

# Ad Folk are more likely to talk about food than DE&I...

*In 2021, 8% of the industry went 'All In'. For 2023, we need to get the entire industry talking.*



## The **Challenge.**

### 1. 'All In' is **Easily missed.**

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As inboxes become busier, survey links are often the first thing people de-prioritise, if not miss entirely. And on International Women's Day where there is a 24% increase in comms, it will only be more difficult to get attention.

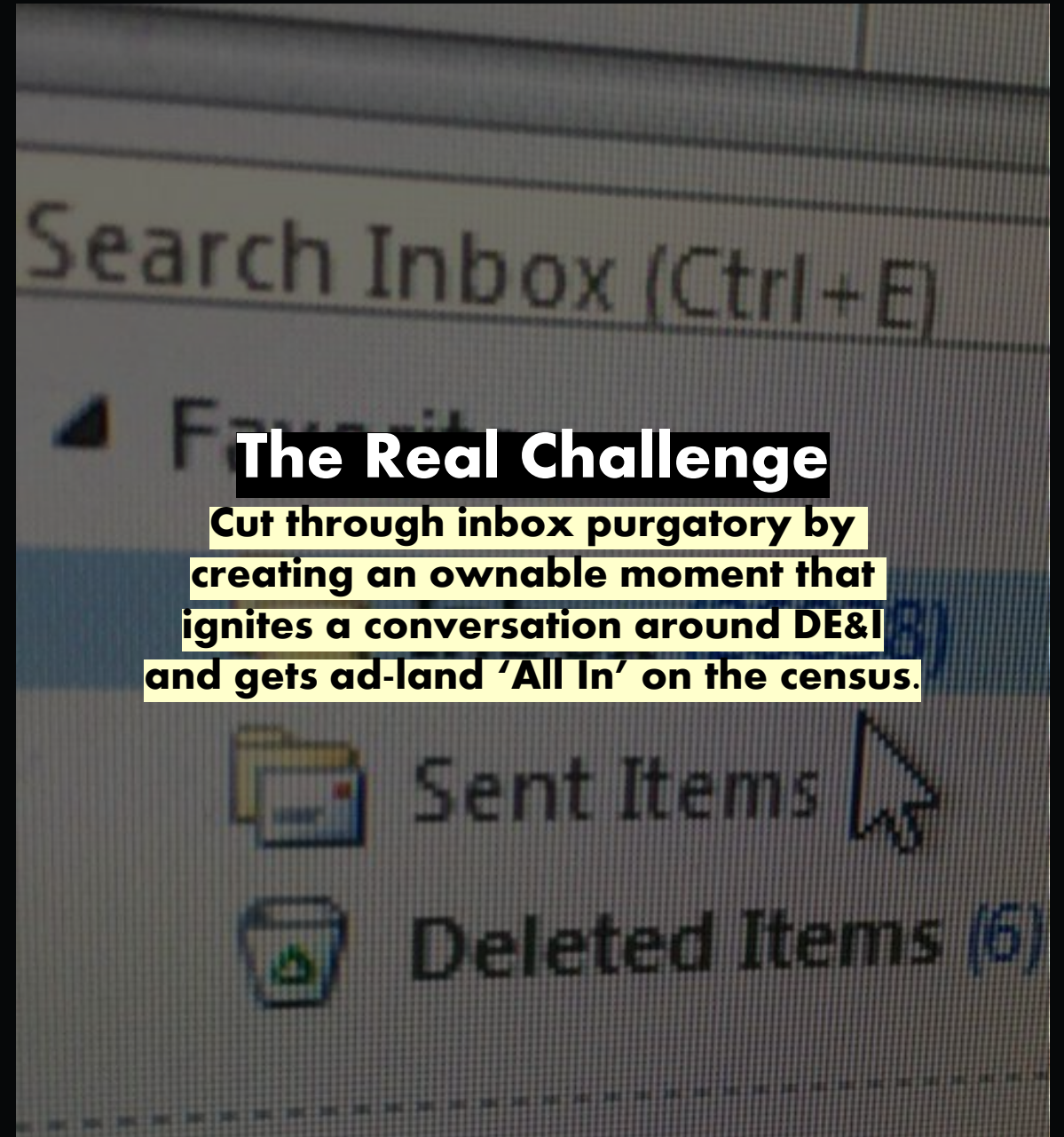
*\*Source: Statista, email overload, 2021*

### 2. DE&I is **Hard to talk about**

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Despite best intentions, 85%\* of ad folk say they struggle with discussing DE&I with their colleagues.

