



Written Submission: Georgia Payne & Reepa Nargis

Slide 3

Why are ethnic minority groups and lower socio-economic demographics under represented in the industry?

Is it because they are being discriminated against in the job application or is it a wider issue around them not being aware of the career options within the industry?

We've found a number of barriers to entry from an industry standpoint, such as family and schooling influence and acceptance.

Slide 6

When looking to segment our target audience we decided to build this from three key demographics.

Audience 1 and 2 is built up of those who completed last year's census. Audience 3 is the remainder of people who work in the UK marketing and advertising industry.

We split audience 1 and 2 into those who are from minority groups and those who aren't. Based on the census we assume those from a non-minority group to be around 70% which leaves us with an audience of 11,000 (audience 2).

The largest opportunity still lies with audience 3 who we'll similarly look to segment by certain demographic factors through paid media opportunities.

Slide 7

For both audience 1 & 2 although extremely different we'll be consistent in acknowledging that both of these audiences have completed last year's census. They made a movement for change and we want to reward them for that and motivate them to continue the change.

For audience 3 we'll be more demanding in action as they didn't take part in the last census and we need to make them feel like not taking part is endorsing discrimination.