



**Ad Folk are more likely to talk  
about food than DE&I...**

# SLIDE 1: The Brief. [88/150]

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## Introduction

Our task is to grow participation in the 2023 'All In' census, as part of a nationwide drive to create a more inclusive workplace for all.

Following a successful launch in 2021, 16,000 respondents – or 8% - of the advertising & marketing industry, gave their voices to the survey.

But to engage a larger audience, we must find a way to get the entire industry talking about the census.

# SLIDE 2: The Challenge. [149/150]

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## Introduction

To find out how to grow participation, we started by talking to those who didn't participate in 2021. We surveyed 29 people from media, creative and brand companies, and found two critical barriers:

### 1) The 'All In' Survey is easy to miss.

As inboxes become busier, survey links are often the first thing people de-prioritise, if not miss entirely. And on couple this with International Women's Day coinciding on March 8th 2023, where there is a 24% increase in the emails people receive, it will only be more difficult to get their attention.

### 2) DE&I is hard to talk about.

Despite best intentions, 85% of our respondents say they struggle with discussing DE&I with their colleagues, out of fear of saying the wrong thing.

## Our real challenge.

**Cut through inbox purgatory by creating an ownable moment that ignites a conversation around DE&I and gets ad-land all in on the census.**

# SLIDE 3: Audience Insight. (115/150)

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## Audience

### **In the UK, food is the great leveller.**

Our national dish is chicken tikka masala. 1.3m kebabs are enjoyed every single day. Chow Mein is the most ordered takeaway, surpassing pizza.

Food brings us together and invites us to explore each others diverse cultures.

And in ad land, it's so much more. Lunch is sacred. From the beloved advertisers lunch, to industry training and networking events, food is always what brings us together.

It's the moment we come around the table together to share open conversations...

...that's why our media partners leverage the power of food to connect with us – they know its the only email that's never skipped.

## SLIDE 4: Strategy. [148/150]

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Food is our vehicle to bring ad professionals together in an environment where open conversations can happen.

And whilst food is our magnet, we must also arm them with the stats & knowledge to confidently engage in a DE&I conversation.

Finally, to ensure we get a fairer share of the pie, we need to change the date of the census so we're not competing with another very important cultural day... International Women's Day.

Fortunately, there is another day in March where numbers are the focus... March 14th – International Pi Day. Yes, the famous number, 3.141... A day that is memorable enough to capture the minds of the most imaginative industry.

### **The Strategic Opportunity:**

Use food to arm Ad Folk with the stats to have an open DE&I conversation, giving 'All In' a fairer share of the pie on the one day where numbers rule...

...March 14th, International Pi ( $\pi$ ) Day.

Because if we can do this, we will create our ownable moment to ignite conversation and participation in the 2023 census.

# SLIDE 5: Idea (150/150)

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## **Introducing DE&PIE Day**

We are going to turn food into the catalyst for conversation by literally turning pie charts into pies.

Partnering with cooking charity Migrateful, we will turn the most compelling data and actions from the 2021 Census into edible pies that bring the whole of ad land together in conversation on Census Day  
– a message that won't get lost in their inbox.

## **Who is Migrateful?**

Migrateful is a charity cooking school, whose mission is to empower and celebrate refugees and vulnerable migrants through the power of food.

## **The Value Exchange:**

**Migrateful** – Our media investment will go directly to funding their initiatives, and by bringing their story to agencies, we can connect them with future corporate partners.

**Advertising Association** – playing an active role in supporting a diverse industry, and earned exposure of the All In report via Migrateful's network of partners and channels.

**Ad professionals** – a chance to get to know the impact and findings of the 2021 report, to feel more emotionally connected to participate in the next. Oh, and the pies will be delicious.



# SLIDE 6: The campaign overview. (150/150)

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## Exploring the architecture

It comes to life across three pillars to ensure we drive both awareness and participation:

**Serve up appetising stories:** Build momentum before the launch of the 2023 'All In' survey by shining a light on the biggest findings from 2021's census, and teasing the stories behind the pies, using targeted media to reach every ad-professional.

