

T H A T ' S A D V E R T I S I N G

Advertising isn't what you think it is.
Advertising is everything with a message.
It's accessible, powerful, relevant.

Our target audience are already doing advertising.
They're already brilliant at it.
You don't need a fancy degree.
If you can make a meme, you can make an ad.
If you write a good tweet, you can write a good ad.
A witty placard at the women's march: that's an ad.

We're showing that advertising is more accessible than you think.
It's everywhere, and you're already doing it.
If you meme, tell jokes, argue your point, have a message,
try to make the world better – you're advertising.
Make it official.

Our audience already value advertising. They just don't know it yet.
After all, every great social movement is an ad.
#MeToo, Black Lives Matter, the Pride flag: it's all advertising.
Advertising, when done right, champions minorities and furthers social causes.
It makes a powerful case for equality, and it wins.
In the wrong hands, you get Trump and 'Take back control'.
But, in the right hands, advertising can better the world.
If you have a point of view, if you want to make things happen, try advertising.