



News Release

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NextJob Works with Fifth Third Bank to provide \$1 Million in Job Search Training to Help Recent Grads Find Employment

New 'Brand of You' Integrated Campaign Gives Hope, Resources

Bend, OR. – More than half of recent college graduates do not have full-time jobs. This shocking statistic prompted a new initiative by Fifth Third Bank working with national reemployment company, NextJob, Inc., to help recent grads develop their personal brands and land employment that will put them on the path for long-term success.

NextJob is committed to help advance innovative solutions to the student debt crisis and believes our society may be undervaluing one of the most powerful solutions of all—which is helping more students land good jobs quickly. When the average graduate stays unemployed for their first eight months after school, their lost wage opportunity is \$30,000 – that’s more than their entire college debt.

Launching today, the integrated *Brand of You* campaign invites recent graduates, many of whom fall into the millennial generation, to enter for one of 1,000 job coaching scholarships, valued at \$1,000 each during the campaign period (May 11, 2015-July 20, 2015), at www.53.com/BrandOfYou.

“With this campaign, Fifth Third has once again attempted to find a solution to a very pressing real-life, real-world problem,” said **John Courtney**, CEO of NextJob. “Surprisingly, mastering the essential life skill of job search is rarely a requirement for high school or college graduation. Our society educates and equips students to do great work, but not necessarily to find great work. While recent grads have unique job search challenges and opportunities, when properly coached and equipped, they can quickly be employed to realize their potential and make tremendous contributions to our society and economy.”

In addition to coaching, NextJob and Fifth Third Bank are opening up full access to NextJob’s online Job Seeker’s Toolkit to anyone during the campaign period, regardless of age and whether they are a Bank customer.

“*Brand of You* is a natural extension of Fifth Third’s commitment to be curious about new and different ways to improve people’s lives,” said **Maria Veltre**, senior vice president & chief marketing officer. “The statistics for millennial employment are compelling, if not a bit discouraging, for recent graduates and their parents. Their employment challenge is compounded further when you add in the pressures of student debt. This innovative campaign is focused on helping the next generation of the workforce.”

Recent graduate job seekers who visit www.53.com/BrandofYou can access some of NextJob’s comprehensive multimedia job search training and tools to help them develop a personal brand and learn valuable job search techniques. They can access tools to create a standout resume with free

templates and utilize the site's headshot creator with professional selfie tips from portrait photographer, Peter Hurley.

NextJob has worked with Fifth Third Bank since 2012 to help unemployed consumers gain meaningful employment—an effort which earned Fifth Third the BAI-Finacle Global Innovation Award for Societal and Community Impact in 2014.

Tweet this news: Can we help grads promote themselves and change employment stats? @nextjobthoughts & @FifthThird answer: 53.com/BrandOfYou #BrandOfYou

NextJob, in partnership with Fifth Third Bank and its advertising agency of record, Leo Burnett Chicago and its media agency of record, Spark, created the *Brand of You* integrated campaign. It features Gina, a real-life recent college graduate and current job seeker, to encourage other millennials and recent grads to enter for job coaching scholarships and demonstrate that millennial job seekers can gain the knowledge necessary to create and promote their own personal brands and find meaningful employment.

As part of *Brand of You*, Fifth Third will host a series of one-day Twitter events for recent graduates and millennials including Job Twitterviews and TwitterResumes. For Job Twitterviews, held on May 19 and June 23, Fifth Third will pose a single-question job interview on Twitter and challenge millennials to answer with a 30-second video response. During TwitterResume events, graduates will get to advertise their personal brands in a single Tweet. TwitterResume events will be held on June 2 and July 8. NextJob coaches will provide feedback to Tweets from participants during the live events, and on all four event dates, Fifth Third will award 50 job coaching scholarships following each event.

The campaign operates from the online hub, www.53.com/BrandOfYou, where the job search training comes to life and the best submissions from the Job Twitterviews and TwitterResumes will be featured. The campaign also will run on TV, radio, digital seeded video and pre-roll as well as flash and rich media banners across high-profile websites, networks, and social media, including Twitter, Facebook, LinkedIn and YouTube.

About NextJob:

Headquartered in Bend, Ore., NextJob is a mission-driven nationwide outplacement firm focused on full employment in America. Centered on the Golden Rule, its mission is to provide creative reemployment solutions for employers, lenders, schools, government and others to help job seekers land jobs and avoid the many impacts of unemployment. NextJob's service provides high quality, one-on-one job coaching and multimedia online learning that is highly effective, affordable and accountable. To learn more, visit www.nextjob.com.

About Fifth Third:

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. As of March 31, 2015, the Company had \$140 billion in assets and operated 15 affiliates with 1,303 full-service Banking Centers, including 101 Bank Mart® locations, most open seven days a week, inside select grocery stores and 2,637 ATMs in Ohio, Kentucky, Indiana, Michigan, Illinois, Florida, Tennessee, West Virginia, Pennsylvania, Missouri, Georgia and North Carolina. Fifth Third operates four main businesses: Commercial Banking, Branch Banking, Consumer Lending, and Investment Advisors. Fifth Third also has a 22.8% interest in Vantiv Holding, LLC. Fifth Third is among the largest money managers in the Midwest

and, as of March 31, 2015, had \$308 billion in assets under care, of which it managed \$27 billion for individuals, corporations and not-for-profit organizations. [Investor information](#) and [press releases](#) can be viewed at www.53.com. Fifth Third's common stock is traded on the NASDAQ® Global Select Market under the symbol "FITB." Fifth Third Bank was established in 1858. Member FDIC.

About Leo Burnett:

[Leo Burnett Worldwide](#) believes in using creativity to drive dynamic business change for its clients. Through a HumanKind approach to marketing, the agency puts a brand's purpose at the center of communications to transform human behavior. Part of the [Publicis Groupe](#), Leo Burnett Worldwide is one of the world's largest agency networks with 85 offices and more than 8,000 employees. The global agency works with some of the world's most valued brands including Coca-Cola, Fiat, Kellogg's, Kraft, McDonald's, Nintendo, P&G, Samsung and Tata among others. For the past six years, Leo Burnett has been ranked #1 in "New World Thinking" by The Gunn Report and was named an Agency to Watch on Advertising Age's 2015 A-List. In 2015, Leo Burnett was named "Network of the Year" at the International ANDY Awards and ADC Awards. To learn more about Leo Burnett Worldwide and its rich, 80-year history of creating iconic brands, visit our [site](#), [Facebook](#) page and follow us via [@leoburnett](#).

About Spark

[Spark](#) is a full-service media agency dedicated to exploring new ways to create meaningful connections in the rapidly accelerating communications environment. Part of the Starcom MediaVest Group, Spark is part of one of the largest and most celebrated global brand communications and consumer contact organizations, with more than 110 offices in 67 countries worldwide.

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