

## THE IDEA

### ***Diversity. It's time we see the full picture.***

In advertising, there is a huge way to go with diversity, with a lot of information still behind closed doors. There are several barriers in place, as highlighted in the brief “we can't go anywhere until we know where we are” (Kathryn Jacob OBE). This is where the census comes in. Providing clear, detailed insights into who is included in our industry. It provides us with the full picture.

To bring this thought to life, we have proposed an evolution of the 'All In' identity to show the role in which our audience can play. The logo includes a simple graphic trick to create a frame, that becomes an infinitely flexible device to highlight insights into our industry. It comes to life in its application allowing us to see people, our aspirations or where we see the census being able to impact.

The frame lends itself to personalisation. An opportunity to hero the individuals that are partaking in the census in a bold, graphic and engaging way.

## THE EVOLUTION

The frame provides an asset with longevity in mind. Firstly, it allows us to capture where we are now. But more importantly it helps us to frame the outcomes of the census and provide ways in which the Advertising Association can act to improve diversity and inclusion in the future.

### ***In the frame***

A tool to take round Advertising Association summits allowing people to wear the frame and talk to the current issues of diversity and capture suggestions around how we can move forward as an industry. These would be filmed and provide online content. This can then evolve to be an online tool that captures and documents ideas within the frame and allows people to post online.

### ***Frame installations***

To be placed in the lobby of UK agencies and Universities, putting the conversation of diversity front of mind every day. A reminder that to understand where we need to go as an industry, we need to document where we are, and build that picture.

### ***Frame the conversation***

Online educational content and assets that can be distributed to agencies to highlight the disparity in diversity and provide ways in which to improve.

### ***Your picture***

A downloadable material that frames your individual agencies responses to the census and the different demographics that build it, giving team leaders the information they need to make an effective impact to improve their agency for the better.