

# GET PAID FOR YOUR BRAIN



## 01

### CAMPAIGN SUMMARY

We've all heard it. Adland has a talent shortage. We're missing out on diverse brains up and down the country.

It's time to let the people know a dynamic industry is waiting for them. An industry that thrives on the perspectives of different people, from different walks of life and different stages in their lives.

From school leavers to career switchers, they all have one thing in common. **It's no secret, we go to work to get paid. UK advertising pays you for your perspective, your ideas, your brain.**

## 02

### CAMPAIGN INSIGHT

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

Money talks. Often careers that pay big money are inaccessible to average folk. Even if they have heard about them, they'll disregard it as an option due to not coming from the 'right' background, or having the 'right' education.

Advertising is different. It's an inclusive industry that relies on a diverse pool of talent to thrive. And great news for us, the starting salaries are above average. It's time we let the world know.

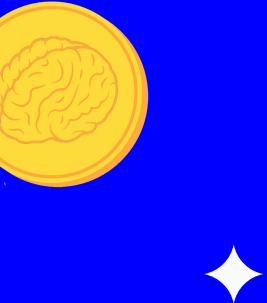


# 03

## SOLUTION

To bring in diverse talent, we need to look in places that are being overlooked. On social, we can get hyper-specific with targeting. School leavers, new graduates or people that have recently been browsing job sites. We can target demographics the All In Census shows we're underrepresenting, from race, gender, age, disability and more. It even flexes to skills, targeting specific gaps from data to digital.

Community management engages audiences directly. This is great for scale and we can tailor personal responses to each person that shows an interest in advertising to drive conversions.




Lastly our digital site provides transparency of the jobs and pay available. Having an interactive tool **allows people to see how valuable they are in our industry with the skills they already have.** This is helpful for young people and career switchers, who know they want to do something, but what? We got you.



# 04

## HOW DOES IT WORK?

'Get paid for your brain', works to let people know that UK advertising will meet them where they are. Their interests and experiences as people are valuable in an industry where appealing to real people is our number one job.



**It allows us to shift culture with a transparent dialogue about money. The truth is, it 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. We'll show our audience that a career in UK advertising is full of opportunity.