and mentorship within a leading global brand, have a chance to pitch their ideas to industry experts and win prizes!

Registration link: <https://bit.ly/3sETQtE>

Feel free to forward this exciting opportunity to your members to allow them to build the future of the food and beverage industry now!

Let me know if this is compelling for your members. I'd also be happy to propose some other interesting student challenges and discuss opportunities such as our ambassador programme!

Looking forward to reading from you.

Sincerely,

(signature)

# **AGORIZE THUMBNAIL**

#### **Showcase your creative skills and kick-start your career with PepsiCo!**

#### PepsiCo is looking for talented people who can be creative and think outside of the box to join their graduate program. They launched the Dare to Do More (DTDM) Challenge to engage with talented young people who are keen to build a career in the food and beverage sector and show their full potential.

#### Get the chance to get support with continual learning and development. The chance to present your idea to industry experts at the European finals and win additional prizes!

 Personal career development, Mentorship, growth possibilities

 Registration deadline: TBD

**Join the program**

Final year student, recent graduate, or professional

up to 3 years of work experience

**Fluent English speaker**

# **RELEVANT TAGS & LINKS**

***Available Hashtags:***

#PepsiCoDTDM #PepsiCo #PepsiCoGrads #GraduateProgram #Agorize #Students #Graduates #YoungProfessionals