

getpaid

ADVERTISING ASSOCIATION x **getty**images





Get Creative.getpaid.

You don't need a degree to be creative.

But lack of entry-level sociodemographic diversity is the biggest diversity problem advertising faces. **Only 11.4% of industry jobs are filled by black, Asian and minority ethnic people.** At a time when the technological barriers to creativity have never been lower.

Young school leavers are getting creative every day, and putting it out there for all to see on their social media - TikTok films, photography/illustration on Instagram, Soundcloud mixes or side hustle creative projects.

Trouble is, they don't know or consider an industry where they can get paid for doing what they do.

So we will create Get Paid, a platform on Getty Images in collaboration with The Advertising Association, which curates Gen Z made media to licence it to brands and agencies to use, and pay them for their work.

Attracting the kind of talent you don't find on graduate schemes, while introducing them to the world of advertising.

Get Paid is a creative shop window, a social commerce platform and a recruitment tool rolled into one.



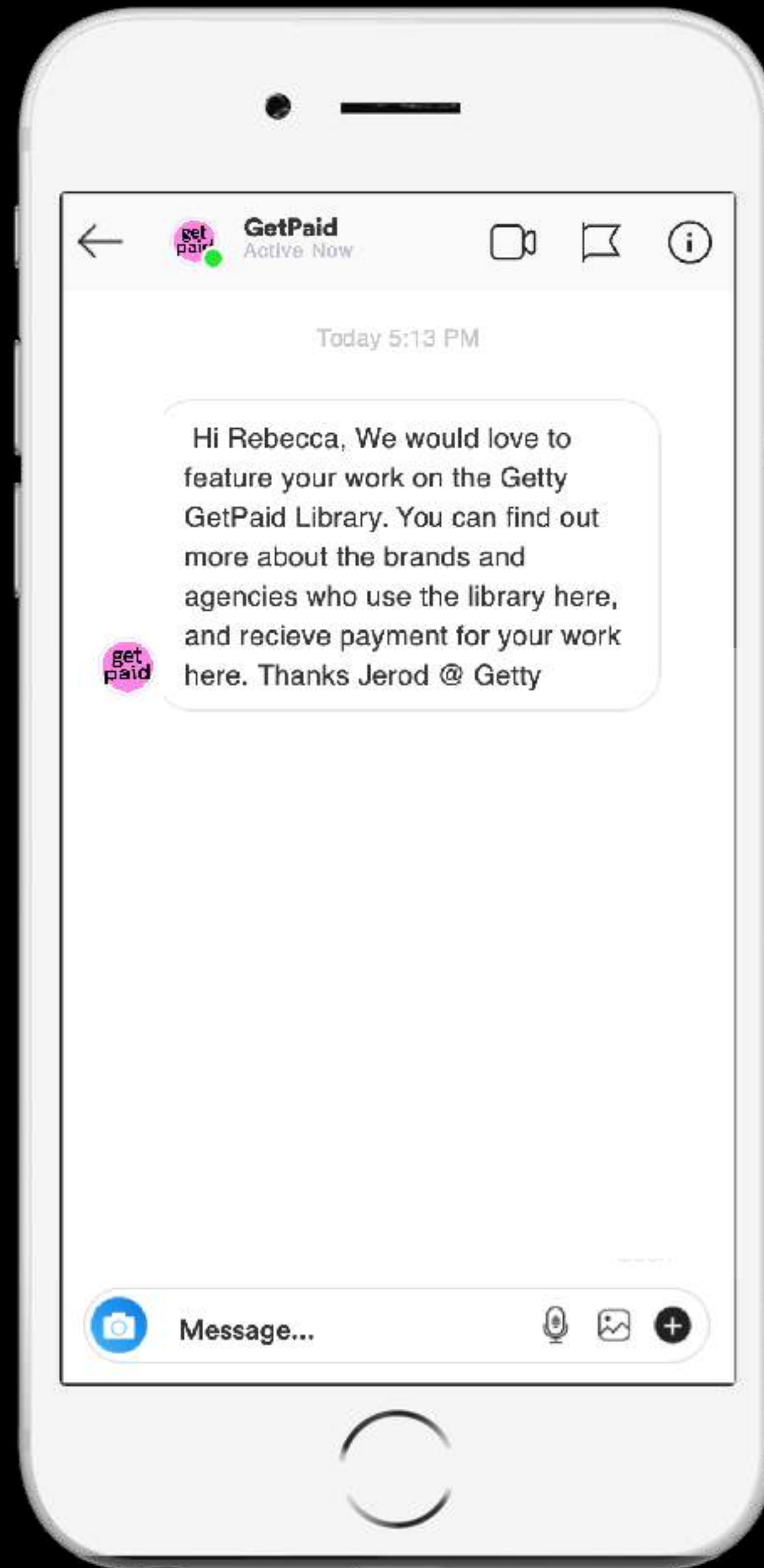
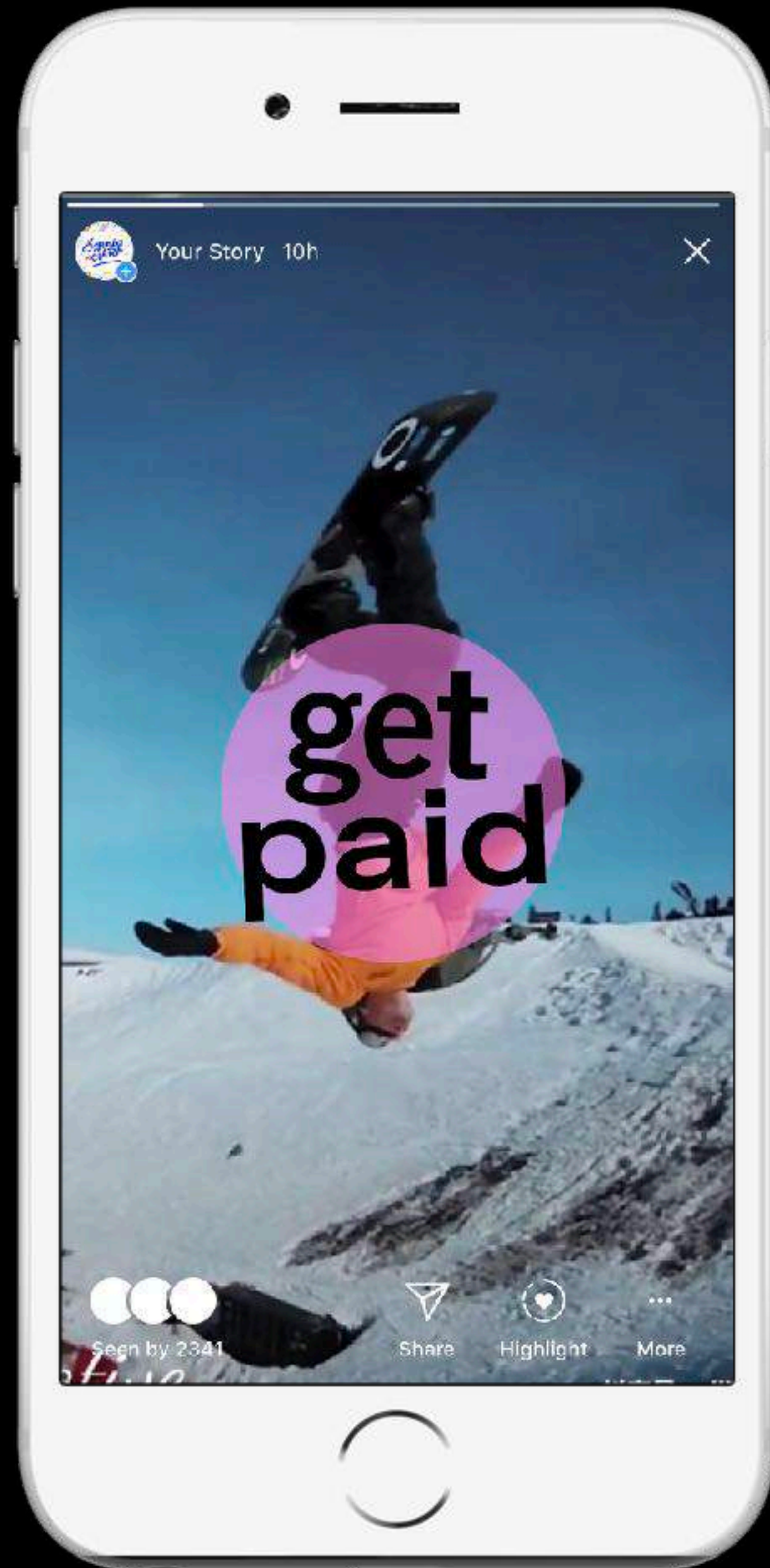
Inst-ad-gram

