

The background features a dark blue gradient with various translucent, geometric shapes in shades of teal and light blue. These shapes, which include triangles, polygons, and curved forms, are scattered across the frame, creating a sense of depth and movement. The shapes appear to be layered, with some in the foreground and others receding into the background.

ALL IN

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REEPA NARGIS

Summary of the brief

Founded in 2021 by the Advertising Association's Working Group

- Drive awareness to get more people to take part in the survey through a simple and engaging marketing campaign aimed at the entire UK advertising industry

What do we currently know?

DIVERSITY WITHIN THE INDUSTRY IS LOW

HOW DO WE KNOW THIS?

LESS THAN

8%

OF THE ADVERTISING
WORKFORCE ARE FROM
ETHNIC MINORITIES

WORKING CLASS ARE UNDER-
REPRESENTED

19% vs 39%

OF THE WORKING POPULATION

THESE FINDINGS ARE FROM THE 2021 CENSUS

LESS THAN

8%

OF THE UK INDUSTRY TOOK
PART IN THE 2021 SURVEY

HOW DO WE KNOW THIS?

THE UK MARKETING AND ADVERTISING
INDUSTRY HAS 197,000 PEOPLE
CURRENTLY EMPLOYED AND ONLY 16,000
COMPLETED THE CENSUS

Market Insight

- Creativity seen as a secondary skill during childhood education and often isn't deemed an acceptable career choice
- Several minority cultures want a better life for their children and only view the 'traditional' jobs as acceptable.
- People's background (working class) is limiting awareness of how industries are showcased. Marketing isn't displayed in advertising as a career.



Working class people significantly under-represented in the arts, new report finds

By Louisa Cavell. Monday, 23rd April 2018



[Ad industry faces exodus of diverse ... - Marketing Week](https://www.marketingweek.com/ad-industry-diverse-talent)



<https://www.marketingweek.com/ad-industry-diverse-talent>

Meanwhile, the **working class** are significantly **under-represented** in the industry, making up just 19% of the workforce, compared to 39% of the national working population. A fifth of the industr...

Young people want creative jobs but schools don't support them, survey shows - Design Week



Young people want creative jobs but schools do...

Research has found that half of 16-25-year-olds surveyed want to pursue creative careers, but nearly two thirds do...

www.designweek.co.uk

Market Strategy

HOW DO WE SOLVE THE WHY?

The biggest and most effective change needs to come from the majority not the minority. With over 80% of the workforce and C-Suite being of white ethnicity and over 70% of the industry being degree qualified we begin to see a certain stereotype developing.

People from lower socio economic and ethnic minority backgrounds look to see if they are represented in an industry. We need to make a change so they can resonate with people like themselves and choose marketing and advertising as a career path.

We need 100% of the industry to take part in the census in order to get the best representation of different demographics to create this change.

'BREAK THE BOX'



In advertising we're always tasked to 'think outside the box' in order to create something the world has never seen. However, if we all think the same then how can we create something unique. We need people from different walks of life to inspire new creativity and challenge the status quo. By breaking the box we shed light on the industry and demand a change. It's the responsibility of the majority to make the minority feel welcome, accepted and well represented.

