

**YOUR SKILLS. INFINITE POSSIBILITIES.**

**ADVERTISING  
ASSOCIATION**

**INSIGHT**

Even if people know advertising, the details of it aren't always clear. This lack of awareness was our key insight/barrier to address.

**STRATEGY**

To close the gap between our target audience and advertising/marketing, we linked everyday skills that school leavers, university students or career switchers may have to specific jobs in the industry.



ADVERTISING ASSOCIATION



**You already art direct your Instagram feed.**

**YOUR SKILLS.**  
*Infinite Possibilities.*

UNLEASH YOUR POTENTIAL IN ADVERTISING.

# VISUAL IDENTITY

Our key design elements are:

**FONT:** a simple typeface for 'Your skills.' to symbolise skills that people may consider ordinary or simply interests rather than things they can build careers on. In contrast, we chose colourful, distinct, often hand-written fonts for 'Infinite possibilities.' to showcase the individuality of every person in the industry and the endless potential in this field. The hand-written doodles further emphasise individuality.

**COLOUR:** we created a spectrum of gradients that fade into each other, to show how the many roles in advertising fit together. This also represents the infinite possibilities in this industry. Each example role has an assigned gradient, referencing personality tests in the industry assigning colours for different results. These gradients not only symbolise how each role is unique, but also the diversity within each one.

