

CAMPAIGN SUMMARY

For too long, marginalised groups have been drowned out in advertising.

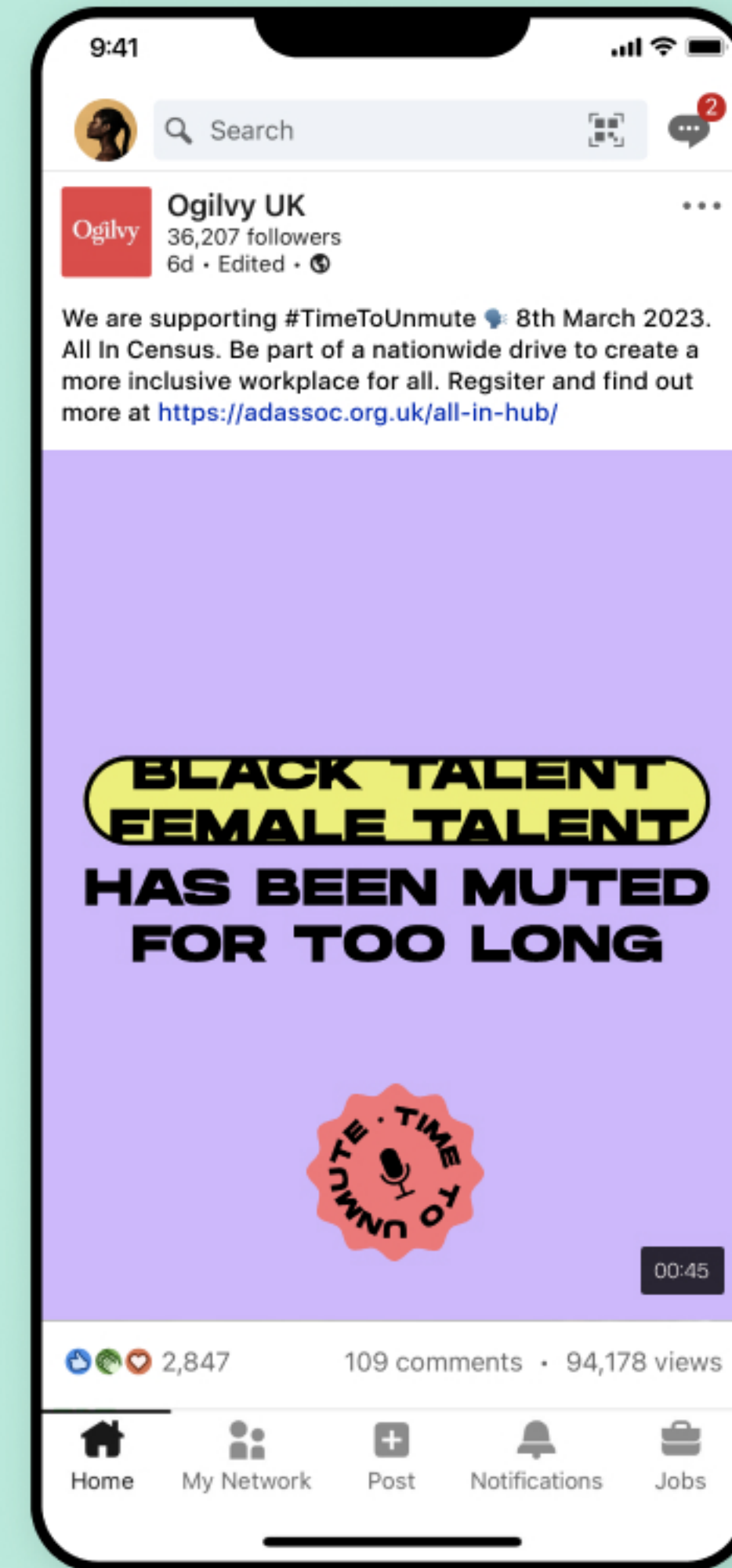
Whilst strong progress and actions are clear to see, the 2021 All in Census highlighted that there's a way to go:

- 32% of Muslims are likely to leave the industry based on lack of inclusion.
- 53% of women who took parental leave felt it disadvantaged their career.
- Just 1% of C-suite leaders in the advertising industry are Black.

All In shows the industry is listening. **Time to Unmute** calls for everybody in advertising to speak up again, allowing us to benchmark progress and action the required change.