**The 'All In DE&PIE's Day:** In partnership with Migrateful, we will turn the 2021 census statistics into pies that bring agency folk around the table on the day of the survey, creating an entirely new, and ownable, connection point for All In.

**The Biggest Advertising Lunch:** We will host an the UK's biggest Zoom even, inviting the entire industry over lunch to tune in, eat pies & complete their surveys, and importantly – giving ad professionals the space to engage in the census.

# SLIDE 7: The All In DE&PIE day. (149/150)

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## **The Activation**

Migrateful's mission is to empower refugees and vulnerable migrants through the power of food.

With their network of chefs we will cook and courier pies to the 500 biggest ad and marketing offices around the UK, bringing 67,500 ad-landers together over DE&PIE day.

The pies will represent flavours from diverse cultures, and will be served alongside 'All In' collateral with information on the census, and easy directions to the survey.

## **Why Migrateful?**

Migrateful is a cooking company that brings together migrants who they then provide with **'wider social networks, improved English language and communication skills, increased confidence, a source of income, and opportunities to celebrate and share their culture'**.

Given Migrateful's extensive diversity credential and network of chefs they're the only partner powerful enough to authentically facilitate this idea... and every pound spent on the partnership is giving back to refugees aspiring to belong in the UK.

# SLIDE 8: The biggest advertising lunch. [149/150]

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## The Activation

Working from home has taught us many new behaviours – particularly how to multi task while on a call. Rather than fight this behaviour, we're going to harness it to give ad folks the space to complete the census.

**As our pies land on agency tables on census day, we will host a live zoom event for everyone to drop into over lunch.**

During the two hour event, Migrateful chefs & members of The Inclusion Group will be hosting Q&As, cook-alongs and discussions on the All In Action Plan which can be watched while people are completing their surveys – making them feel apart of the collective driving change.

This activation has legs to become a long-standing and ownable day for the All In Census. By cementing this day firmly into the minds of the ad-world it will become a hallmark moment in the calendar for DE&I, and a rally point to drive engagement in each subsequent census.

# SLIDE 9: Serve up appetising stories. (126/150)

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## The Activation

To ensure our pies are on everyone's radar in the lead up to and on DE&PIE day, we will share the stories of Migrateful's diverse range of chefs alongside key stats from the 2021 report.

### Our amplification approach has three parts:

**The lead up:** Build credibility behind the pies with **trade press editorial content**, covering the initiative in-depth whilst leveraging the status of the industry leaders behind The Inclusion Group.

**On DE&PIE Day:** Own the industry conversation chamber – **LinkedIn** – by targeting ad professionals with the sharable stories behind the pies to drive interest.

**After the survey:** Create an image archive of the most iconic pies from all over the world for people who have completed the survey to post on Linked-In to show solidarity.

This is about giving all ad-professionals the knowledge and confidence to get involved, and giving c-suite and HR leaders the ammo to galvanise their teams around the census.

# SLIDE 10: Measurement & why it works. [150/150]

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## The Measurement

Our humble pies will drive real KPIs:

### Scale:

On-target social campaign will reach 87%, or 171,000 ad & marketing professionals at 3+ (*agency planning tool*), whilst the trade press (Campaign & The Drum) will reach over 1.9m uniques (*monthly visitation figures*).

### Conversation:

*£10 – cost per pie. We are baking 5,000 pies.*

*£20 – cost of courier per office. We are delivering to 500 offices.*

*135 – average headcount of medium-large ad-companies.*

*67,500 conversations generated on DE&PIE day.*

### Response:

Using industry benchmarks for direct response, our pies alone will drive an additional 22,275 respondents. In other words, an uplift from 8% to 19% of the industry completing the census.

## Why it works?

- **This is an idea that won't get lost in your inbox.**
- **It's simple. A humble pie to prompt a serious conversation.**
- **It's drives action. We're giving people the space to commit to the survey.**
- **It taps into the most consistent agency moment – the advertisers lunch.**



**Thanks** 