*\*Source: Survey of 29 marketing and ad professionals*



The  
**Audience Insight.**

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**3/5** agree lunch is the only time they get to meaningfully connect with co-workers – McKinsey, 2021

**you are the media**  
lunch club

**76%** believe sharing a meal bonds them with others – Oxford Psychology, 2020

# Lunch in the C-Suite

with Executive Fellows

Seth Farbman, Former Chief Marketing Officer at Spotify

Phil Davis '85, Managing Director at Accenture

**In the UK, food is the great leveller.**

From our national dish of chicken tikka masala, to 1.3m kebabs enjoyed every day in Britain, food brings us together and invites us to explore each others diverse cultures.

**And in ad land, lunch is sacred.  
It's the moment we come around  
the table together to share open  
conversations...**

...that's why our media partners leverage the power of food to connect with us.

**They know it's the only email that's never skipped.**

**Use food to arm Ad Folk with the stats to have an open DE&I conversation, giving 'All In' a fairer share of the pie on the one day where numbers rule...**

**...March 14th, International Pi ( $\pi$ ) Day.**



**Turn food into the catalyst for conversation by literally turning pie charts into pies.**

Partnering with cooking charity Migrateful, we will turn the most compelling data and actions from the 2021 Census into edible pies that bring the whole of ad land together in conversation on Census Day – a message that wont get lost in their inbox.



# The Campaign Overview

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## Awareness

Serve up appetising stories.

Build momentum before and during the 2023 'All In' survey by teasing the stories behind the pies.



The 'All In' DE&PIE day



In partnership with the Migrateful charity turn the 2021 census statistics into pies that bring agency folk around the table on the day of the survey.



The Biggest advertising lunch.

## Participation

We will host the UK's biggest Zoom event, inviting the entire industry over lunch to tune in, eat pies & complete their surveys.



Activation

## The All In DE&PIE day

Awareness

Serve up  
appetising  
stories.



Biggest  
media  
lunch.

Participation

Migrateful's mission is to empower and celebrate refugees and vulnerable migrants through the power of food.

**With their network of chefs we will cook and courier pies to the 500 biggest ad and marketing offices around the UK, bringing 67,500 ad-landers together over DE&PIE day.**

The pies will represent flavours from diverse cultures, and will be served alongside 'All In' collateral with information on the census, and easy directions for people to find the survey.

**Why Migrateful?** They have the network of chefs to facilitate this idea... and every pound spent on the partnership is giving back to refugees and migrants aspiring to belong in the UK.



Activation

## The biggest advertising lunch

Awareness

The 'All In' DE&PIE day

The Biggest media lunch.

Participation

Working from home has taught us many new behaviours – particularly how to multi task while on a call. Rather than fight this behaviour, we're going to harness it to give ad folks the space to complete the census.

**As our pies land on agency tables on census day, we will host a live zoom event for everyone to drop into over lunch.**

During the two hour event, Migrateful chefs & members of The Inclusion Group will be hosting Q&As, cook-alongs and discussions on the All In Action Plan which can be watched while people are completing their surveys – making them feel apart of the collective driving change.



Activation

## Serve up appetising stories

Awareness

Serve up appetising stories.



Participation

To ensure our pies are on everyone's radar in the lead up to and on DE&PIE day, we will share the stories of Migrateful's diverse range of chefs alongside key stats from the 2021 report.

### The lead-up

Build credibility behind the pies with trade press editorial content, covering the initiative in-depth whilst leveraging the status of the industry leaders behind The Inclusion Group.

