

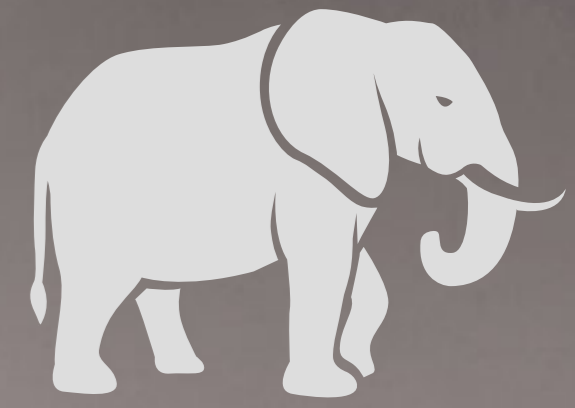


# stop ignoring the elephant in **advertising** room

## **The Business Challenge**

Hit a target of 250 companies signed up to the TimeTo Code of Conduct by Autumn 2019, while promoting a culture that discusses and acts against sexual harassment.

# Recognizing a very real **problem**



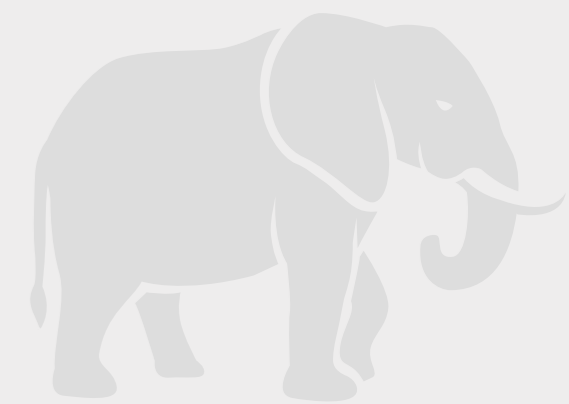
**41%** of people in advertising feel that victims are **ignored or silenced**\*.

Victims of sexual harassment often don't speak due to a fear of being ostracized in the workplace\*\*, and those who do are often met with resistance\*\*\*.

The campaign needs to reach people in their working lives to promote discussion of, and take action against, the elephant in the room - sexual harassment.



# Taking a look at the **audience**



## Silenced Supporters

They care about social injustice and are willing to support a cause. However, they are also concerned about job security and would not take risks which would undermine their future career & stability.\*

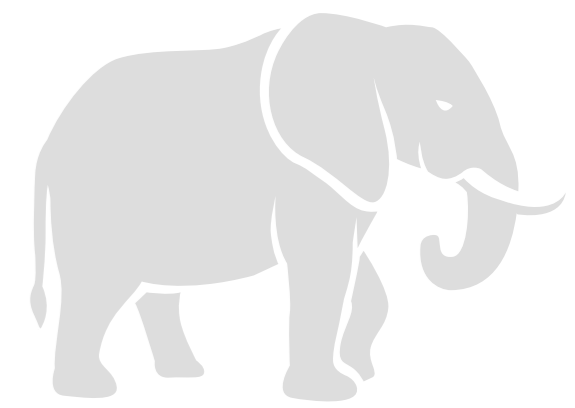
## Popular & Powerful

Senior positions who care about social issues, but are primarily image conscious - wanting to be the centre of attention and to own the crowd. They have the power to enact change, and can be swayed by popular consensus.\*