The campaign tactfully ties the relatable "Sorry, you're on mute" catchphrase with a clear time-bound action to come together as an industry and complete the survey.

Time to Unmute: 8th March. 2023 All In Census.



CREATIVE INSIGHT

People who work in advertising are experts in getting brands heard, but don't naturally apply this to their own voice or solve their own industry's challenges.

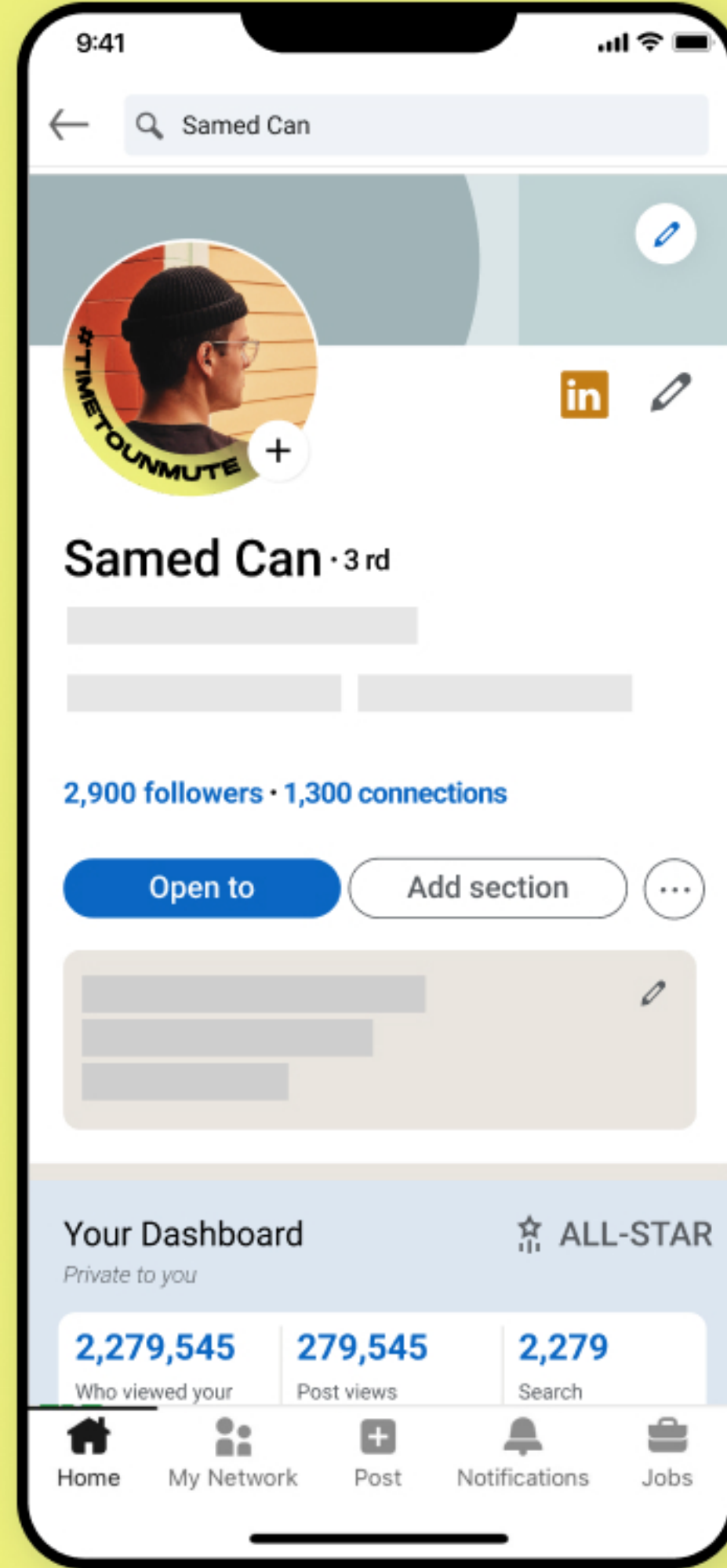
Time to Unmute puts the onus and opportunity to make a change in the hands of advertising professionals. Whether you're part of the majority or a minority, new to All In or a follower since 2021, Time to Unmute calls on everybody to have their say.

Creatively, the campaign brings energy and shareability to the act of completing a survey.

Bold statements (animated as a ticker to highlight issues) will draw attention and instigate action.

Pre-recorded and user-generated videos will create a sense of togetherness, with peers sharing their reasons for deciding it's #TimeToUnmute (mobile video consumption has increased 17 fold since 2012).