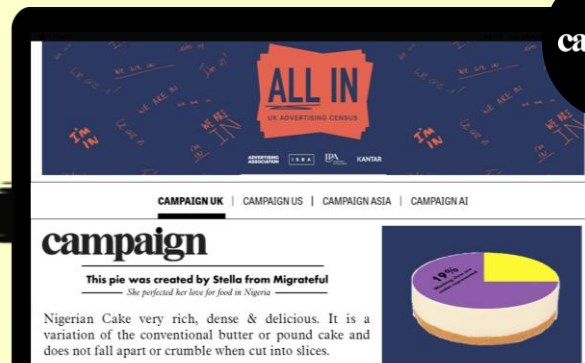
### On DE&PIE Day

Own the industry conversation chamber – LinkedIn – by targeting ad professionals with the sharable stories behind the pies to drive interest.

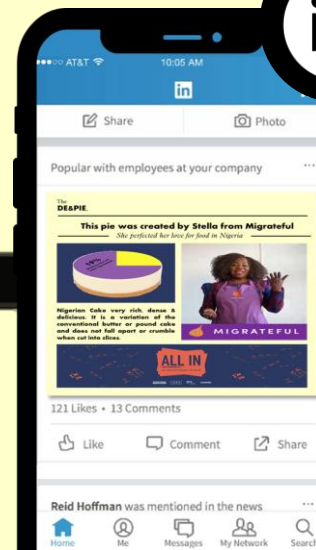
### Post-Survey

Create an image archive of the most iconic pies from all over the world for people who have completed the survey to post on Linked-In to show solidarity.

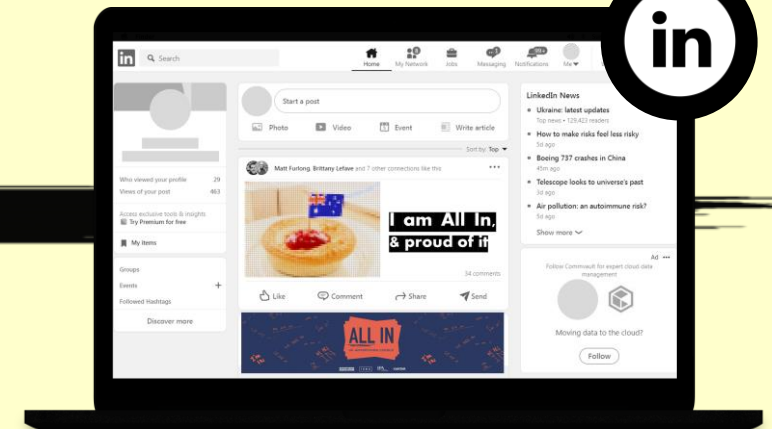
campaign



in



in



## A fair share of the pie

Our humble pies will drive genuine KPIs:

### Scale:

On-target social campaign will reach **87%**, or **171,000** ad & marketing professionals at 3+ (agency planning tool), whilst the trade press (Campaign & The Drum) will reach over 1.9m uniques (monthly visitation figures).

### Conversation:

**£10** – cost per pie. We are baking 5,000 pies.

**£20** – cost of courier per office. We are delivering to 500 offices.

**135** – average headcount of medium-large ad-companies.

**67,500** conversations generated on DE&PIE day.

### Response:

Our pies alone will drive an additional 22,275 respondents (direct response benchmark). In other words, an uplift from

**8% to 19%** of the industry completing the census.

Media	Jan	Feb	March	£
Social LinkedIn	[Yellow bar]			£15,000
Migrateful Partnership <i>(incl. delivery cost)</i>	[Yellow bar]			£70,000 <i>(£10k delivery)</i>
Trade Press	[Yellow bar]			£10,000
Zoom Event	[Yellow bar]			£5,000
Owned Amplification	[Grey bar]			n/a

*\*Through the Migrateful partnership we have baked in additional costs for delivery, participation in the live zoom event & the physical creation of the pies.*

### Why we believe in this idea?

1. It's unmissable. This is an idea that won't get lost in the inbox.

2. It's simple. A humble pie to prompt a serious conversation with Ad Folk.

3. It drives action. We're giving people the space to commit to the survey, when spare time has never been harder to find.

4. A new (and delicious) media channel that furthers our fight for a more diverse industry

