



**CHANGE
ON TAP**

CAMPAIGN SUMMARY

It's time we removed ALL barriers between ad land's workers and progress.

By turning our assets into the survey itself, our campaign will mobilise the industry to engage with its most important survey transforming it into an always-on, reactive barometer of how our industries greatest practitioners believe where the advertising industry is at, and where its going.

Leveraging pre-existing audience media habits on social channels and bringing in some interactivity, we prove that the change you want to see is just a tap away...



CREATIVE INSIGHT

Nobody has the time or wants to sit down for 30+ minutes to fill out a survey in detail, so let's bring the survey to them.

Our target audience are already scrolling and tapping on their phone and social media platforms for hours a day, so we plan to capitalise on those media habits by turning Instagram stories and social ads into the survey itself.

Apathy is also a barrier to engagement with surveys like these, so our reactive always-on content based on survey answers will allow us to cement that peoples answers matter and are being heard.

The gamified aspect of our ALL-IN HUB incentivises companies and individuals to become champions of change via an engagement leaderboard and a toolkit of assets that allows them to share their answers in stunning detail across their social channels.



SOLUTION

We utilise two types of media for this campaign. Social media platforms and our ALL IN HUB.

The primary social media platforms we will use is Instagram, followed by Twitter & TikTok. With a huge group of our industry on instagram, along with many agencies, it's a visually driven platform that will allow us to leverage existing media habits and bring our assets to life with stunning and distinctive art direction.

Instagram also has a plethora of of ad formats that we can use to push out our interactive assets. Via the ALL IN HUB, we can help audiences export their answers as different formats (animations, images, kinetic typography etc) so they can share on social and networking platforms - allowing us to organically expanding our digital campaign.



HOW DOES THIS WORK

Our core KPI's here are number of survey completions and share of voice within our industry online. This digital solution moves these objectives forwards as we are taking advantage of existing media habits that make it simple and frictionless to capture data for our survey, satisfying our first KPI of capturing survey completions.

Secondly, the reactive content which makes subtle but direct callouts to the companies within advertising that need to help push progress will drive conversation and awareness within our target audience as it's so infrequently that advertising agencies are held to account for their sink or swim cultures.

We also lean into the inherent competitive nature of the advertising industry with our gamified elements, with agencies regularly benchmarked via leaderboards, being positioned as the greatest champions of industry change is hugely incentivising for our target audience and will push agencies to get their workforces to complete the survey.

