

The Task

CREATE A PIPELINE TO RECRUIT 4,000* SCHOOL LEAVERS INTO THE AD INDUSTRY BY 2024

*Based on 366,000 total UK ad industry population (Labour Force Survey ONS, 2022) where 12% are entry-level roles & 10-15% of those roles are unfilled (Campaign, 2022)



51% of Gen Z agree that their generation is more creative than previous generations.
(Into Z Future, 2023)

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“Gen Z are absolutely more creative, but it’s more utilitarian than other generations”
(Molly Logan / Irregular Labs)

.....

56% of Gen Z use social apps to express their creativity.
(JWT Intelligence Survey, 2023)



The Real Challenge

WHY IS THE MOST CREATIVE GENERATION IN HISTORY, NOT JOINING THE MOST CREATIVE INDUSTRY?

A photograph of Sir Ken Robinson, a man with glasses and a suit, speaking at a TED talk. He is gesturing with his right hand raised. The background is dark with some stage lights.

The Guiding Insight

**SCHOOLS ARE TEACHING KIDS THAT
CREATIVITY IS A HOBBY, AT BEST A SIDE
HUSTLE, NOT A CAREER.**

“We don't grow into creativity; we grow out of it. Or rather we get educated out of it”
(Sir Ken Robinson in the most watched TED talk of all time)



"I've been creating ever since I got my hands on a computer" - Benjamin Paruzynski (20), Digital Creator

"Gen Z is one of the most ethnically diverse generations, estimated to be 40% non-white by 2061 in the UK" - BYP, 2022



"59% of Gen Zs have creative side hustles" - CNBC, 2023

The Audience

CULTURAL HUSTLERS

The audience with the most creative potential in the world, is one the ad industry is least connected to, Creative Hustlers* - Gen Z student creatives with **ambitions to pursue their passions & side hustles**. The ones crushing YouTube music tracks outside of school, creating murals with their mates on neighbourhood walls or exploring digital landscapes on community platforms.

True creativity comes from **diversity of thinking** - and there is no generation more diverse than Gen Z.

*Audience Size: 870k. Based on 12% of Gen Z expected to leave school in the next 12 months (TGI UK, 2023)



A person with pink hair, wearing a white t-shirt and tan pants, is bent over and painting graffiti on a wall. A silver step ladder is positioned next to them. The wall is covered in various graffiti tags and colorful abstract shapes. The scene is dimly lit, suggesting an indoor or nighttime setting.

The Opportunity

**INSPIRE CULTURAL HUSTLERS TO SEE
ADVERTISING AS THE ULTIMATE
PLATFORM TO TURN THEIR CREATIVITY
& PASSIONS INTO THEIR CAREER...**

...BY TAKING THE MOST CREATIVE INDUSTRY IN THE WORLD TO WHERE IT STARTS TO DIMINISH - SCHOOLS.

The Big Idea

THE HUSTLE CLUB

A virtual* 'after-school club' for students, facilitated by the Ad Association & powered by agencies, where Creative Hustlers and ad folk tackle local passion-based challenges in their community.

