



## THE BRIEF

The All-In Census is returning on 8 March 2023 with the aim of creating a shared moment across the whole UK advertising industry where our people come together to share their own protected characteristics and experiences within the workplace.

In 2020, 4% of the advertising industry took part in the survey. From this, we're able to see discrimination in advertising across ethnicity, disability, gender, socio-economic background and age.

In 2023, we aim to smash the previous record of responses by galvanising the remaining 96% of individuals in the advertising industry (415,000 people<sup>1</sup>). By doing this, our aim is to drive awareness of these key issues, motivate people within the advertising industry to take action, while using the data to monitor progress and shine a spotlight on areas that are struggling.

This campaign plan has been devised to raise awareness, motivate more people to take part and ultimately drive action.

## WHAT IS THE CHALLENGE?

In 2020, only 4% of the advertising industry (16,000 people) took part in the survey. Why didn't more people take part?

### Awareness

The whole advertising industry isn't aware that the census exists. It was a new idea back in 2020 and is still relatively new this time around. The campaign needs to make noise to engage the whole industry and beat the number of participants who took part in the last census.

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<sup>1</sup> CIM and PWC: Market Size and Exporting Survey  
<https://sigs.cim.co.uk/media/4027/cim-export-ready-market-size-and-exporting-study-with-pwc.pdf>

## Time

Time is a currency in advertising and people in the industry are time poor. We know that 30 minutes of time is a big chunk out of an advertiser's day and often equates to an hourly rate.

## Understanding

Some may be ignorant of the issues within the advertising industry, not understanding the extent of the problem or how it is relevant to them. They may see this as 'just another D&I initiative'.

## TARGET AUDIENCE: THE UK ADVERTISING INDUSTRY

415,000 people work in advertising and marketing in the UK. The advertising industry is made up of many different types of organisations, from creative agencies to large corporate organisations. Within these organisations, roles and grades also vary, from freelance graphic designers to Chief Marketing Officers.

According to the previous All In Census<sup>2</sup>, the advertising industry is made up of 59% women and 41% men. On the face of it, the industry seems diverse, however when we take a closer look at the All In Census data we see discrimination across groups of individuals within advertising. The purpose of the 2023 All In Census is to monitor progress since 2020 and to paint a bigger picture of the key issues within the advertising industry.

## AUDIENCE INSIGHTS

Marketing professionals are time poor and overstretched:

- 1) Marketing and communications professionals fared the worst among job functions with the highest **burnout**, with 83.3% reporting they were burned out<sup>3</sup>
- 2) 69% of professionals report that email overload makes them feel the most **overwhelmed** at work<sup>4</sup>
- 3) 36% of managers spend **3-4 hours per day on administrative tasks**, such as tracking time, responding to emails, submitting expenses<sup>5</sup>

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<sup>2</sup> All In Action Plan Oct 2021:

<https://adassoc.org.uk/all-in-hub/#:~:text=Download%20a%20copy%20of%20the%20All%20In%20Report>

<sup>3</sup> Blind, The Evolution of the Burnout Survey

<https://www.forbes.com/sites/rachelmontanez/2020/07/09/83-of-marketing-and-communication-professionals-now-report-burnout---heres-some-career-advice/?sh=42d138098151>

<sup>4</sup> Symphony Communications "Workplace Confidential" Survey:

<https://www.globenewswire.com/news-release/2019/04/23/1807744/0/en/Symphony-Workplace-Confidential-Survey-Today-s-Casual-Workforce-Creates-Major-Security-Risk-for-Employers.html>

<sup>5</sup> West Monroe: Companies are Overlooking a Primary Area for Growth and Efficiency: Their Managers Survey

We acknowledge that our audience is time poor, suffering from burnout, stress and are overloaded with admin tasks. We aim to redefine how they view and value their time by emphasising the power and value that 30 minutes has.

## #MAKETIMEFORCHANGE

We are using the following messages to drive intrigue and awareness of the survey among those who didn't take part previously:

Creating opportunities for disabled talent or doing your expenses?  
Supporting working parents or clearing your inbox?  
Elevating Black talent or updating your laptop?  
Empowering Asian talent or taking a long lunch?  
Breaking class barriers or another zoom call?  
Championing older talent or sticking the kettle on?

We have used use comparison to encourage people to use their time to make positive change under the campaign name #MakeTimeForChange. We make this industry-related by referencing everyday tasks - coffee breaks, team meetings, admin. The key message is it only takes 30 minutes to complete the census, so use your time for good.

The tone of voice we utilise is action-driven with a clear CTA, familiar to the advertising space and inclusive.

## CAMPAIGN STRATEGY & DELIVERABLES

### Build-up campaign

People who took part in the 2020 census will receive personalised comms. We will invite them to a panel event featuring key D&I people from the advertising industry.

We'll run a paid social campaign across LinkedIn and Instagram with retargeted ads for those who engage. Sign-ups can become advocates, receiving social assets, a link to share and email signatures. We'll have a countdown on the landing page and follow-up comms with reminders.

### On the day

Personalised comms announcing the survey is live. Once completed, they'll receive social assets and a shareable link for taking part. We will include a live counter on the page counting the number of submissions.

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<https://www.westmonroe.com/perspectives/report/companies-are-overlooking-a-primary-area-for-growth-and-efficiency-their-managers>

### Community push

For those who signed up and didn't complete the census on the day, we'll send personalised email comms 'one week left' and 'one day left' and continue the campaign with a community-driven approach.

## EXAMPLE ASSETS

### Assets for our social channels

These assets will be static images, asking those targeted the confronting question of how they plan to spend their time within the work day, giving them an administrative task option and an impactful, industry-wide option. These assets will be accompanied by social copy and links to register for the census, through whatever format is most relevant to the channel (link within post copy or a swipe up link).

### Assets for advocates

These assets will be available for all those completing the census, individuals and companies. They will be easy to use, e.g. email signatures/LinkedIn banners, advertising engagement with the census, sharing the key message that they are Making Time For Change.

We will also create a [landing page](#)

This will include the sign-up form, countdown clock and call to action. Once completed, users will receive follow-up comms with reminders, assets and helpful resources.

## CAMPAIGN TIMELINE

### Build-up campaign

Commencing 4 months before the go live date for the census, concepting, asset build, launch comms and build-up campaign launch will all be actioned. This allows us to be responsive to a wider social context where necessary and ensure messaging, platforms and assets are engaging, relevant and will meet our objectives. At this stage, advocates will also drive intrigue and engagement ahead of the launch.

### On the day push

Census launch, a shared moment with other advertising professionals as we work towards a more inclusive industry together. Organisations may decide to designate a specific time within their day, this could be led by management/HR or simply a passionate colleague.

### 2 week push

After the census launch, we will continue our official follow-up comms, stressing that people can still participate for 2 weeks after the launch. Community-led content could also thrive here.

## **MEASURING IMPACT**

To measure the overall impact of the campaign, we will analyse data from a number of sources, time periods and audiences. This will give us a feel not just for how the campaign performed as a whole, but also how the different elements and stages of the campaign contributed to the overall success.

We will be reviewing participation (both new and retention from previous campaign), sign ups, the growth of the community, engagement with campaign on social (shares, reactions and link clicks) and downloads of social assets.

We will also be looking at the bigger picture, assessing the data from the census to determine whether the gaps have closed between different groups. This will paint a picture of the performance not just of the census, but other areas of the campaign such as the action plans, resources, webinars and the directory.