**SHAPE:** a circle framing imagery in portrait executions further emphasises infinite possibilities.



ART DIRECTOR

DESIGNER

COPYWRITER

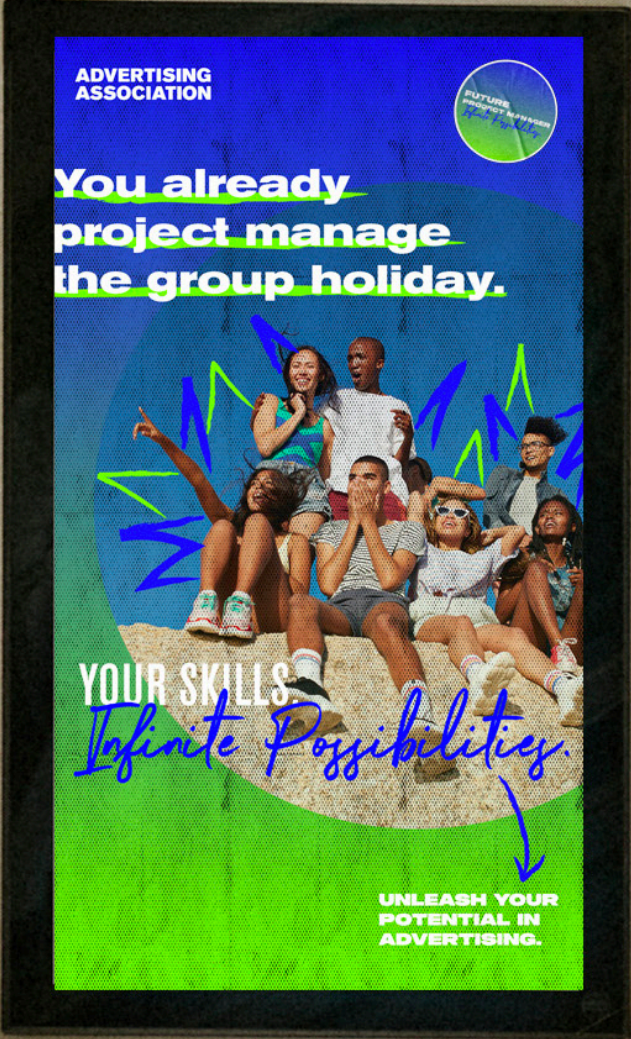
STRATEGIST

PROJECT MANAGER

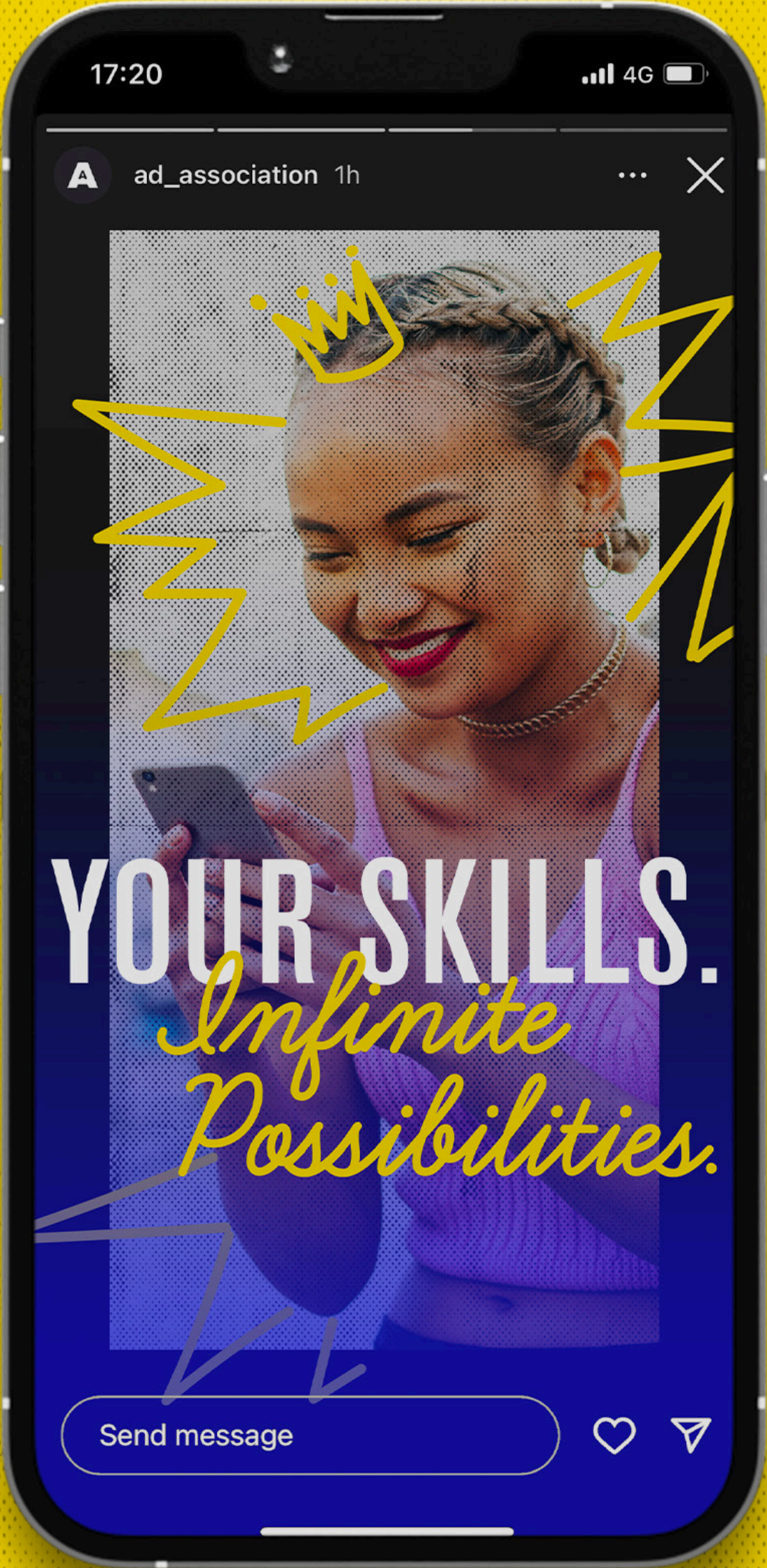
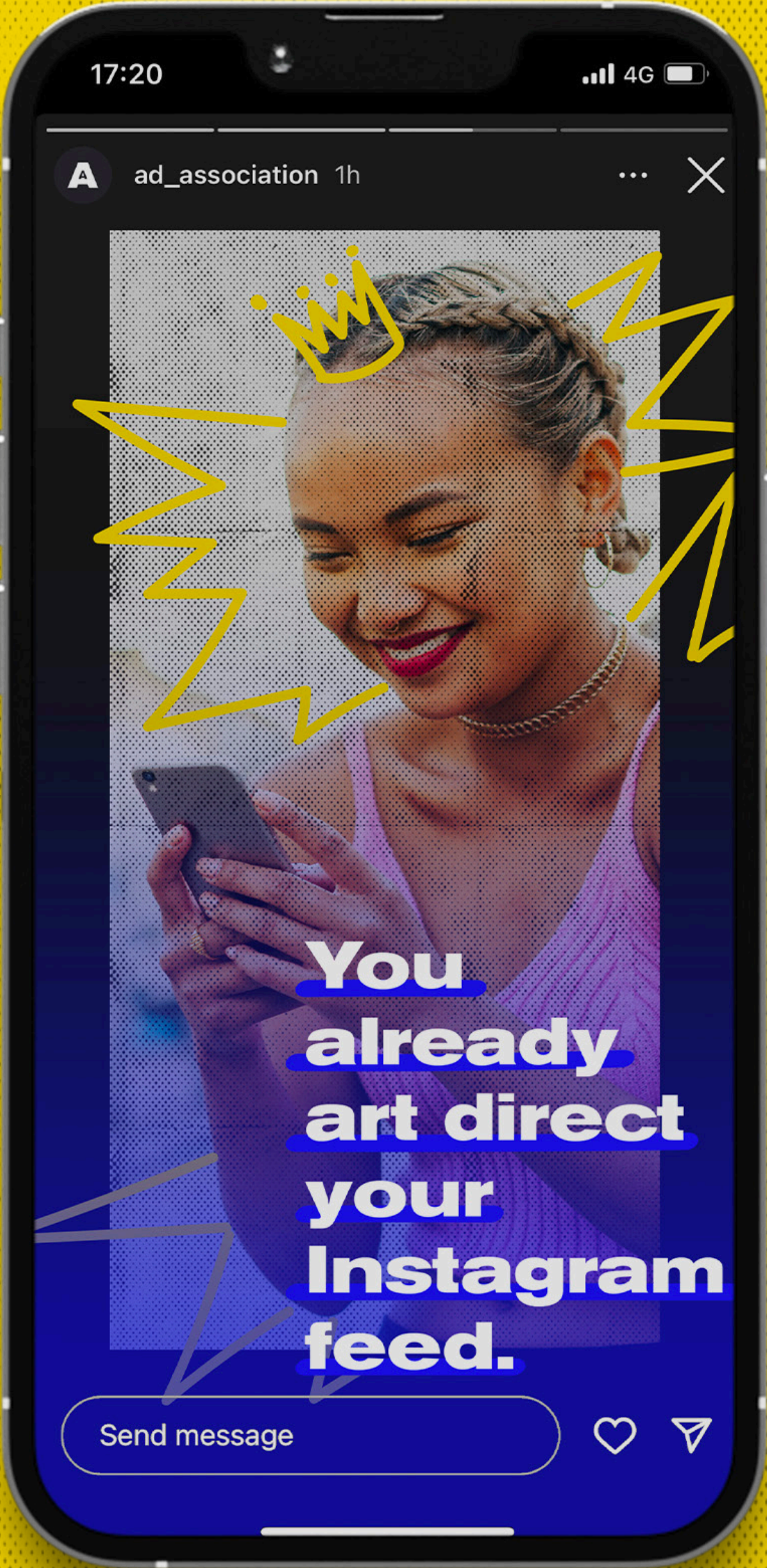
**VISUAL IDENTITY**