Young school leavers express their creativity on social media, so that's where we'll find and reward it.

We'll launch the campaign with a disruptive filter on Instagram that challenges Gen Z to believe they can do better than any ad that's out there. By holding your phone up to an ad, the filter reveals your work on the media space by replacing the photography with the user's own visuals, encouraging them to share on social media and click through to our campaign.

Why would this inspire young people to think of advertising as a career? Well do you remember the feeling of your first pay check? Or seeing your first work go live?





Make Your Watermark

Getty will release a playful watermark sticker on Instagram and Tiktok you can add to your content to sharing your work on social media and be considered for the Get Paid library.

A community manager at Getty will select which work makes it into the collection and get in touch with the Creatives by messaging them directly. Whenever someone posts their material with our watermark attached, they will also be advertising getPaid to their followers, advocating the service.

When Getty use creator's content, the watermark will be removed and the creator paid.



The Placement Scheme

The most in-demand creators will win advertising agency internships, encouraging them to take the first step on the advertising career ladder.

AMV
BBDO

Google

Wieden
Kennedy⁺

Ogilvy

Mother

adam&eveDDB[®]



VCCP



BBH

It's Nice That

Gen Z needs dolla, and our industry needs Gen Z.

We set out to create an idea that empowered Gen Zs from all backgrounds to get into advertising.

Get Paid speaks to those who because of a lack of funds or further education, wouldn't normally consider a career in advertising. No matter what your background or situation, you deserve to Get Paid.

Once in, you can excel. The mechanic automatically leads people into considering a career in advertising by actually starting their career in advertising.

By embracing our industry's meritocratic spirit, we let young people experience (rather than just talk about) how incredible it is to have your creativity recognised and rewarded. There truly is nothing as creatively intoxicating as seeing your work go live, because it fuels the confidence and self-belief to imagine a future in advertising.