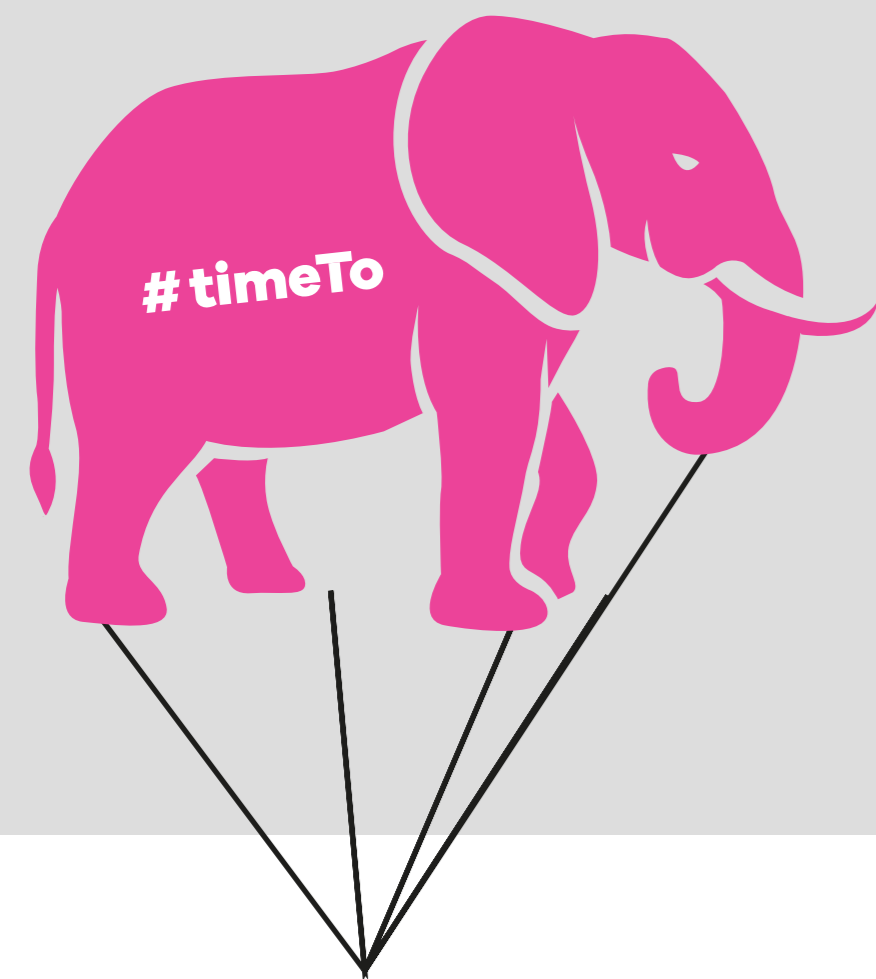
\*TGI, 2019



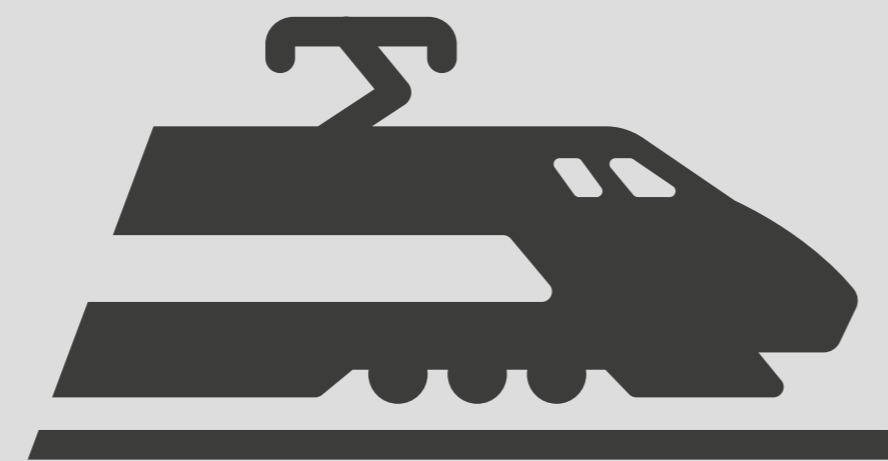
# An idea that inspires **action**



encouraging people to talk about the literal **elephant in the room**



Inflatable elephants for unmissable physical presence. Utilizing campaign data to relocate to areas of opportunity.



Reaching commuters at the start of the working day, with cost-effective mass reach.



