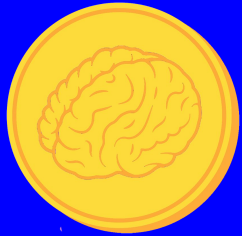






GET PAID FOR YOUR BRAIN





LET'S TALK ABOUT MONEY



**Your brain is unique to you.
But that makes it extremely valuable to everyone else.**

Let's be real, the number one reason people get jobs is to get paid. And getting paid for your ideas is the biggest flex ever.

Talking about money removes barriers. Often people stay stuck in careers they don't want to be in because a pay cut is out of the question. Young people are unable to become independent due to the gap between the minimum wage and the cost of living.

A career in UK advertising is full of opportunity and often starting salaries are higher than the UK's average.

We'll show school leavers, recent grads and career switchers just how valuable they already are.

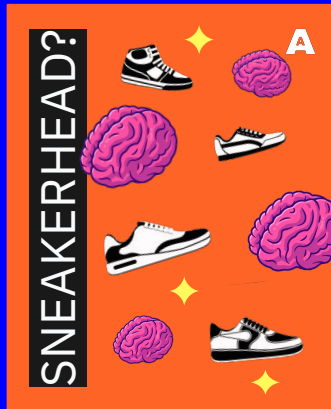
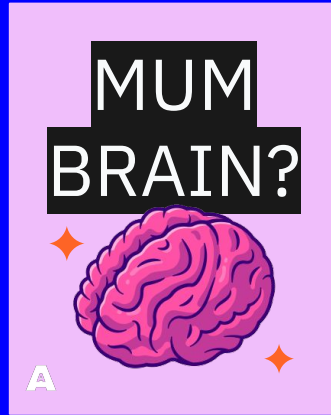


**IF YOU BUY IT,
YOU CAN SELL IT.**

People sell to people. Better understanding of the product means better work.

We'll get super smart with targeting on social and appeal to diverse brains showing them just how valuable they are.

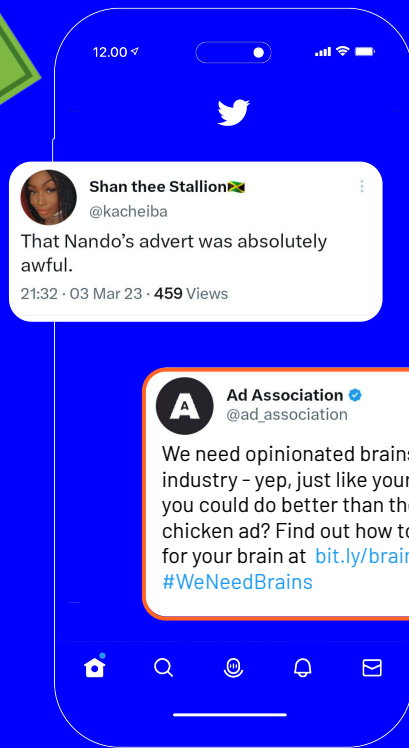
We'll target mothers thinking about returning to work by flipping the "mum brain" trope on its head. We'll target young people, letting them know their knowledge and interests are valuable. And so on.



CAN YOUR BRAIN DO BETTER?

When it comes to ads, everyone is a critic. But not everyone realises there's a role for them in advertising.

Using community management, we'll hack social platforms and hijack opinionated tweets, challenging the authors to put money where their mouth is and consider a career in advertising.





Two back to back 20 second ads from YouTube is absolutely diabolical
3:29 · 12 Mar 23 · 59 Views

12:46 · 07 Mar 23 · 11 Views


11:35 · 02 Mar 23

 @mancubeza
I hate that "you can only see me teeth" advert
21:46 · 02 Mar 23 · 46.5K Views


 Ad Association
@ad_association
Celeb cameos aren't cheap either. Think your brain could nail it? Find out how to get paid for your brain at bit.ly/brains
#WeNeedBrains

 Ad Association
@ad_association
Hate is a strong word. We need strong opinions. Think you can give us some? Find out how to get paid for your brain at bit.ly/brains
#WeNeedBrains

 Nigel Cummings - nigelusrexus...
@nigelusprime
Is there anything more embarrassing to watch than the Safe Style advert featuring David Seaman? Is he that desperate for cash? Truly excoriatingly awful. It makes me cringe every time its shown.
#safestyle #davidseaman

 Ad Association
@ad_association
We need opinionated brains in the ad industry - yep, just like yours. Think you could do better than the awful chicken ad? Find out how to get paid for your brain at bit.ly/brains
#WeNeedBrains


 emma
@tescowines
the john lewis ad this year is really nice but it didn't make me cry so therefore i would consider it a bad john lewis ad
13:43 · 10 Nov 22

 Ad Association
@ad_association
Fear is definitely not a good lastin thought. Think your brain could h end in happiness? Find out how t paid for your brain at bit.ly/brains
#WeNeedBrains

 Ad Association
@ad_association
Can't beat a good cry at capitalism! Think your brain could really set the water works off? Find out how to get paid for your brain at bit.ly/brains
#WeNeedBrains

 Rachel Sambrooks
@rachsambrooks
I am terrified of the new Tesco advert. Can they please take it off my telly now please?
[#tescoadverthorrorfilm](https://bit.ly/tescoadverthorrorfilm)
21:39 · 03 Mar 23 · 843 Views

 tina maxwell
@tinamaxwell

 josh
@serpiico

THE JOB MARKET

All comms will send our audience to The Job Market, hosted on the Advertising Association site.

We'll list every job in UK advertising with a clear description of the role, average and starting salary.

We'll also give our audience the tools to find out what their brain is worth.

Asking them to select their transferable skills and years of experience. They'll get a personalised shareable graphic telling them what role suits them best and what they could be making.

We'll encourage them to share it on their socials for reach, sending others our way.