Social stickers will act as a badge of pride and a personal ad towards your colleagues to do the same.



THE SOLUTION

The campaign will target new prospects and known contacts, as well as organisations and individuals, meaning placements and ad types will be broad.

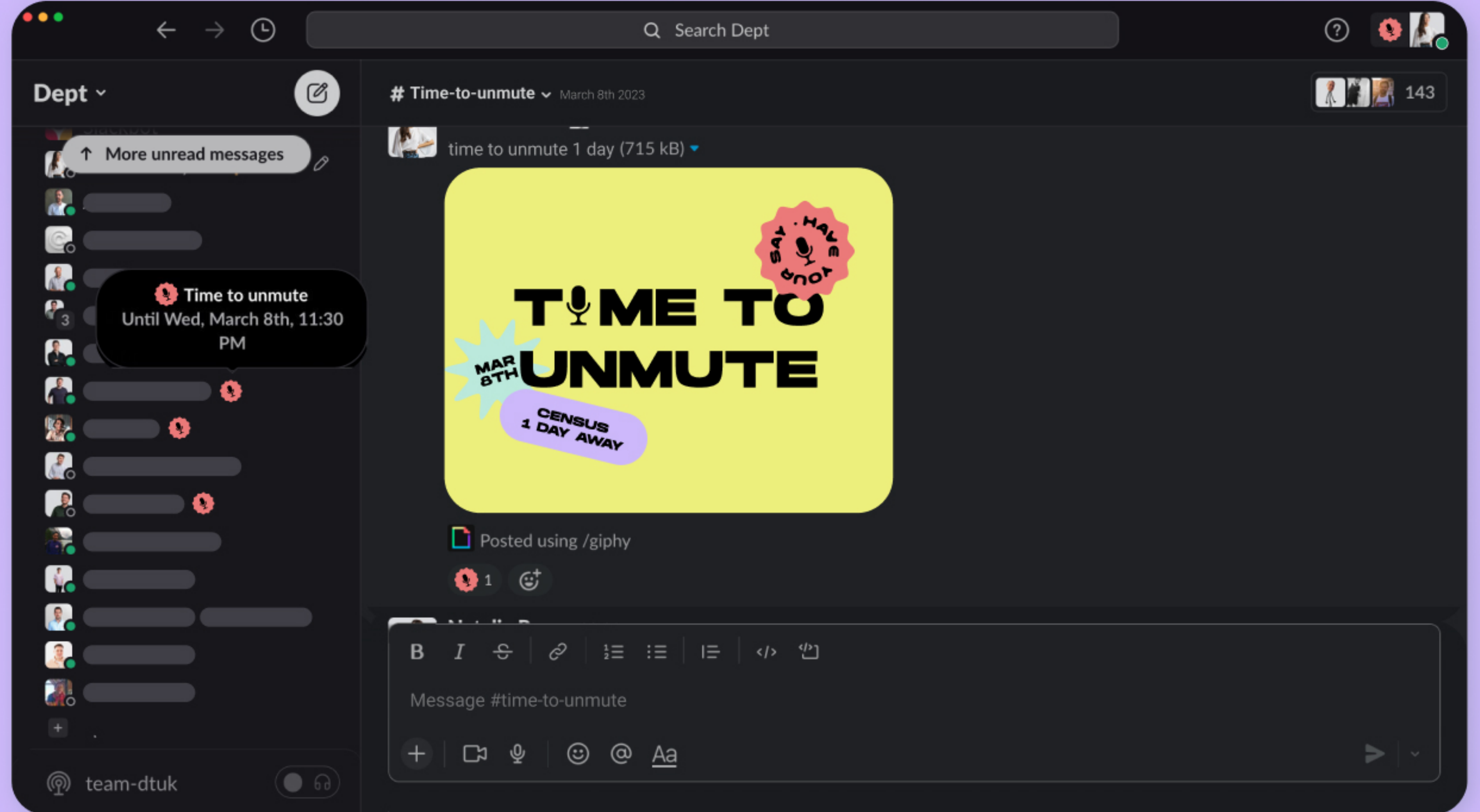
Retargeting

The existing Advertising Association audience and database of previous All In registrants will allow us to launch targeted email campaigns, use custom audiences for paid social, and leverage organic social reach (utilising features such as event reminders). Messaging will be focused on measuring progress.