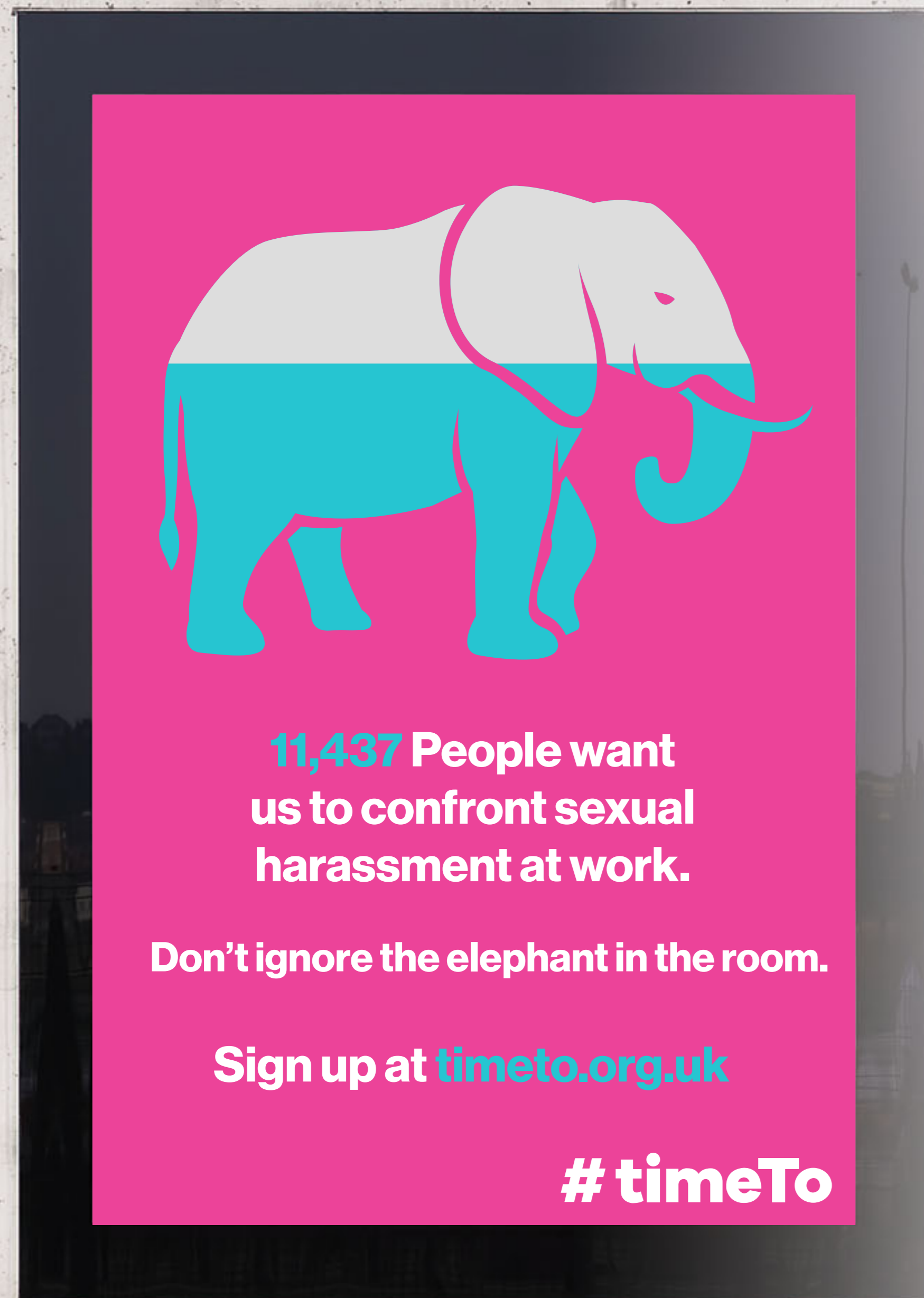
Continued relevance during working hours, with dynamic ads feeding into workplace discussion.



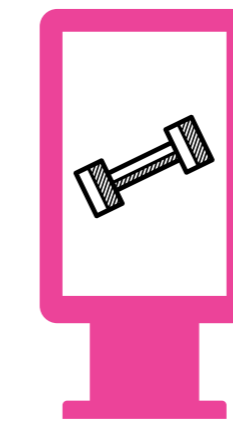
Micro-targeting key social times & activities to inspire action in the situations that matter most.

