

1. THE BRIEF & THE PROBLEM: In the brief, you tasked us with galvanising the industry to take part in the 2023 All In census survey, increasing the completion rate from the 3.7% in 2021. The problem we've identified is that the conversation around inclusivity has become wallpaper. We analysed emails, invites and articles and found that there's been a 44% increase YoY in mentions of inclusivity in the trade press, and that agency folk are bombarded with inclusivity initiatives every month causing them to experience what we have labelled "inclusivity fatigue". This was backed up by statements from the qualitative interviews we conducted with colleagues and peers. We still face a challenge making real change, as the demonstrated by the results from the previous census.

2. THE REAL BRIEF: So alongside working to drive the industry to complete the survey, we have a bigger job to do. We need to take the topic of inclusivity from becoming wallpaper to feeling like unmissable front page news. To do this, we need to wake up the industry to the consequences if we don't take action now.

3. THE INSIGHT: To drive this change in behaviour we wanted to really understand what motivates people across the advertising industry. To do this, we used a tool called Recode which analyses the dominant values and behaviours of a given audience. We found that rather than being motivated by more altruistic personality traits, like benevolence or belonging, Adland over-indexed (by a whopping 127% vs. the general population) for being driven by status. This means we can't rely on the usual empathetic messaging to cut through. Instead, we need to take a different approach to really make the industry take notice.

4. THE OPPORTUNITY: To overcome the problem of inclusivity having become like wallpaper across the industry, the real brief becomes how can we take the topic to feeling urgent and like front page news. But how do we do this when we know the more typical empathetic messaging won't cut through? We need to appeal to our drive for status to really land what's at stake. So for the All In census 2023, we want to show Adland how a lack of action today threatens the status of our industry tomorrow.

5. THE IDEA: Knowing that our industry is so driven by prestige, we turn to satire as 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.

6. THE ROLE OF MEDIA: We have outlined three tactics to drive success. The premiere: to launch the campaign, we will tease the content across popular industry social pages before launching the film at the Agency of Year Awards on the 1st March 2023. At the same time, will hijack office buildings, huddles and townhalls to create a real premiere moment. Step two, the Box Office. 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. Finally, we move to our final pillar, the End Credits. After the event, we will release the census uptake results through trade press partnerships to continue the conversation forever saving the industry from disaster.

7. THE PREMIERE: We want to mirror the behaviour of film releases, teasing the content through the most popular social accounts and trade press in the run up to our premiere. Then, at the biggest night of the year for the advertising industry we want to use the big screens at the Campaign Agency of the Year Award to debut the film in full. We'll then roll it out using projections on the side of some of the biggest agency HQs across the UK, hijacking huddles; town halls and media owner presentations making the film unmissable.

8. THE BOX OFFICE & THE END CREDITS: On the day of the census we'll use media that lets us pinpoint the exact locations of key agencies, media owners and marketers, from OOH sites to mobile interstitials, to really drive home the sense of urgency around completion. This will be amplified by the stars of the Don't Sign Up embarking on a press tour urging the industry to take action. We'll continue the conversation across the trade press and agency landscape post-census day by celebrating the completion rates and actions taken from the findings.

9. THE RESULTS: We have seen from real world examples of how satirical films can have a huge impact on broader culture, with over 80,000 people protesting in Paris against climate change inaction inspired by Don't Look Up. We also know from analysing Google Trends data that film advertising generates 53% more engagement than other categories. Through this campaign we've reached all 425K people employed in the UK advertising industry. Alongside driving fame, if we apply the 53% increase in engagement rate, we expect to drive 5.7% of the industry completing the All In census 2023. This equates to a 2% improvement vs. 2021, and 24K individuals responding. Making the results the blockbuster hit of 2023.

10. WHY THIS WILL WORK: By identifying the right problem, which is not only addressed by taking the census but identifying and addressing the real barriers that stand in the way of taking inclusivity seriously. To do this, we have found the right insight which is that we can't appeal simply to empathy but instead need to show how the issue affects the status of the industry as a whole. This leads us a strategy that creates a sense of urgency, and an execution that uses satire to drive action. Through this campaign, we can achieve an uplift in census completions but also making the topic feel like front page and forever changing the industry.