

Cannes Young Lions 2023:

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Front Page:



How do you inspire a generation with new priorities to join the advertising industry?

The Problem and The Real Challenge:

The problem

There is a talent shortage in the UK advertising industry, with young people not considering it a viable or attractive career choice.

The real challenge

Travel and independence are the top priorities for school/college leavers¹, when they're thinking about what to do post graduation.

The world of work currently doesn't meet these priorities, shown by only 25% of leavers planning to enter the work force in the next year*.

¹(Source: YouGov 2023)
²(Source: TGI GB 2023)



The UK Advertising industry has a problem. There is a talent shortage, and young people do not consider it a viable or attractive career choice.

But the real challenge is the fact that travel and independence are the top priorities for school/college leavers when they're thinking about what to do post-graduation. The world of work currently doesn't meet these priorities, shown by only 25% of leavers planning to enter the work force in the next year.

The Insight and The Opportunity:

The insight

Gen Z have lost priceless teen years to lockdowns, and more than any other generation are evaluating priorities beyond what their 9-5 looks like.

They want real-world experiences, independence and adventure - shown by a 52% increase in those taking a gap year since 2012¹.

Employers who offer both work and adventure, immediately have the upper-hand.

¹(Teaching abroad: Gap Year Statistics UK 2022)

The opportunity

This problem isn't unique to the UK, with other markets like Australia sharing the issue of a talent shortage².

Brexit has made it harder for the UK to recruit EU talent, but the UK's Free Trade Agreement with Australia has made it easier for young Brits to work in Australia, and vice versa.

The UK loses 140,000³ of its school/college-leaver talent each year to travel. Converting 0.7% of these would fulfil the IPA's goal of 1,000 annual apprentices, recouping the investment made by their members in the Apprenticeship Levy.⁴

Offer an exciting career pathway straight out of school. A student loan free option, which still allows them to explore the world.

²(Source: TGI GB 2023)
³(IPG Australia, August 2022)
⁴(Advertising Association, Talent Report)

ADVERTISING ASSOCIATION

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Therefore, we have the opportunity, to offer an exciting career pathway straight out of school. A student loan free option, which still allows them to explore the world.

The Strategy:

The strategy

Partnering with the Association for Data-Driven Marketing & Advertising (ADMA) in Australia, we will reposition the 'gap year,' presenting another option to the 140,000 UK school/college leavers who would otherwise be travelling.

Exchanging 1,000 apprentices between each country every year, the UK & Australia will receive a rich pool of entry level talent, and a returning skilled workforce once the apprenticeship ends.

With support from Tourism Australia, who are a partner of ADMA, & Visit Britain, we will use one of their famous faces and position this as a travel campaign as opposed to a recruitment drive.

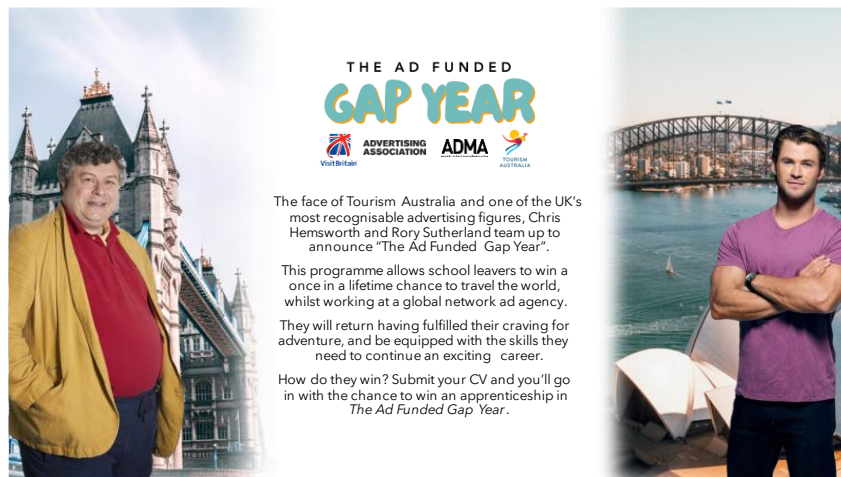


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The Idea:



THE AD FUNDED
GAP YEAR

Visit Britain ADVERTISING ASSOCIATION ADMA TOURISM AUSTRALIA

The face of Tourism Australia and one of the UK's most recognisable advertising figures, Chris Hemsworth and Rory Sutherland team up to announce "The Ad Funded Gap Year".

This programme allows school leavers to win a once in a lifetime chance to travel the world, whilst working at a global network ad agency. They will return having fulfilled their craving for adventure, and be equipped with the skills they need to continue an exciting career.

How do they win? Submit your CV and you'll go in with the chance to win an apprenticeship in *The Ad Funded Gap Year*.

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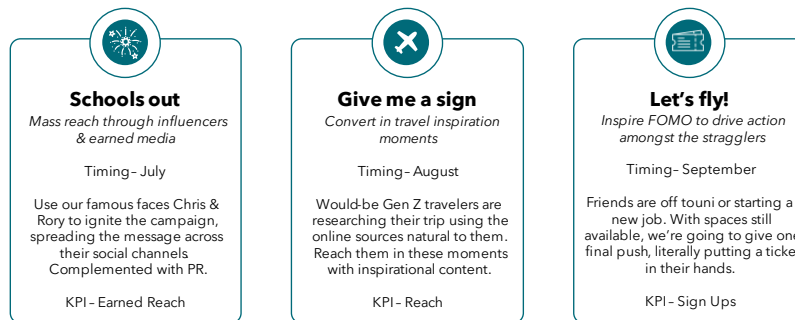
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How It Works:

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ADMA will be reflecting this plan and spend in the Australian market.

