



CAGED BIRD HR®

NYC Ad Campaign:
Independent HR Support for Employees
February 2024



cagedbirdhr.com/nyc



**“HR is there to protect
the company” –
every employee ever**

Until now.

Caged Bird HR® is the first HR services company to offer employees access to *independent* HR support at scale.

UNLIKE ANYTHING YOU'VE EVER SEEN

Made in collaboration with Freedom & Coffee Co., the ads are designed to reflect the brand as the antithesis of corporate HR: Relatable, understanding, honest, and authentic. Using fictitious characters to depict bad actors at work, we speak directly to everyday employee experiences that anyone with a job can likely relate to. And provide an irresistible value proposition; *HR whose job is to protect you, not your employer.*

**Racism, harassment
and gaslighting
weren't in the
job description.**

**Talk to an HR professional whose job
is to protect *you, not your employer.***

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**Subway Campaign Theme:
....wasn't in the Job Description**

Although the text depicts negative workplace encounters, the expression of the peering monster injects a touch of levity into the scene. Positioned behind the central figure, symbolizing a helicopter boss or a source of workplace adversity, we deliberately convey the message that while work situations can sometimes be overwhelming, there are avenues for assistance and support available.

**Surviving a toxic workplace
wasn't in the job description.**

**Talk to an HR professional whose job
is to protect *you, not your employer.***

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BIRD
HR** 

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Subway Campaign Theme:wasn't in the Job Description

We aimed to convey the feelings associated with negative workplace encounters in a relatable manner. While the main subject's eyes remain devoid of expression, the presence of fictional Monsters enables viewers to connect the advertisement with their professional experiences while introducing them to the brand's commitment to independent HR support.

**CAGED
BIRD
HR** 

Sorry Karens. Workplace microaggression season *is over.*

**Talk to an HR professional whose job
is to protect *you, not your employer.***



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Subway Campaign Theme: Microaggression Season is Over

This ad addresses the age-old problem of microaggressions in the workplace and the “Karen” complex. Using a dog to convey a “Karen” again lets the viewer interpret the ad according to their lived experiences and draws them into the unique value proposition.

CAGED
BIRD
HR

We love your group chat too. But when you need career advice, please stick with professionals.

Talk to an HR professional whose job is to protect *you, not your employer.*



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Subway Campaign Theme: Get Career Advice From *Professionals*

Before Caged Bird HR, employees relied on information networks of friends, family, and acquaintances for support, notably in group chats. This ad speaks to the lack of options for employees to get technically sound HR support in a safe environment until now.



From our Founder & CEO

Cierra Gross, MHR



“

As a Human Resources professional, I founded this company out of frustration with the inadequacies of traditional HR support for employees. Acknowledging the inherent conflict of interest between HR and employees, I developed a novel approach to assist them. Through offering employees access to Independent HR support, we not only attain unparalleled insights into the employee experience but also empower them with the information necessary to advocate for themselves in the workplace.



About Caged Bird HR®

Caged Bird HR® is an HR support company on a mission to improve employees' lives and work experiences worldwide. We do this by providing access to independent HR professionals and leveraging cutting-edge technology and data analytics.

Company Facts

- **We are a privately owned company founded in 2022 with nationwide reach**
- **Caged Bird HR[®] references Maya Angelou's I Know Why the Caged Bird Sings. Positioning ourselves as HR that understands the needs and experiences of employees.**
- **We collect data directly from employees, providing a dataset on the employee experience, spanning various factors such as employer, geographic location, age, tenure, race, gender, and more.**

Press Coverage



Gen Z Doesn't Believe a \$74K Salary Is Middle Class: Are They Right?

Nasdaq • February 8, 2024

Forbes

How To Negotiate More PTO—According To Top Career Experts

Forbes • December 11, 2023



First, it was Covid. Now, abortion bans and anti-LGBTQ laws are complicating business travel.

NBC News • October 22, 2023



Companies reportedly save billions by offering fake manager titles.'

Fox 26 Houston • February 13, 2023

See more at cagedbirdhr.com/press



Let's Chat!

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