**TEXTURE:** we chose to use a half-tone texture across all materials as a nod to old-school advertising and the original printing techniques of early media that played a role in establishing UK advertising.

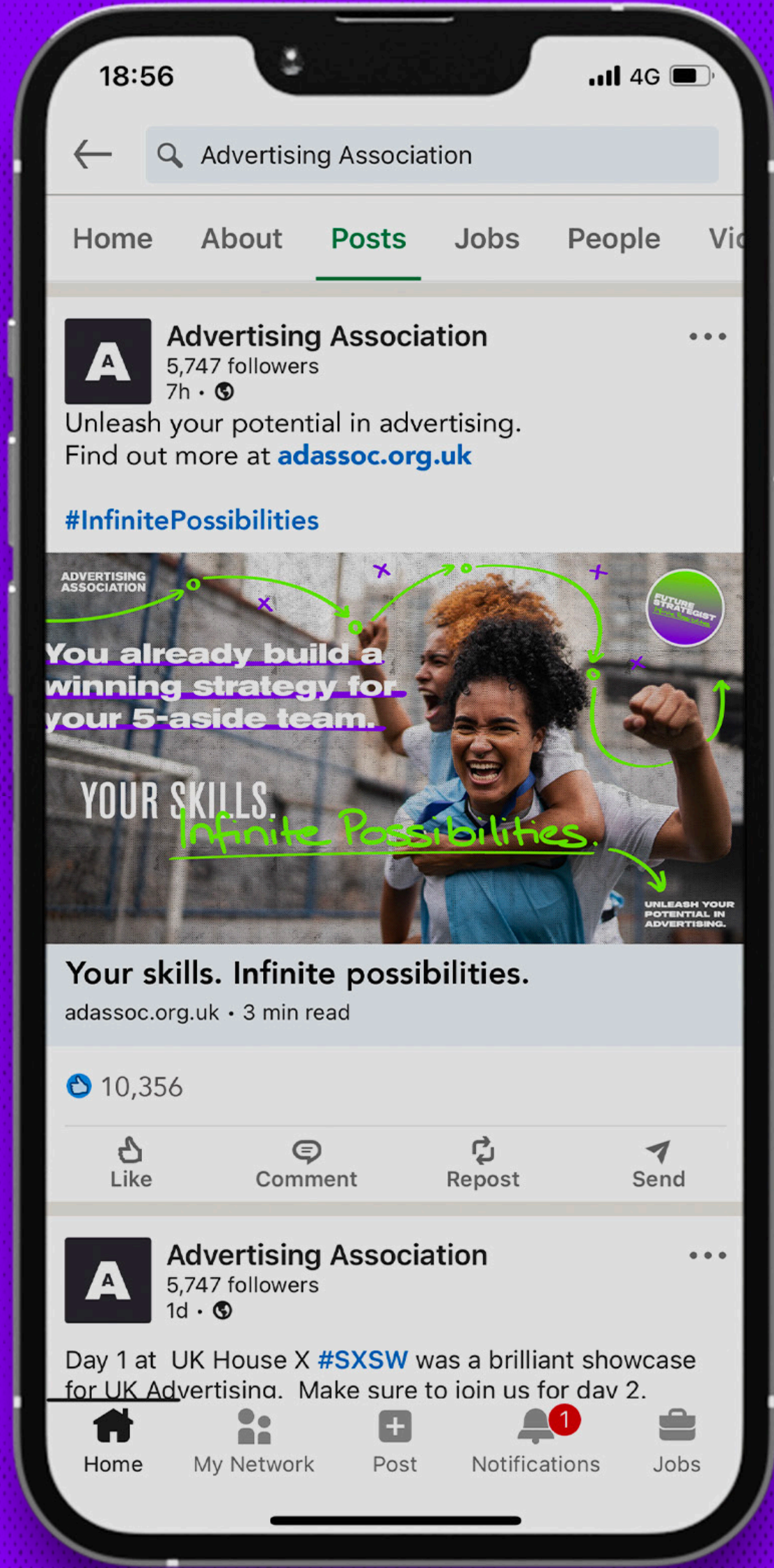
**IMAGERY:** cool, modern images representing our target audience make the campaign more relatable.



