



## THE TRUTH BEHIND THE ADS

People from diverse backgrounds recognise that they're underrepresented in advertising, but most don't realise why.

The truth is that it's because they're underrepresented in the advertising workforce.

We're using our insider knowledge of the creative industries to expose the truth — the people who are often behind ads that address diverse audiences are not diverse themselves, leading to inauthentic advertising that the audience cannot relate to.

This stemmed from a truth that came from us, two white, able, millennials, tackling a brief about diversity. It felt almost hypocritical that the answer was coming from us.

Therefore in our print ad we've chosen to 'out' ourselves as an industry, by putting our hands up and admitting that without diversity within the workforce, we've no hope of seeing it in the work we create.

Our print ad would appear as part of a series that shows the stereotypical way people in the industry respond to briefs they have no real knowledge of, i.e. a white man

assuming he understands how a black woman feels about her hair. The art direction helps to illustrate who is literally behind these ads, by overlaying their response onto their portrait.

We want anyone who feels underrepresented to look at our campaign and get one message from it; we're aware, we want things to change but we can't do it without you.