ADVERTISING ASSOCIATION

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The first phase, *Schools out*, will achieve mass reach through influencers and earned media.

The second phase, *Give me a sign*, will convert our Gen Z audience in travel inspiration moments native to their demographics media usage.

The final phase, *Let's fly*, will create a sense of urgency using some physical & more old school tactics.

We would ensure that ADMA reflect this plan for the Australian market, and match spend.

School's out:

School's out - July

Mass reach through press, talent sharing & earned media.

Launching with support from our partners Tourism Australia & Visit Britain, as well as their ambassador Chris Hemsworth, and our industry champion Rory Sutherland, we will generate buzz through earned media.



Press Release

Joint press release from Tourism Australia, Visit Britain and both Advertising Associations.



Talent Announcement

Chris and Rory share the initiative through owned social channels. (Chris: 52M, Rory: 116K)



Earned Media

We would secure earned coverage in digital press relevant to Gen Z, like [LADbible](#).

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Our first pillar generates mass reach through our famous faces & a heavy PR drive. Firstly, we'll announce the campaign from all partners in the form of a press release. This will house all the relevant information for trade press, etc, to refer to.

Secondly, our hosts Chris & Rory will announce the competition on their social channels. Chris, in particular, has huge reach and this will be a big moment for the campaign.

Once the word is out, we'll commence reaching out to journalists to spread the word, focusing on social first publications relevant to our audience, like LADbible.

Give me a sign:

Give me a sign - August

Those looking to plan their Gap Year are 7x more likely to use TikTok as a discovery tool for travel inspiration¹. The term #gapyear alone has over 600m views.

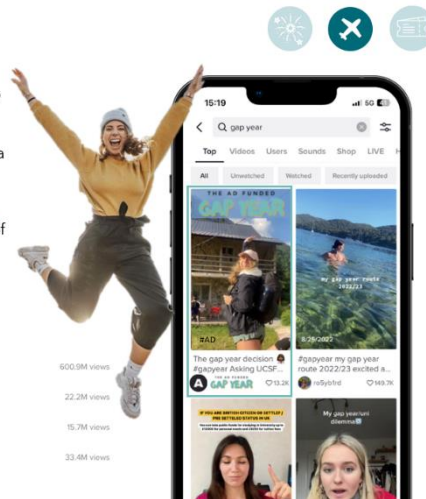
TikTok has become Gen Z's search engine, and in a media first, we will partner with TikTok and influencer @backpackingchristianne to own 'Gap Year' searches.

Producing a five-episode content series with Christianne, we share her travel experiences and discuss the benefit of travelling through *The Ad Funded Gap Year*. The content series will be found first in feed for all gap year related TikTok searches - a first of its kind placement on the platform.

We will run paid Google search, knowing that gap year searches are at their highest in August.²

# gapyear	600.9M views
# gapyearstudent	22.2M views
# gapyearlife	15.7M views
# gapyeartravel	33.4M views

¹(Source: MorningConsult 2023 Survey of 2,199 adults)
²(Source: Google Adwords)



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Let's fly:



Let's fly! - September

Friends are off to University or starting a new job. Those who still haven't made up their minds will be beginning to worry. We've got a Golden Ticket with their name on it.



Create Golden Tickets to Australia

Create mock plane tickets to Australia, containing all the info on *The Paid Gap Year* & where to sign up. Each ticket will be distributed hand-to-hand and contain a QR code linking to more information.



Distribute These in Gen Z Hotspots

We will distribute these tickets on routes home from end of summer festivals, in shopping centers and at travel expos; ie. for ski season/summer camp work

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Media laydown, KPI's and why it works:

Media laydown, KPIs

Pillar	Media detail	Jul	Aug	Sep	Budget	KPI	Forecast
School's Out	Shared Press Release				£ -	Reach	4,000
	Chris & Rory Announcement				£ -	Reach	12.5M
	Earned Media				£ -	Reach	14M
					£ 0		
Give Me a Sign	Creator Partnership				£ 20,000	Views	1M
	Paid Amplification of Creator Content				£ 45,000	Impacts	11.3M
	Paid Search				£ 25,000	CPC	16.6K
					£ 90,000		
Let's Fly!	Ticket Distribution				£ 10,000	Reach	100,000
Totals					£ 100,000		

CUMULATIVE REACH: 17m
TOTAL APPRENTICESHIPS COMMENCED: 1,000

Why it works

- With a cumulative reach of over 17m in the UK, we will easily hit the 1,000 required apprentices each year, to recoup the benefits of investments made through the Apprenticeship Levy by IPA members
- Framing this as a travel campaign broadens our talent pool, meaning we can tap into the 140,000 school leavers who would otherwise travel/go on a gap year.
- We are creating a new behaviour amongst school leavers, which will become more engrained each year

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Our media plan flying follows the three bursts detailed above, with the majority of our budget going to "Give Me a Sign".

Most of our media is focused on reach driving tactics, and we believe that with a message as strong & appealing as this, conversion will naturally follow.

Overall we're forecasting 17m unique reach, and to easily fill the 1,000 apprentice spots required.

There are three key reasons we think this campaign will succeed.

Firstly, the conversion required to hit our target is more than achievable considering the scale we achieve.

Second, the fact that this is framed as a travel campaign broadens the appeal even further, meaning we can tap into the 140,000 school leavers who would otherwise travel.

Finally, this new behaviour we create will grow year on year, eventually becoming ingrained in UK school leaver culture.