The essential element of effective messaging is to provide value to your audience. The masses do not care that the industry needs workers. What they want to know is how that affects them.

**IMPACTFUL CAMPAIGNS**

To disrupt parents and influencers’ thinking, and move them from negative to neutral, the following communication styles make the most impact:

- 🧮 *Playful*
- 💔 *Emotional*

The emotional angle of opportunity and self-sufficiency for their children drives intrigue and engagement. Two of Build Your Future’s most successful campaigns this year introduced this messaging — one in a quite playful manner.
RAMEN NOODLES

A well-known joke is that college students survive on the cheap and quick meals of ramen noodles. With a simple photo of these noodles, the text stated:

**AD 1:** Bypass life’s ramen noodle phase. Construction builds futures. #DiscoverMore

**AD 2:** No ramen noodle phase! A construction career means they’re in demand, highly paid and eating right.

OPEN DOORS

As a play on actually building the door, this campaign focused on the opportunity available:

**AD:** Construction opens doors. With a career in the construction industry, there are options. Lots of options. #DiscoverMore

In the construction industry, recruitment is more than attending a job fair. It is spreading awareness about what a career in construction looks like and reaching influencers.