

# ADVERTISING ASSOCIATION

**WHAT IF... CAMPAIGN**

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**What if...**



**there was only  
one type of trainer?**

# Recap of the brief

## **Communication Objective:**

**Short term:** Get more college students and university graduates to choose career in advertising, fusing on people from diverse backgrounds (more females, BAME, neurodiversity, disabled and LGBTQ+)

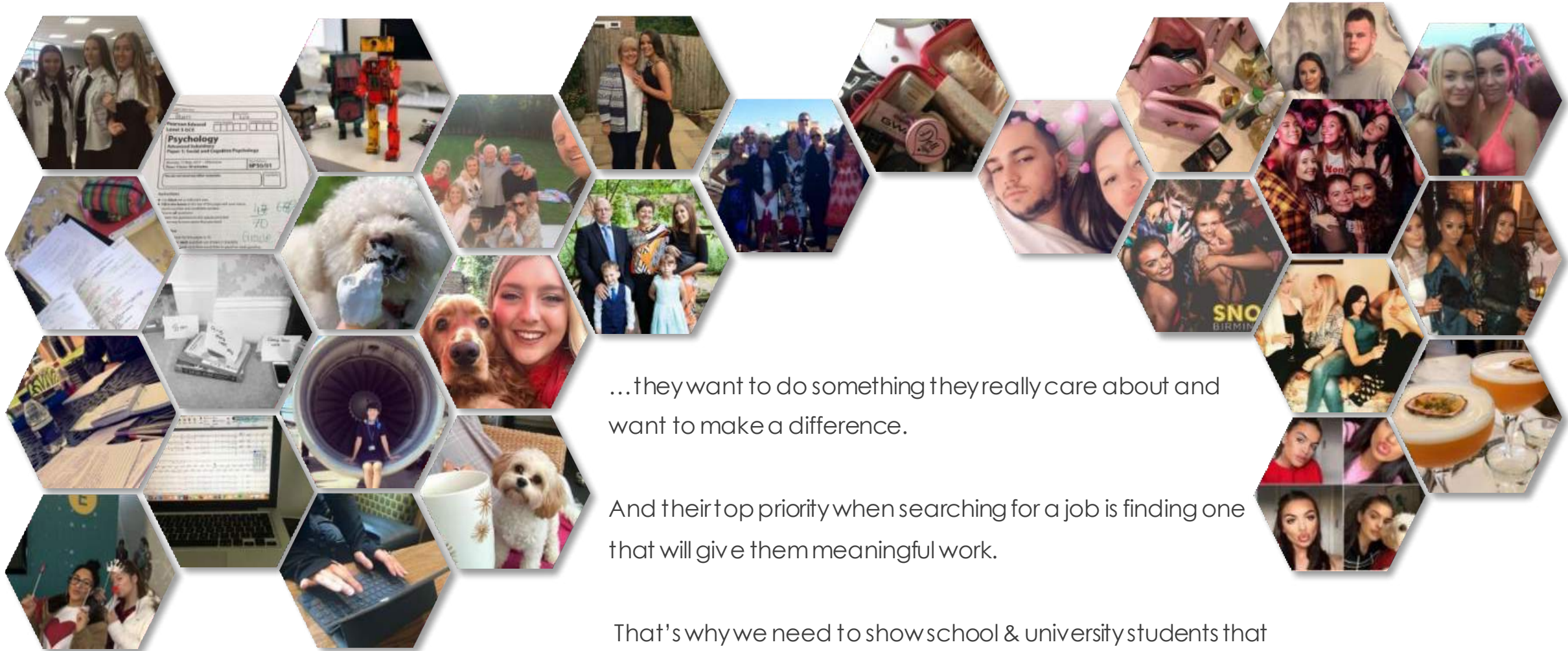
**Long term:** To make creative industries such as advertising the most progressive sector in recruiting, retaining & developing the most inclusive workforce

**Challenge:** Generation Z are the most diverse generation and are not choosing career in the advertising industry

# Summary of Strategy

How can Advertising Association help to promote the advertising industry through diversity and inclusion to young people who are undecided in their career choice, and make them aware that this sector embraces individuality and people from diverse backgrounds?

