

THE HUSTLE CLUB

1. The Task

Create a pipeline to recruit 4,000 school leavers into the ad industry by 2024.

2. The Real Challenge

Why is the most creative generation in history, not joining the most creative industry?

3. The Guiding Insight

Schools are teaching kids that creativity is a hobby, at best a side hustle, not a career.

4. 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.

5. 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.

6. 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.

7. Pillar 1 - 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.

1. Build awareness & anticipation with teasers across Creator & VICE network Social channels.
2. Spread buzz with Creators engaging with passion-led subreddits (e.g., Hazey & r/ukdrill)
3. Drive WOM & hype with Creators dropping DMs in Creative Hustlers' passion-led pages.

8. Pillar 2 - 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.

1. Launch Discord community, where students select their passion-led local challenge & brief.
2. Schedule Discord Go Lives across the UK, bringing creativity back into the curriculum.
3. Amplify recorded livestreams across Creator & stakeholder owned & shared channels.

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9. Pillar 3 - 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 hopes of winning a Lion in an industry first.

1. Incentivise agencies with the prospect of creating award-winning work at the most famous industry event.
2. Host Cultural Hustlers at participating agencies to co-create entry submission videos & content.
3. Drive fame through the biggest trade press titles (e.g., Campaign) with both paid & organic PR.

10. Measurement

Hype the Hustle

- Talent: 1.3M (based on estimate from 1 x creator example Hazey IG – x 9 & 1 Creator per Hustle Club)
- Vice network: 5M (comScore)
- Passion subreddits: 1.1M (based on estimate of 122K Grime subreddit x 9 passions)

Create the Culture

- If we have a 0.1% conversion rate (based on Gen Z participation average), we'd 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

Why It Works

1. **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?
2. **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 and even extended to uni level.
3. **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. We're offering schools a free resource they won't turn down.