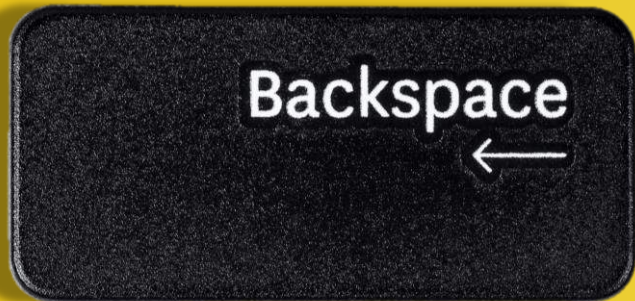


Who was your job written for?



The Copy & Paste

The Challenge

All major advertising companies vocally support increasing diversity & inclusion

Close the gap between what companies communicate & who companies actually attract

Despite companies communicating support for diversity across the industry, only 5.5% of senior leaders are BAME; just 17% of creative directors are women and only 3% of CEO's are from multicultural backgrounds.*

*Sources: Creative Equals, IPA, CIPD, Stonewall



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Uncovering the real hidden **problem**

We found that **75%** of job specs in the advertising industry used strongly biased language towards **white males**

Research proves that unconscious bias in job descriptions puts off diverse candidates from applying.

Diverse candidates don't feel empowered or comfortable, even when their skillset are superior. They don't see themselves inside the job description.

The real problem is a hidden bias in the industry, and to solve this we need to influence those at the top, to empower those at the bottom





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Focusing on the agent of change **audience**

We need **Hiring Decision-Makers** to be the focus of the campaign as only they can remove the unconscious bias

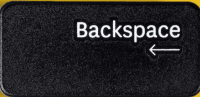
HDM's don't have time or resource to audit their hiring process; copy+pasting job descriptions still works for them.

Instead of seeking diversity in their workforce, HDM's unconsciously end up recruiting for the same type of people they already have.

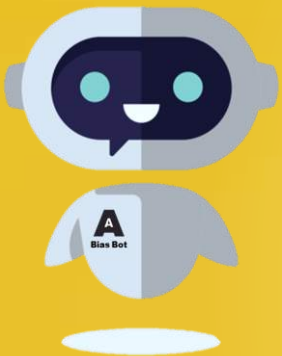
Our opportunity:

The only way to fix this problem is to help HDM's overcome their own unconscious bias by enabling them to spot this bias, **reducing the bias across the industry from 75% to 0%**