HYPE THE HUSTLE



CREATE THE CULTURE



SHOW & TELL

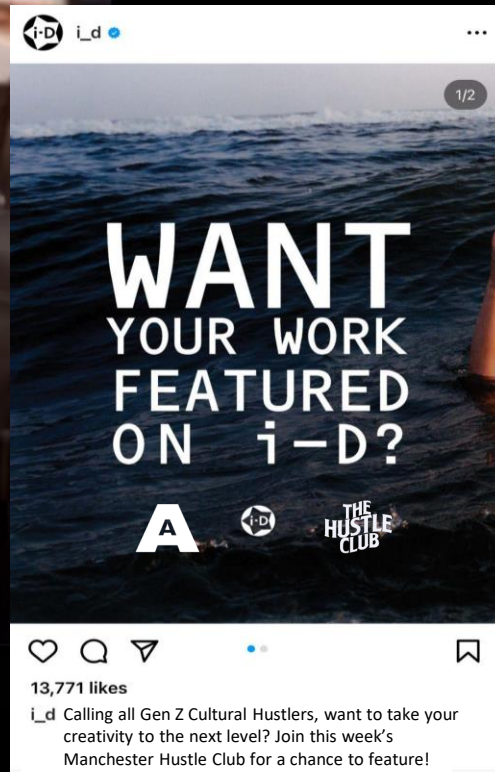


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Pillar One HYPE THE HUSTLE

Launch The Hustle Club at scale by partnering with i-D, Vice's dedicated UK youth culture magazine, to recruit THE BIGGEST Gen Z talent in the nation to sign up to the club, driving hype amongst Cultural Hustlers around the opportunity to work with their favourite Creators.



Build awareness & anticipation with teasers across Creator & VICE network Social channels.



Spread buzz with Creators engaging with passion-led subreddits (e.g., Hazey & r/ukdrill).



Drive WOM & hype with Creators dropping DMs in Creative Hustlers' passion-led pages.

Pillar Two

CREATE THE CULTURE

Embed The Hustle Club in student and ad folk's weekly creative culture, anchoring it to a specific day/time & hosting it virtually as part of a Discord livestream – making it unmissable, inclusive & accessible, while meeting Gen Z where they're already engaging.



Launch a Discord community, where students select their passion-led local challenge & brief.



Schedule Discord Go Lives across the UK, bringing creativity back into the curriculum.



Amplify recorded livestreams across Creator & stakeholder owned & shared channels.



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LATEST > CREATIVE WORK > TOP BRANDS & AGENCIES > EXPERIENCES > MORE > 🔍

Cannes Lions 2024: Ad Association's 'The Hustle Club' clean up at Cannes

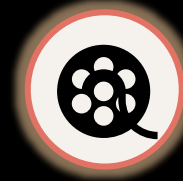
Advertising genius. What happens when you bring the most creative generation into the most creative industry.

Pillar Three SHOW & TELL

Make The Hustle Club famous by paying for participating agencies to enter one of their Hustle Club campaigns into Cannes, going head-to-head with the big dogs of the industry in the hope of winning a Lion in an industry first.



Incentivise agencies with the prospect of creating award-winning work at the world's most famous industry event.



Host Cultural Hustlers at participating agencies to co-create entry submission videos & content.



Drive fame through the biggest trade press titles (e.g., Campaign) by generating organic PR.

Measurement

HYPE THE HUSTLE

- Reach - Talent: 1.3M | VICE network: 5M | Passion subreddits: 1.1M
- Total Audience Reach: 7.4M (75% of the Gen Z UK population)

CREATE THE CULTURE

- If we have a 0.1% conversion rate (based on Gen Z participation averages) we will have 74,000 sign ups to The Hustle Club.
- If we only had an 8%* CPH from The Hustle Club going into entry level roles, that would be 5,920 (smashing our 4,000 target) and closing the current open role gap for entry level people by 2024.

SHOW & TELL

- 1x Cannes entry per Hustle Club (1 x Hustle Club per UK region = 9)
- Stretch KPI: 1x Cannes Lions Shortlist

*CPH (conversion per hustler)

- typical conversion for passion-based student initiatives

Pillar	Media	Sept*	Oct	£
HYPE THE HUSTLE	9 x mid tier influencer talent fee			£60,000
CREATE THE CULTURE	Discord live stream			N/A
	Creator & stakeholder social posts			£32,000
SHOW & TELL	9 x Cannes entry fee			£6,300
			Total	£98,300

*Launch in September to tap into the new school year mindset

Why It Works

CYCLICAL

Feeding creativity into the community comes back full circle to fuel the future of advertising. Who better than this generation of Creators to be their own advertisers for the industry?

LONGEVITY

The Hustle Club doesn't just fill a quantifiable recruitment gap but brings a new wave of passion & innovation to keep advertising the most creative industry in the world. It can be reactivated YOY & even extended to uni level.

IMPACTFUL

School defines creativity in the traditional arts. The Hustle Club creates a class on creative problem solving, showing students the ad industry goes beyond outdated stereotypes.