

**ALL IN**

UK ADVERTISING CENSUS

**ADVERTISING  
ASSOCIATION**

**I S B A**

**IPA**  
Incorporated  
by Royal Charter

**KANTAR**

## WHAT ARE WE TRYING TO ACHIEVE?

**Build awareness** of the census

**Increase participation** to gain further insight into the industry into progress since 2020

**Motivate people to take action**, not just completing the census, but advocating for others to partake

**Gather accurate data** to demonstrate progress and improve the experience of the 6 key groups

**Grow community** to boost engagement and sense of unity across advertising

**Deepen understanding** of key issues highlighted in 2020 census among advertising industry

# WHAT IS THE CHALLENGE?



**ONLY 4%** OF THE ADVERTISING INDUSTRY  
TOOK PART IN THE 2020 CENSUS. **WHY?**



**LACK OF AWARENESS**  
**OF THE CENSUS**

We will make noise



**LACK OF TIME** TO FILL  
**OUT THE CENSUS**

We will emphasise the power  
their time is worth



**LACK OF**  
**UNDERSTANDING**

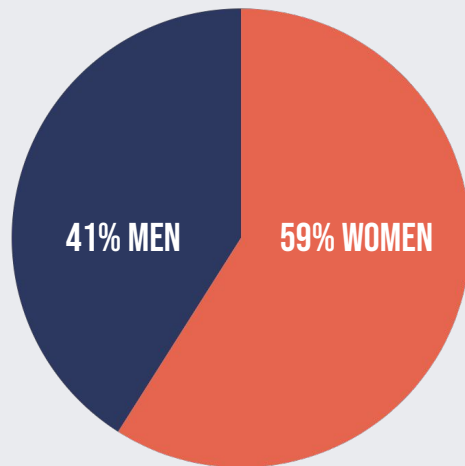
We will educate people to  
encourage participation

# TARGET AUDIENCE: THE UK ADVERTISING INDUSTRY



CREATIVE AGENCIES   **MARKETING AGENCIES**   PR AGENCIES   **MEDIA OWNERS**   BRANDS  
TECH PLATFORMS   DIGITAL AGENCIES   **BIG CORPORATE ORGANISATIONS**   STARTUPS  
C-SUITE   **EXECUTIVES**   INTERNS   **FREELANCERS**  
**DESIGNERS**   COPYWRITERS   **FILMMAKERS**  
MANAGERS   **ASSISTANTS**   DIRECTORS

**415,000 PEOPLE**



# AUDIENCE INSIGHTS



## HIGH LEVEL OF **BURNOUT** OF WITHIN THE INDUSTRY

83.3% marketing and communications professionals reported burnout

## EMAIL HIGHEST CAUSE OF **OVERWHELM** AT WORK

69% of respondents said email made them most overwhelmed

## **ADMIN** DOMINATES THE WORKING DAY

36% of managers said they spend 3-4 hours a day doing administrative tasks

PEOPLE IN THE ADVERTISING INDUSTRY ARE **TIME-POOR**  
WE AIM TO RE-FRAME THEIR PERCEPTION OF THE **VALUE AND POWER** OF THEIR TIME.

# #MAKETIMEFORCHANGE



## JUST 30 MINS. MAKE TIME FOR CHANGE.

### TAKE PART ON 8 MARCH.

SIGN UP NOW: [ADASSOC.ORG.UK/ALLIN](https://adassoc.org.uk/allin)

Tone of voice: *Action-driving. Familiar. Inclusive.*

Key message: Use 30 minutes of your day to make a *positive impact* on the advertising industry.



SARAH JENKINS, MANAGING DIRECTOR, SAATCHI & SAATCHI

# CAMPAIGN STRATEGY & DELIVERABLES



## 1. THE BUILD-UP

- Personalised launch comms
- Panel event
- Paid social campaign
- Retargeted ads
- Assets for our social
- Assets for advocates
- Landing page countdown timer
- Follow-up comms
- PR & industry press

## 2. STOP THE CLOCK

- Census is live personalised comms
- Social assets for owned channels
- Thank you page with shareable links
- Landing page live counter
- Post-census comms with downloads

## 3. COMMUNITY PUSH

- Advocacy-led
- UGC content following big push
- Personalised 2 weeks to go comms
- Owned social channels - there's still time

# EXAMPLE ASSETS




**BREAKING CLASS  
BARRIERS  
OR ANOTHER ZOOM  
CALL?**

SWIPE UP TO LEARN MORE




**ELEVATING BLACK TALENT  
OR UPDATING YOUR LAPTOP?**

FIND OUT MORE:  
[ADASSOC.ORG.UK/ALLIN](https://adassoc.org.uk/allin)



**SUPPORTING WORKING PARENTS  
OR CLEARING YOUR INBOX?**

FIND OUT MORE:  
[ADASSOC.ORG.UK/ALLIN](https://adassoc.org.uk/allin)



**WHAT COULD YOU CHANGE  
WITH 30 MINUTES?**

FIND OUT MORE:  
[ADASSOC.ORG.UK/ALLIN](https://adassoc.org.uk/allin)



**WE'RE MAKING TIME FOR CHANGE**

COMPLETE THE ALL IN CENSUS FOR A MORE INCLUSIVE INDUSTRY:  
[ADASSOC.ORG.UK/ALLIN](https://adassoc.org.uk/allin)



# CAMPAIGN TIMELINE



# MEASURING IMPACT



How will we track and measure success? What impact do we believe the campaign will have?

**NUMBER OF SIGN-UPS** BEFORE 8 MARCH

**NUMBER OF PARTICIPANTS** ON 8 MARCH

**NUMBER OF PARTICIPANTS** OVER 2-WEEK PERIOD, AIMING FOR 150,000+

**MEMBERS AND PREVIOUS PARTICIPANT ACTIVITY:** 16,000 RE-REGISTERING AND TAKING PART

**COMMUNITY GROWTH:** INCREASED NUMBER OF MEMBERS AND DATABASE GROWTH

**USE OF SOCIAL ASSETS:** TRACK DOWNLOADS OF SOCIAL CARDS AND EMAIL SIGNATURES

**ENGAGEMENT** ON SOCIAL CHANNELS AND LANDING PAGE STATS

**PROGRESS** A CLOSING OF THE GAPS REPORTED IN 2020 CENSUS