

THE BRIEF & THE PROBLEM

The brief

MAKE THE INDUSTRY TAKE THE CENSUS

3.7%

2021 was a success but **only 3.7%*** completed the census

?

We need to **increase** sign ups & completes

ALL IN
UK ADVERTISING CENSUS

*Based on 425,000 total advertising industry sizing from YouGov 2022

The problem

INCLUSIVITY INITIATIVES HAVE BECOME WALLPAPER

+44%

Increase of inclusivity mentions vs 2019*

4

Inclusivity initiatives every month*

'I don't understand how inclusivity benefits me'

A confused person from the industry

'Inclusivity initiatives have become wallpaper'

A busy person from the industry

'I'm suffering from inclusivity fatigue'

A tired person from the industry

*We analysed emails and event invites from the last 6 months at Mediabrands

*Campaign articles mentioning inclusivity 2019 vs 2021

*Based on three qualitative interviews we conducted

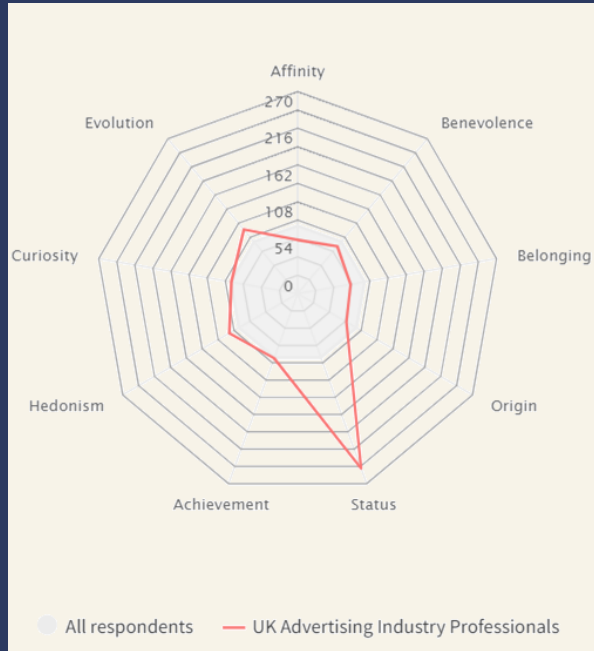
THE REAL BRIEF

TAKE INCLUSIVITY FROM WALLPAPER TO FRONT PAGE NEWS

The task is **not just** to get people to complete the census but to **transform the industry in the long term by waking us up to the consequences** if we don't take action now

THE INSIGHT

THE BAD & THE UGLY : STATUS OVER EMPATHY



We are i273 more driven by status than the rest of the population but underindex i67 for benevolence & belonging.

We can't rely on the usual empathetic messaging to cut through, we need to take a different approach to make adland notice

Source: Re/Code 2022 Values of advertising industry professionals vs general population

THE PROBLEM

Inclusivity has become wallpaper



THE REAL BRIEF

To take the topic from wallpaper to front page news we need to make it feel urgent



THE INSIGHT

But we can't rely on empathetic messaging to do this, we must appeal to our drive for status

THE OPPORTUNITY:

SHOW HOW A LACK OF ACTION TODAY THREATENS THE STATUS OF OUR INDUSTRY TOMORROW

THE IDEA: DON'T SIGN UP

Satire is the ultimate threat to status

Knowing that our industry is so driven by prestige, we turn to **satire**, the **ultimate threat to status**. Taking inspiration from Hollywood's hit 'Don't Look Up', we will **parody** the possible results of not taking the census to **motivate an apathetic audience into action**.

Introducing 'Don't Sign Up', a short film where industry celebrities will recreate a **snowballing dystopian future** of what would happen if people don't sign up & complete the census.

Imagine Rory Sutherland's telling you Behavioural Economics was fake news, he couldn't make anyone take the census. Kathryn Jacobs throws her 'Glass Wall' book in a fire because it's too late to save adland. Peter Field crosses out 'the long' in 'The Long and Short of it' – only the short of it matters now.

To launch the campaign, we will tease the content across industry socials before launching the film at the Agency of Year Awards at the end of Feb 2023. At the same time, will hijack office buildings, huddles and townhalls to create a real premiere moment.

A week later, on the day of the census, we will ask the industry 'Will you let the 'Don't Sign Up' predictions come true?' through geo-targeted media. The stars of the film will go on a press tour around offices to encourage people to take the census on the day.

After the event, we will release the census uptake results through trade press partnerships to continue the conversation and forever saving the industry from disaster.

ALL IN
UK ADVERTISING CENSUS

Stephen Barlett Rory Sutherland Binet and Field Kathryn Jacob Gideon Spanier

Don't Sign



a film by ADAM MCKAY
DON'T SIGN UP

NETFLIX PRESENTS A HYPEROBJECT INDUSTRIES PRODUCTION A FILM BY ADAM MCKAY LEONARDO DICAPRIO JENNIFER LAWRENCE "DON'T LOOK UP" RICH MORGAN
JONAH HILL MARK RYLANDS TYLER PERRY TIMOTHEE CHALAMET RON PERLMAN ARIANA GRANDE SCOTT MESCUD with CALE EBLANCHETT
and MERYL STREEP COSTUME DESIGNER FRANCINE HANSLER COSTUME DESIGNER JOSE GADE HILFET COSTUME DESIGNER MICHAEL AS BRITTELL DESIGNER SUSAN MATHESSON COSTUME DESIGNER HANK CURRY
PRODUCTION DESIGNER CLAYTON HARTLEY DIRECTOR OF PHOTOGRAPHY LINUS SANDROSEN EXECUTIVE PRODUCERS JEFF WILKMAN PRODUCED BY ADAM MCKAY, GIDA & KEVIN MESSICK, GIDA
STORY BY ADAM MCKAY & DAVID SIROTA SCREENPLAY BY ADAM MCKAY DIRECTED BY BRYON SHARP

HYPEROBJECT



IN SELECT THEATERS DECEMBER AND ON

NETFLIX

NETFLIX | MARCH 2023



THE ROLE OF MEDIA



THE PREMIERE Feb '23

We will mirror the behaviour of film releases, using bold, audio visual formats in the run up to launch to grab attention and start conversations.

THE BOX OFFICE 8th March '23

We will use geo-targeted tactics on the day of the census that creates a sense of urgency, and uses social proof to drive completion.

THE END CREDITS 9th March '23 onwards

We will continue the conversation post census day by celebrating the completion rates & actions taken from the findings.

THE PREMIERE



Role: We will mirror the behaviour of film releases, teasing the content through owned and earned media in the run up to launch before premiering the film at the Campaign Agency of the Year awards, and making the film unmissable at agencies across the country to create a premiere moment.

Channels:

- Tease the release through media related social accounts (e.g. @Rob Mayhew Tik Tok, @Medianightmares) and through trade press
- Launch at Agency of the Year Awards
- Projections onto ad land office buildings (e.g. Media City)
- Office screens (during huddles and townhalls)
- Media owner presentations (hijacking their sales pitches)



WHY THIS WILL WORK

The right problem

not simply driving action on census day but addressing the real barriers that stand in the way of taking the inclusivity topic urgently

The right insight

understanding the industry's true motivations to cut through the noise and appeal to their core status-driven values

The right strategy

showing how a lack of action today threatens the status of our industry tomorrow

The right execution

through satire, 'Don't Sign Up' will urge people into action and start a conversation

To drive the right outcome

uplift in census take up & making inclusivity front page news, forever saving the industry from disaster