



## Change the routine

Belonging.

It's something everybody in this industry should feel.

Yet day after day people suffer through prejudiced comments and behaviour.

Comments about their age, their race, their gender.

Day after day, meeting after meeting.

Things need to change.

Completing the All In UK Advertising Census is the first step to get there.

To remind people to get it in their calendar, we decided to show why they should – using the visual of a calendar itself.

Showing just how commonplace this harassment is.

It's time to change the routine.