**#timeTo**

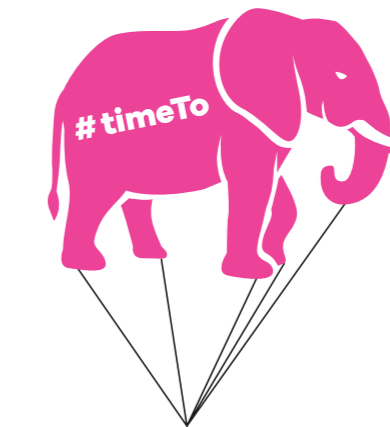
# Driving awareness alongside morning **commute**



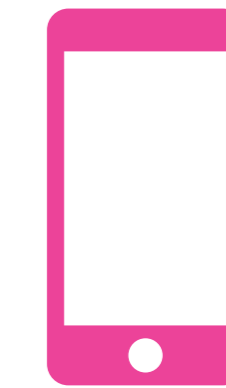
Out of Home



Digital  
(gym screens)



Physical



Social

Reaching both **silent supporters** and the **popular & powerful** before work hours, whether it be on the **commute**, or during that early morning **gym**.

Creating a positive initial impression through impactful, and engaging mediums which count user sign-ups.

# Sparking conversations within the **workplace**

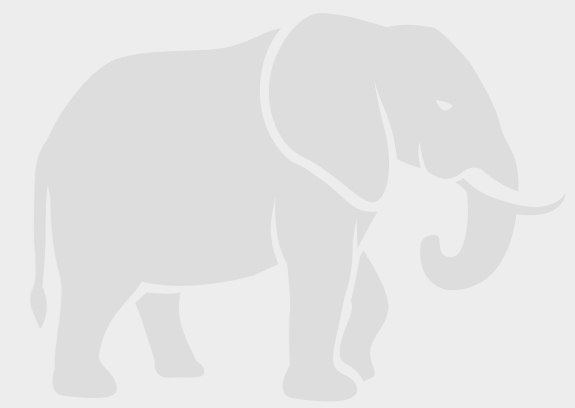


Notebooks bring **the elephant into the office**, to generate conversations through an **affordable** and **tangible** format.

Supporting this discussion with social ads, distributed through a geo-targeting algorithm, reaching businesses yet to sign up.



# Inspiring action when the office goes **socialising**

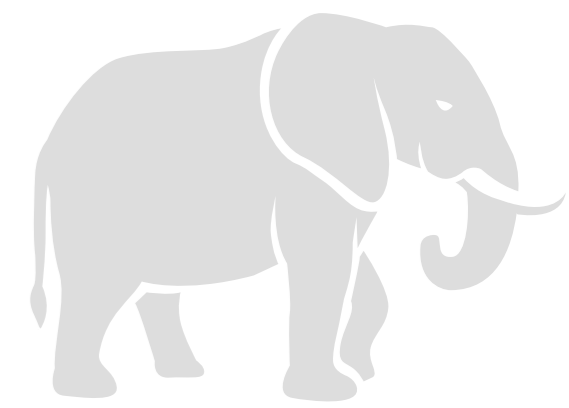


Acute **time** and **location** based targeting through **social ads** in combination with **ClearChannel Socialite screens** reach both audiences when they are most open to frank discussion.

Engagement-based ads gather measurable engagements for use in dynamic ads, while **reminding people that workplace issues don't end with the working day.**

**#timeTo**

# A high-profile **partnership**



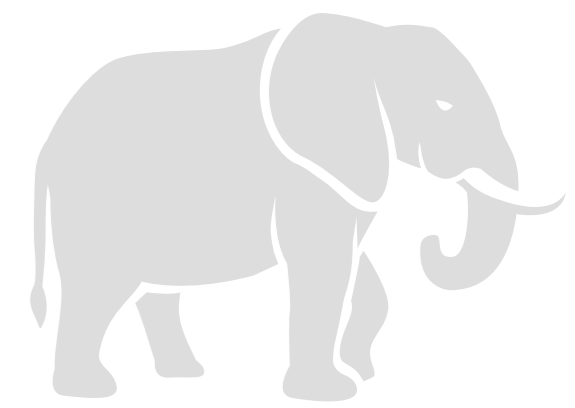
An always-on banner, and featured articles on the industry's **most respected** news source add **credibility** and **visibility**.

E-mail subscription content places the campaign in **our audience's inbox**.