## Our audience are young change agents...









...they want to do something they really care about and want to make a difference.

And their top priority when searching for a job is finding one that will give them meaningful work.


That's why we need to show school & university students that they can make a difference to the advertising industry

We also know that young people are often confused with their career choice, and with fast evolving digitalisation the job market is changing, often causing a lot of fear amongst that group as to what the safe job will be, and the one with a good prospect for the future

Instagram     

 makingmanhattanofficial • Follow  
New York, New York

**WHY FIT IN  
WHEN YOU  
WERE BORN TO  
STAND OUT**

 *Making it in Manhattan*

## Nearly half of young people fear jobs will be automated in 10 years - report

**Polling also shows 16- to 25-year-olds in developed countries less confident in IT skills than those in emerging economies**



▲ A youth surfs the internet in Valencia, Spain. Indians are the most confident about their IT skills, while 45% of Britons believe their jobs will be replaced by technology. Photograph: Reuters

 YouTube<sup>GB</sup>

 10:50

**23 JOBS OF THE FUTURE (and jobs that have no future)**

linguamarina  
YouTube - 3 Dec 2018

## So we aim to:

**GET**

Gen Z: college students and university graduates

**TO**

Choose advertising industry to start their careers

**BY**

Showing them that this industry is extremely inclusive & welcomes everyone by valuing diversity

# Creative idea

## WHAT IF...

People that work in the advertising industry were all the same? Perhaps all we would be seeing is the same adverts over and over again.

Life would be boring and monotonous!

In this idea, we use the trainer analogy to show young people how without their individuality the world of advertising would be dull! And that this industry needs them to make a change & create a difference!

Advertising Association is there to help them kick start this exciting career!

## CREATIVE SUMMATION

This light-hearted campaign uses a simple analogy to show what impact the lack of diversity can have on the world around us. We are purposely boring.

By embracing the boredom we are promoting INDIVIDUALITY.

# Creative execution



**Mobile first strategy** where assets feature the key visual (trainers) to create the hook by showing something anyone can relate to and create an excitement at the end. **Music** to follow building up the tension upfront and creating surprise on the last frame.



# Activation Plan

FOR STAND OUT . . . . . ▶

FOR CONSIDERATION . . . . . ▶

FOR CHANGING THE PERCEPTION

## SOCIAL CAMPAIGN

### CREATIVE STRATEGY>

Use the trainers analogy to create a hook with the target audience and make the connection with advertising industry

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### SCHOOL LEAVERS AND UNI GRADS TO THINK>

Advertising industry is cool, and I can embrace my individuality to make a difference!



VIDEOS



KVS



ADASSOC.ORG.UK

## UNIVERSITY CLASSES

### CREATIVE STRATEGY>

Gather the interest from the hub and organise classes with key universities on the topic of careers in advertising

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### SCHOOL LEAVERS AND UNI GRADS TO THINK>

Advertising is great! And I know how to kick start my career with the help of Advertising Association and the Inclusion Hub



UNIVERSITIES



ADASSOC.ORG.UK

## INTERNSHIPS

### CREATIVE STRATEGY>

Offer internships through creative competitions in selected unis & make the winners advertising ambassadors

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### SCHOOL LEAVERS AND UNI GRADS TO THINK>

Advertising Association offers not only help & career resources but also an internship for the best talents!



KEY PARTNERS



BRAND AMBASSADORS



[www.adassoc.org.uk/](http://www.adassoc.org.uk/)

# What if... this campaign could make a difference?

## KPI's & Measurement:

### SHORT TERM

#### Social:

1M delivered impressions  
0.8% CTR  
1000 re-shares of the posts

#### University Classes:

15 national classes delivered  
500 number of registrations  
75% classes participation rate  
40% competition uptake

#### Internships:

15 of successfully completed internships



## LONG TERM

- 15% increase in website Advertising Association website traffic in the campaign period
- 50% increase in number of visits to the Inclusion Hub
- 15% increase in number of social mentions for advertising industry measured by social media listening tool (measured by BrandWatch)