A



An **idea** to empower HDM's to overcome their unconscious bias



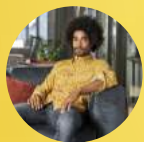
BIAS BOT



Screening Job Descriptions



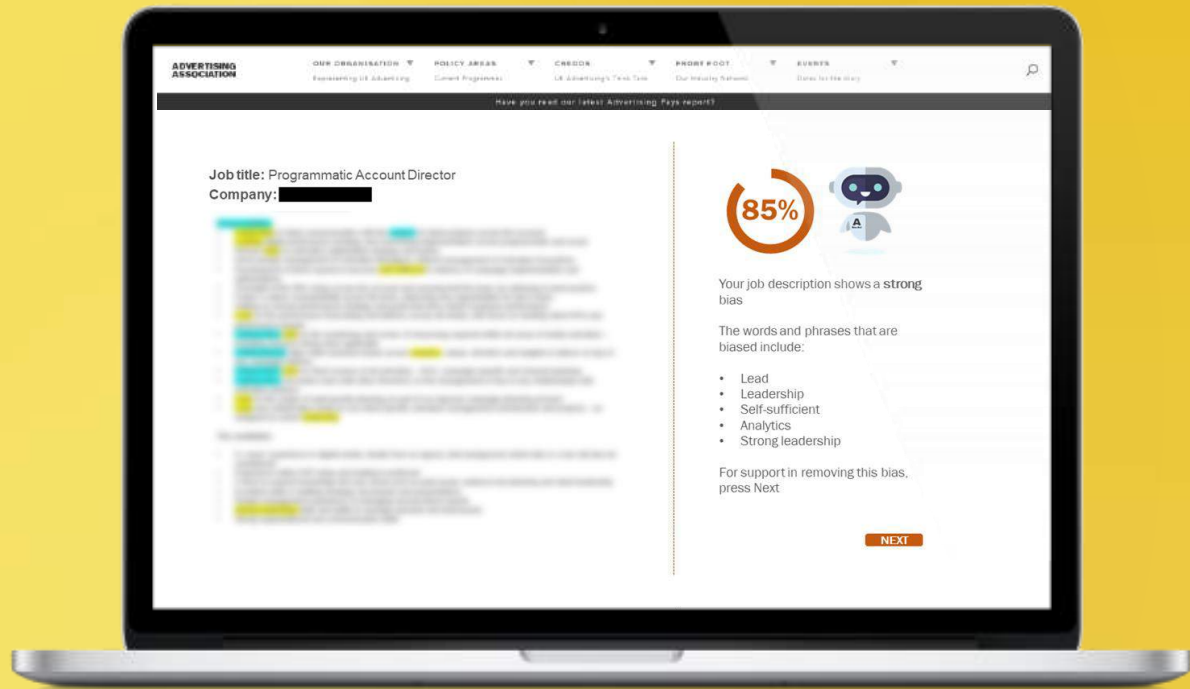
Ranking the Industry



Uncovering hidden bias

Bias Bot is an AI driven tool which acts as a impartial judge for HDM's to screen job descriptions, surfacing bias which may deter diverse candidates

Who was your job written for?



Powered By textio

It will be a free resource hosted on the AA's 'Inclusion Hub' helping the industry to help weed unconscious bias from job descriptions



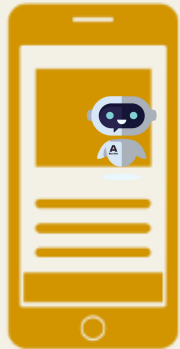
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Media's role is to trigger HDM's into taking **action**



We will encourage the industry to uncover it's hidden bias by visiting the AA's Bias Bot

Establishing Awareness & Engagement



CRM & Social Targeting

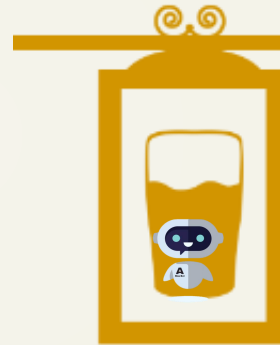
Creating awareness to the bias issue affecting diversity within the industry using social targeted ads fuelled by AA's CRM industry data base



Direct Mail Scorecards

Engaging directly with HDM's through personalised scorecards for their company using the Bias Bot data, all targeted using the AA's CRM mailing list.

Fueling Conversation & Celebration



Guerilla Media

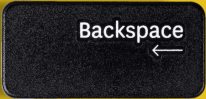
Fueling conversation about diversity at local advertising pubs through NFC interactive beer coasters, allowing industry folk to see their company ranking so they can drive change from within.



Trade Press Partnership

Celebrating companies doing it right; showcasing rankings and publicising the best performers





Launching The Bias Bot by delivering targeted awareness



Creating Awareness of the issue across the industry

CRM & Social Targeting

Using AA's CRM data, job role & interest targeting across LinkedIn, Facebook & Twitter, we will drive awareness across the broader industry, using data from Bias Bot to generate live statistics to use within the campaign messaging.

'75% of job specs are strongly biased towards males. See how your company stacks up'



Engaging directly with HDM's in their office

Direct Mail Scorecards

We will send HDM's across the industry their own personal scorecard, showing them the bias across their own company's job descriptions, and pushing them to act. This will include a link to the AA's inclusion Hub so they can take action.



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Driving discussions in the real meeting rooms



Fueling conversation at local advertising watering holes

Guerilla Media

We will target 'out of office' moments to promote conversation about diversity and bias, by putting the key campaign statistics on bar coasters. We'll use NFC enabled interactive coasters to link directly to the Bias Bot

Geo-targeted to pubs and bars in proximity to advertising companies, this will be supported by coffee cups and street posters, driving discussion of diversity measures, and continuing promotion of the Bias Bot



