

# YOUR MARK MATTERS



**BY TICKING A BOX,  
YOU'LL HELP OTHERS  
BREAK OUT OF ONE.**

In 2021, only 6% of C-level roles were held by people with disabilities – 14% lower than the working age population. We need to know if this has changed.

Add your voice to The All In Census on 8th March to create a diverse and inclusive work place.

Pre-register today at [adasocc.org/all-in](https://adasocc.org/all-in)



**ADVERTISING  
ASSOCIATION**

***"It's about the survey not being a box-ticking exercise but how, by filling in the boxes, you can make a more diverse and inclusive environment in advertising."***

A "box-ticking exercise" suggests any activity performed simply for the sake of it. It's something that serves a bureaucratic expediency instead of accomplishing meaningful change. With this view, we find ourselves in a world of indifferent disengagement.

By leaning in to one of our audience's key reservations towards surveys, we show the direct and empowering impact taking part in the All In Census can have.

The copy addresses our problem head-on to prove the authenticity of All In. Our hand-drawn style follows on from last year's campaign, using biro to emphasise how each answered question inspires positive momentum.

We printed onto flimsy office paper to recreate the corporate look and feel associated with surveys, recognising pre-existing perceptions to change expectations.

This concept creatively marries individual impact and the collective change All In empowers. Through this connected vision, we position All In as the gateway to a more inclusive landscape for all.

The next steps of this campaign include producing a series of box-breaking prints. In these developments, we can direct people to All In initiatives, illustrate different audiences smashing through limitations, and use stats from the 2021 survey to speak directly to the unique challenges that inspire them. On the left is an example of how this may look.

This campaign-able print can be personalised to represent any agency, team, or individual. It highlights the actionable outcomes of the survey to continuously tackle the perception that this is simply a box-ticking exercise.

**By personifying the action of ticking boxes, we show the human value in it. Sharing the message that when you tick a box, you help others break out of one.**

**Young Lions submission by Ellie Davidson & Aaron Daniel**