

**CHANGE
ON TAP**

**ADVERTIS
ASSOCIAT**



CHANGE ON TAP

People want the industry to be better and more inclusive. But can't see why completing **ANOTHER** survey will help do that.

CHANGE ON TAP fixes that by flipping the ALL IN survey on its head.

By transforming the format of our survey into a campaign itself and gamifying the ALL IN hub, we'll create a **dynamic, responsive, always-on** epicentre of our industries practitioners opinions on where the industry is currently at, and where it can go.

No longer will there be a barrier between you and the industry you want to see. Change is a just a tap away.



THE CORE COMMS

We'll turn our campaign into the survey itself, utilising three core assets:

_GEO-TARGETED INTERACTIVE ADS

We'll ring-fence the locations of advertising agencies in London and target them with social ads containing our survey questions, allowing us to capture responses that are tailored specifically to certain companies

_STORY SURVEYS

Leaning into an existing audience behaviour, we'll partner with other industry orgs and bodies with larger followings, providing them with our survey that they can post on the Insta Stories, allowing us to capture more data and reach a larger audience.

_USER DATA POSTS AND ADS

We'll take the responses from our interactive survey format and then turn them into reactive ads that display the mood and opinions of the industry in real-time and also calls out agencies for their poor inclusivity



GAMIFYING THE ALL IN HUB

Moving beyond simply communications, we'll also transform the UX of the ALL IN HUB through two gamified elements...

INDUSTRY LEADERBOARDS

We'll create a leaderboard that rewards companies and individuals with the highest participation rate.

SOCIAL TOOLKIT

People will then be able to export their answers as different formats (animations, images, kinetic typography, TikTok Siri Voiced typography etc) for them to be able to share on social and networking platforms - organically expanding our digital campaign.

DRAG THE BAR TO DETERMINE YOUR age

35

**OFFICES TODAY UNDERREPRESENT
WOMEN THE MOST**

NEURODIVERSE ASIAN NON-BINARY **WOMEN** MUSLIM 50+ WOMEN

SUBMIT answer **save as** **SHARE TO**

INSTAGRAM
LINKEDIN
TIKTOK
TWITTER
FACEBOOK
THE DOTS

LEADERBOARD

1	89%	BBC CREATIVE
2	84%	VMLY&R
3	61%	MEDIACOM
	55%	WAVEMAKER
	49%	MOTHER LONDON





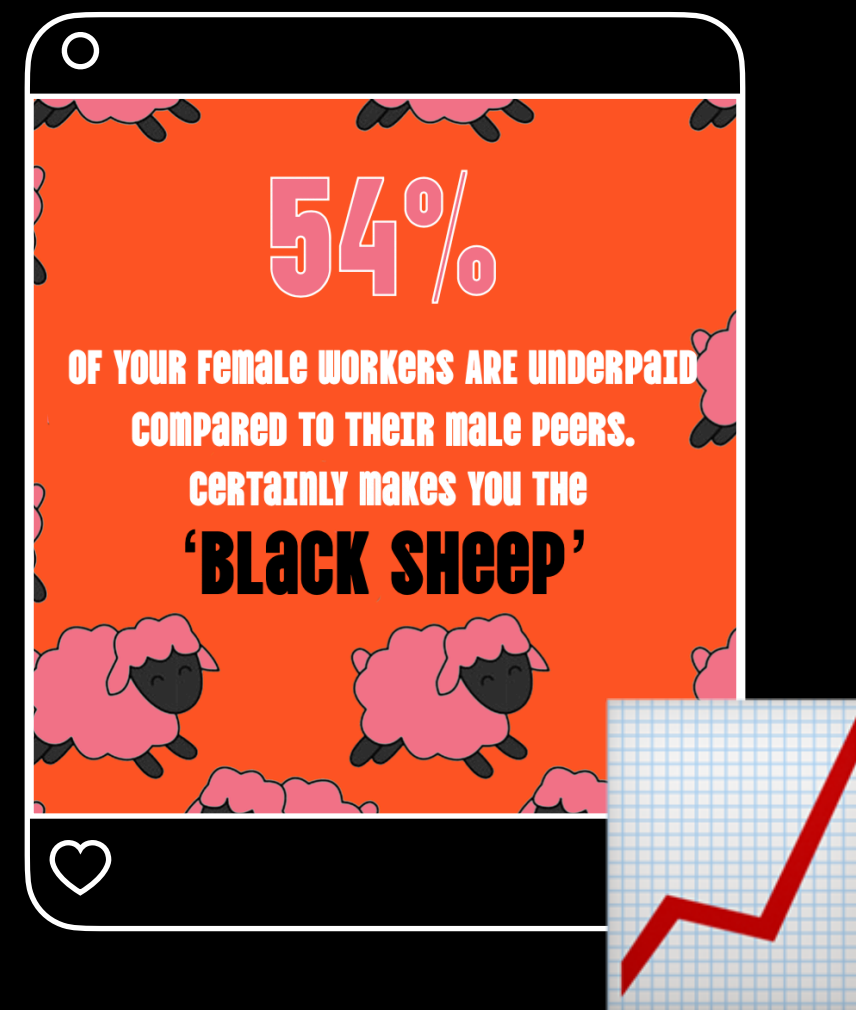
CHANGE ON TAP SUMMARY

The campaign ensures that progress is only one tap away



INTERACTIVE SURVEY VIA SOCIAL CHANNELS

Transforming our campaign into the survey itself.



REAL-TIME DATA-DRIVEN RESPONSIVENESS

Creating insightful and responsive content that moves at the speed of our industry.



GAMEFYING THE ALL-IN HUB

Rewarding high engagement from companies and individuals in advertising.