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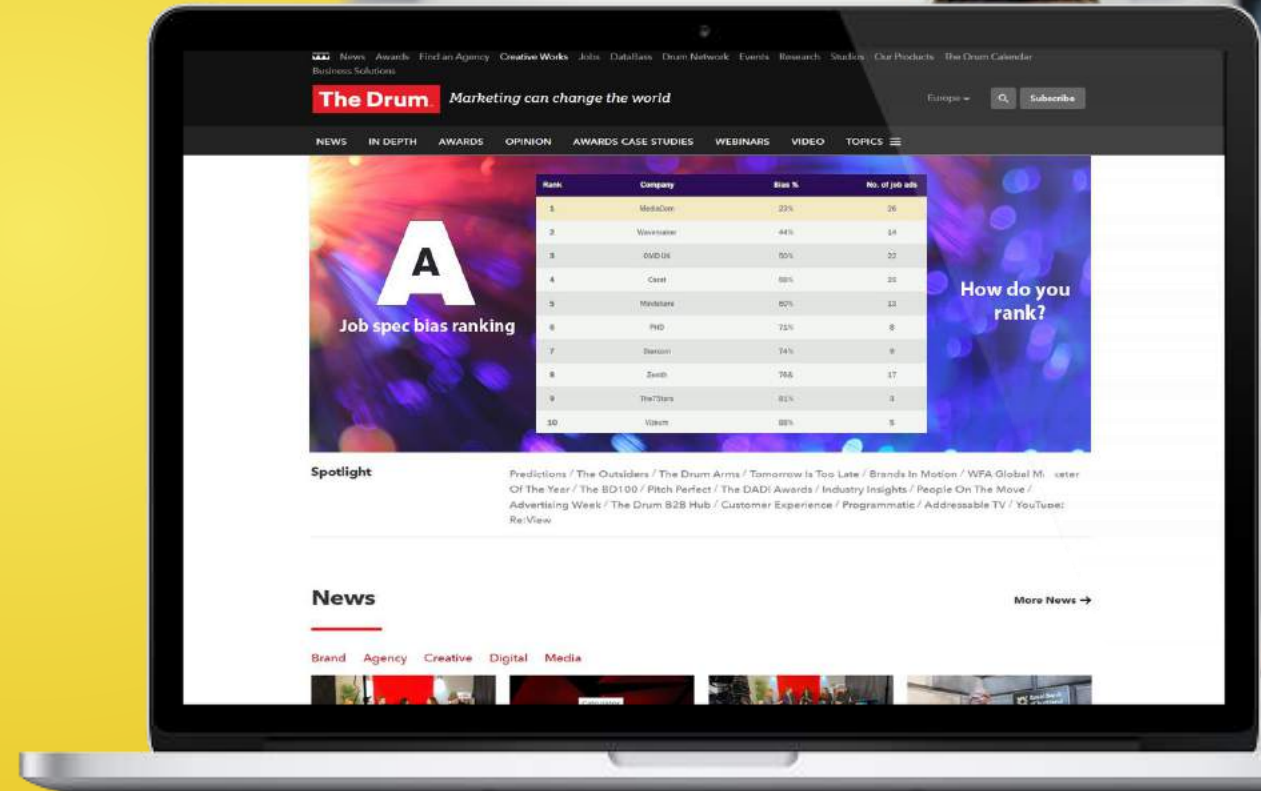
Celebrating a push in the right direction



Celebrating companies doing it right,
publicising the results

Trade Press Partnership

We will partner with The Drum to release the AA's company bias ranking list. This list will celebrate the companies doing it right, using 'The Drum' website & social feeds to amplify the results and promote discussion. This partnership will promote the good work the advertising industry is doing.



The Deployment & KPIs

The Media Plan

	Jul	Aug	Sep	Oct	
Awareness	Social media				£52K
Engagement	Direct Mail	Direct Mail			£5K
Conversation			Bar coasters/Coffee cups/Street posters		£18K
Celebration		Digital/Social partnership with The Drum			£25K
Always On	The Bias Bot, hosted on the Inclusion Hub →				N/A

The KPIs

Bias % of Job Specs: We will track industry-wide bias in job postings throughout the campaign and beyond, with a goal to shift the biased job postings from 75% to 0% by 2021

Page visits on The Bias Bot: We will track users of the bot and continue optimising our media throughout the campaign period to drive users to the site

Earned Impressions: We will track talkability through social listening and PR mentions to gauge the effect on industry reputation, in the aim to be the most progressive sector in the UK

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Why it will work

Addressing the right problem This idea uncovers a real, tangible problem within the industry, presenting a tech-led solution that allows us to see real-time change within the industry, empowering us to shift bias from 75% to 0%

Engaging the right audience Through a tactical media campaign, we will be able to influence the people who have the power to make changes within the industry

Seeding change in the industry This will help remove a key barrier to diversity, opening a conversation about how companies can better attract diverse candidates to job roles

Setting us up for the future And allowing the Advertising Association to play a long-term role in improving diversity within the advertising industry