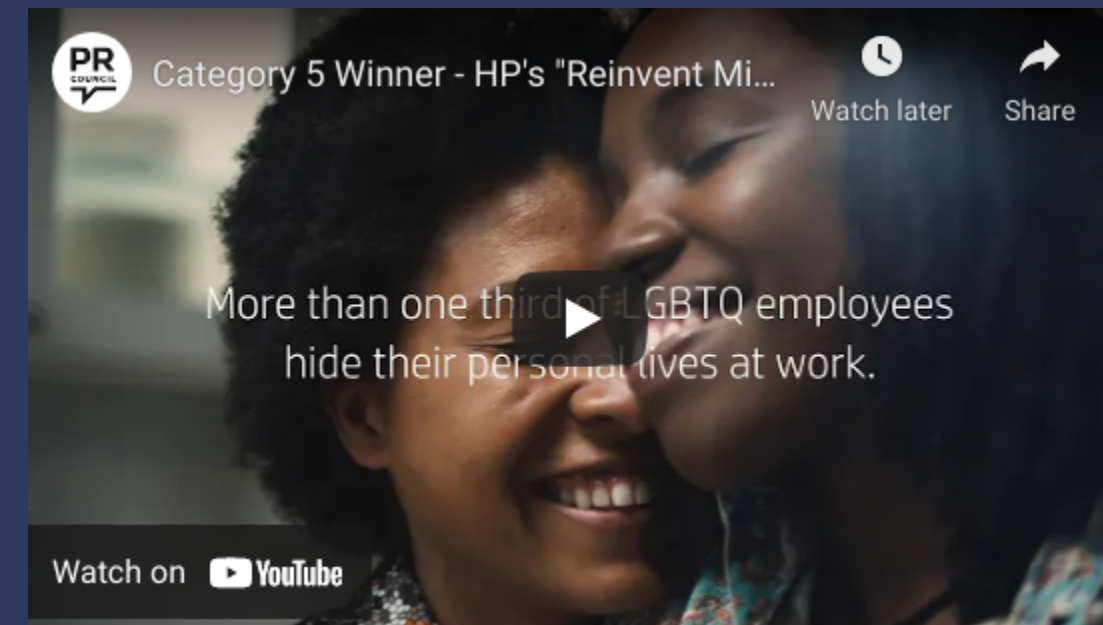
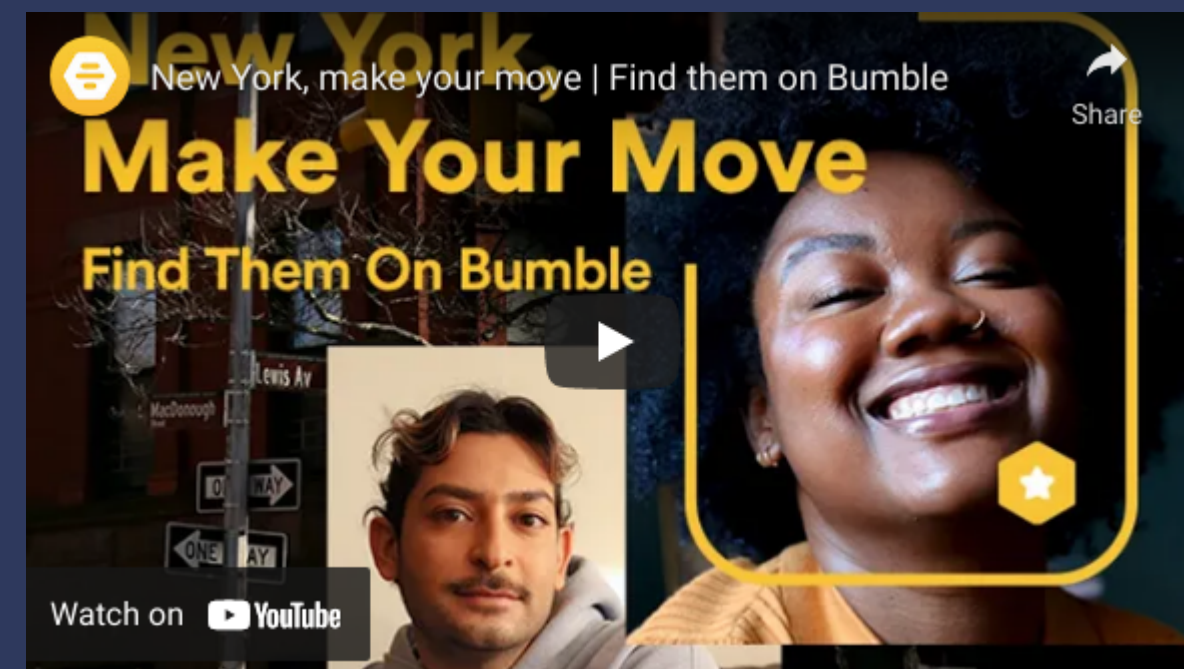
"IF YOU WANT TO CHANGE THE WORLD, BE THE CHANGE"
- GANDHI

Creative Inspiration

BUMBLE: Showcasing how every connection is a great opportunity to meet someone who can impact your life. A dating app that takes the pressure off finding 'the one' but instead opens a door to being around inspiring people everywhere and breaking down the barrier of being 'boxed in' to a specific persona.

HP: Opening the door on being different and accepting the new norm as society evolves and the traditional family norms shift. Feeling championed by your workplace to bring your true personality to your job.

DREAMLAND: Exposing childhood behaviour of doing things purely because they're fun and how that feels is never wrong, even if others don't agree. The campaign is called 'what you feel is never wrong' and often we lose sight of that in trying to please people.