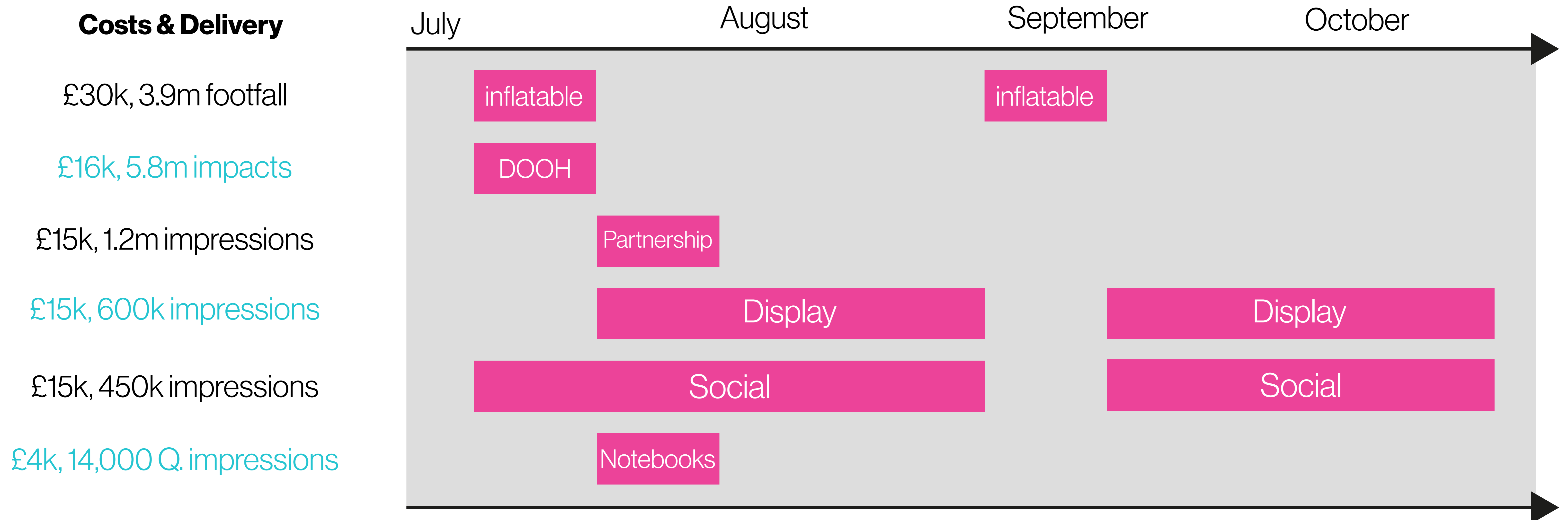


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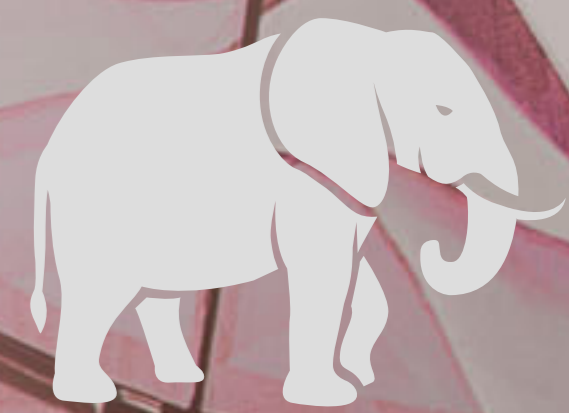
# Campaign timings and budget overview



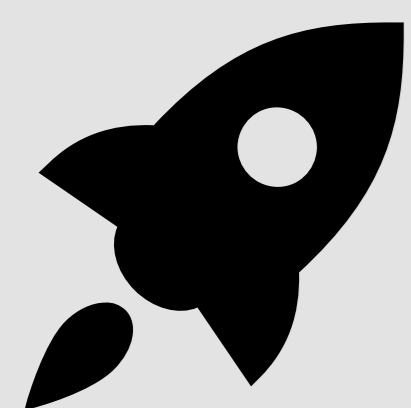
Early **awareness gets silent supporters curious**, then later interaction drives the discussion, encouraging **decision-makers to sign up.**



# ...and this is why it **works**



Innovatively reaches audiences by **targeting key moments** throughout the **working day**, allowing them to contribute to a **safe discussion**.



Compelling ads use **engagement data** to further **propel campaign momentum**.



**Buzz generated by the workforce** inspires a minimum of 70 decision makers to sign-up, hitting a target of **250 total by Autumn 2019**.