Prospecting

With a broad target audience demographic, we will use a combination of channels (e.g. LinkedIn, Instagram). Relevant industry influencers will be used such as senior leaders and, more playfully, creators like @mrrobertmayhew whose agency-life-inspired content has earned him over 100k TikTok followers (92% of users have taken an action after watching a TikTok).

Time to Unmute will lend itself to shareability through assets such as social stickers and organisation asset packs encouraging Slack status updates, calendar events and more.



[Redacted text]

Many thanks,
Marcus Levin

[Redacted text]

ALL IN TIME TO UNMUTE
Have your say in the 2023 All In Census and help us to improve inclusivity in advertising.

CENSUS MARCH 8TH

YOUR SAY . HAVE YOUR SAY

HOW DOES IT WORK?

Our brief was to galvanise the entire industry to take part in the census, in turn allowing the All In campaign to improve representation and inclusivity in UK advertising.

Time to Unmute is an action-focussed, powerful, almost provocative campaign which inspires those in our industry to be heard. Users are driven to the All In Hub where the Time to Unmute campaign creative is continued, and content which encourages exploration is delivered alongside the primary CTAs: Register (before 8th March) and Complete the Census (from 8th March).

Throughout the campaign, there is a balance between raising awareness of the core issue and purpose of the All In campaign, and maintaining focus on the primary call to action: **#TimeToUnmute** and **complete the 2023 All in Census**.

The screenshot shows a website landing page for the Advertising Association's 'Time to Unmute' campaign. The page has a light green background. At the top left is a 'Menu' icon and text. At the top right is a search icon and a 'Log in' button. The main heading 'ADVERTISING ASSOCIATION' is centered at the top. Below it, the campaign title 'TIME TO UNMUTE' is prominently displayed in large, bold, black letters. The word 'TIME' has a microphone icon as the letter 'I'. To the left of 'TIME' is a yellow starburst with 'MAR 8TH'. To the right is a red circular graphic with a microphone icon and the text 'SAY . HAVE YOUR SAY'. Below the title is a paragraph of text: 'On 8th March 2023 we're calling on everybody in advertising to complete a nationwide survey to help create a more inclusive workplace where anyone can flourish. Register to have your say, and watch some of the personal stories shared to see why it's #TimeToUnmute.' Below this text are two buttons: 'Register' and '2021 report'. The page is decorated with several video thumbnails: a woman and child, a man with dreadlocks, a man, and a woman. Each thumbnail has a 'Play' button in the bottom left corner.

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YOUR SAY . HAVE YOUR SAY . HAVE YOUR SAY
TIME TO UNMUTE
MAR 8TH

LGBTQ+ TALENT HAS BEEN MUTED FOR TOO LONG

YOUR SAY . HAVE YOUR SAY . HAVE YOUR SAY
TIME TO UNMUTE
MAR 8TH

DISABLED TALENT HAS BEEN MUTED FOR TOO LONG

YOUR SAY . HAVE YOUR SAY . HAVE YOUR SAY
TIME TO UNMUTE
MAR 8TH

All in census. 8th March. Scan the QR code to register online



All in census. 8th March. Scan the QR code to register online



All in census. 8th March. Scan the QR code to register online



All in census. 8th March. Scan the QR code to register online



All in census. 8th March. Scan the QR code to register online



FEMALE TALENT HAS BEEN MUTED FOR TOO LONG

YOUR SAY . HAVE YOUR SAY . HAVE YOUR SAY
TIME TO UNMUTE
MAR 8TH

B.A.M.E TALENT HAS BEEN MUTED FOR TOO LONG

YOUR SAY . HAVE YOUR SAY . HAVE YOUR SAY
TIME TO UNMUTE
MAR 8TH

YOU'VE BEEN MUTED FOR TOO LONG

All in census. 8th March. Scan the QR code to register online



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Rullo's Pizzeria
Starters
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• BEEF CARPACCIO £3.50
• CHICKEN SALAD £3.50
Fresh pasta
• TAGLIATELLE BOLOGNESE £5.50
• RAVOLI RICOTTA & SPINACH £5.50
• GNOCCHI SORRENTINA £5.50
→ Wood Oven PIZZA ←
• Rullo's - daisy tomato, buffalo mozzarella and ricotta crust
• VEGAN
• CALZONE NAPOLITANO
JOIN US FROM MON TO SUN MORE OPTIONS INSIDE
RULLO'S PIZZERIA