Target audience

AUDIENCE 1

THOSE WHO TOOK PART IN THE 2021 CENSUS AND ARE IN MINORITY GROUPS

Group size: 4,800

AUDIENCE 2

THOSE WHO TOOK PART IN THE 2021 CENSUS FROM NON MINORITY GROUPS

Group size: 11,200

AUDIENCE 3

THE REST OF THE UK MARKETING & ADVERTISING INDUSTRY

Group size: est 181,000

<https://www.statista.com/statistics/284940/advertising-and-marketing-economy-employment-in-the-united-kingdom-uk/>

We'll look to segment all audiences by age, gender, ethnic background and socio-economic factors.

Campaign messaging

TO NE OF VOICE

- INSPIRING
- ACTION - ORIENTATED
- POSITIVE

HASHTAGS:

#BREAKTHEBOX
#BREAKTHEBIAS

We need to use imagery and messaging that shows a diverse range of people, colours, shapes and sizes. We'll use a number of campaign hashtags across all comms to create some social buzz for the campaign.

Suggested messaging:

Audience 1: We'd like to encourage these people to be advocates for marketing and advertising as a career and show their support through creating change with the census

- Stand up for who you are
- Take part in the census to continue the change

Audience 2: Don't be Debbie.

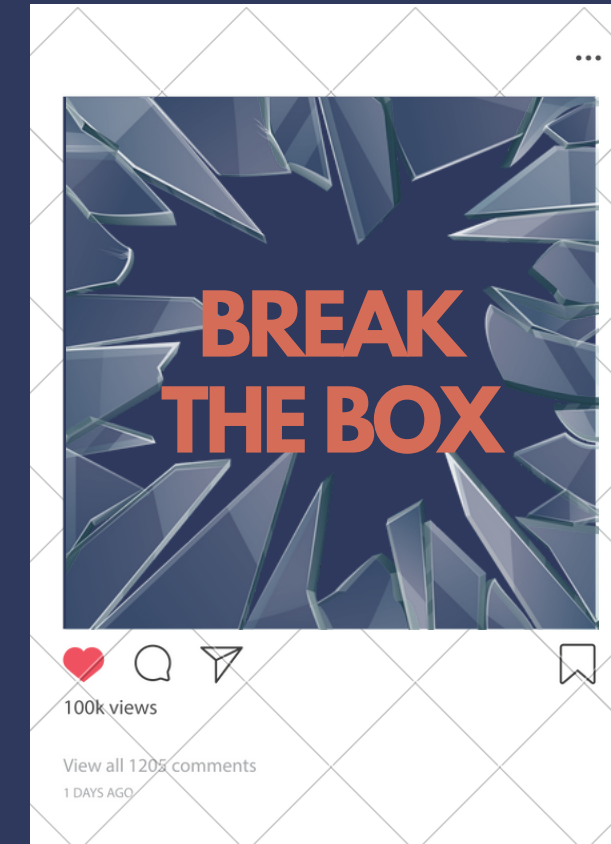
- Debbie is a white, middle class woman who luckily for her has never felt discriminated against. Debbie doesn't realise discrimination is going on around her, and if she doesn't say something to stop those doing it, she's enabling it.
- Just because you've not been discriminated against, doesn't mean it's not going on around you. As a majority group, you hold the power to continue the change.

Audience 3:

- Create a change
- Change is happening, join us and break the box



Implementation Plan For Audience 1 & 2



Targeted CRM campaign

- Personalised email messaging based on our targeting
- Using email first with SMS follow ups for those who don't engage

Organic social campaign

- Sharing case studies following selected people from audience 1 & 2. Encouraging people to share on their own channels to extend the reach.

Implementation Plan For Audience 3



Paid social campaign

Using similar content we'll use on the organic social channels, pushing them to be part of the change.

Publicity stunts

Set up some transparent boxes with people inside who require at least 5 people to help them escape. The public then have to work as a team to let them out. These can be branded with the 'BREAK THE BOX' brand. Drawing attention to the website and attracting people in the industry to take part. This also helps to reach the longer term objective of raising awareness of the industry as a whole.

How will we measure success

A SURVEY RESPONSE OF
30% OF THE INDUSTRY

GET HASHTAGS IN
THE TOP 10 ON
SOCIAL CHANNELS:
#BREAKTHEBOX
#BREAKTHEBIAS



SEEING AN INCREASE OF
10% FOR BOTH ETHNIC
MINORITY AND WORKING
CLASS REPRESENTATION
BY THE 2025 CENSUS

GETTING 30,000
WEBSITE VISITS