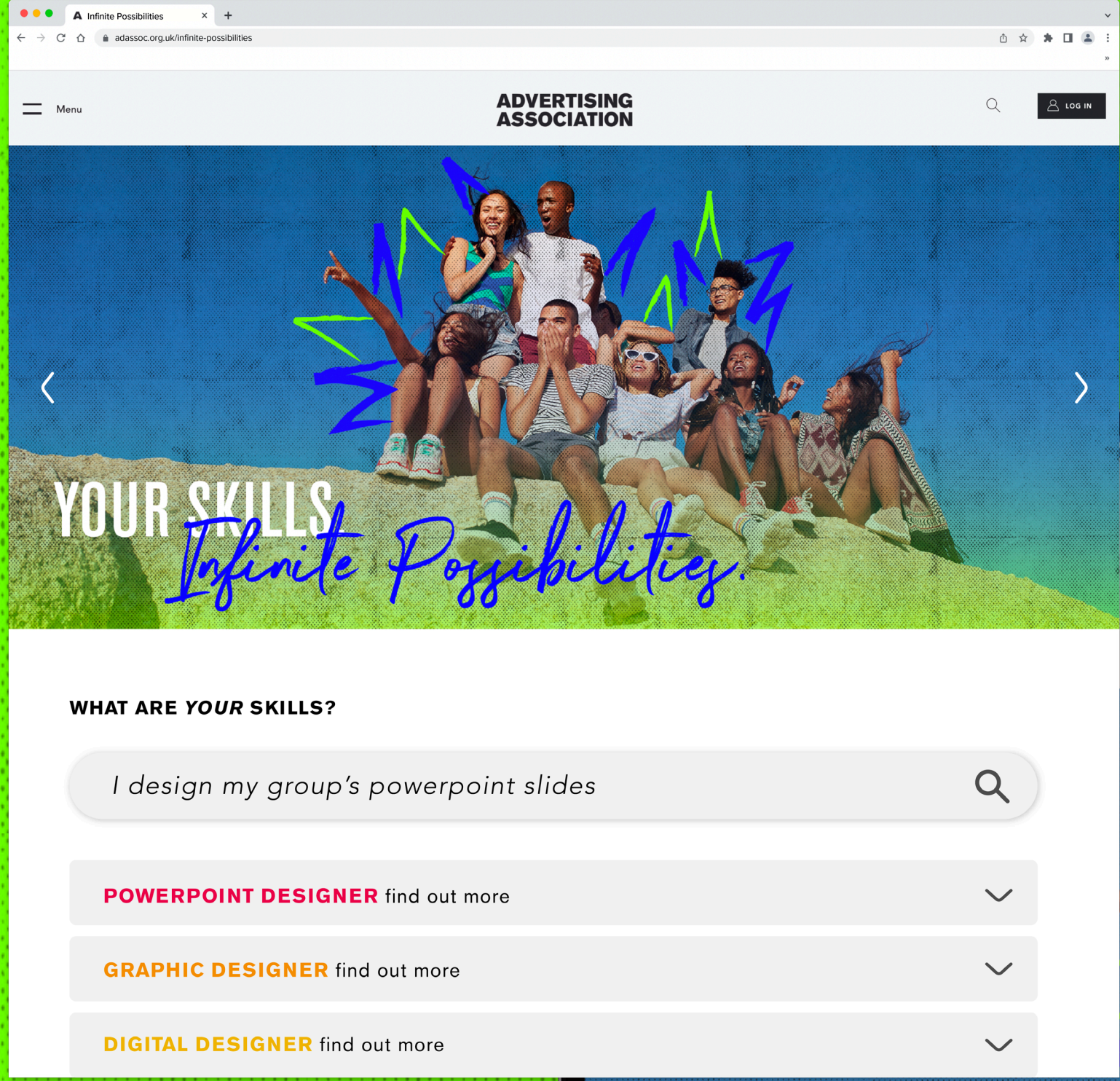
INSTAGRAM STORY



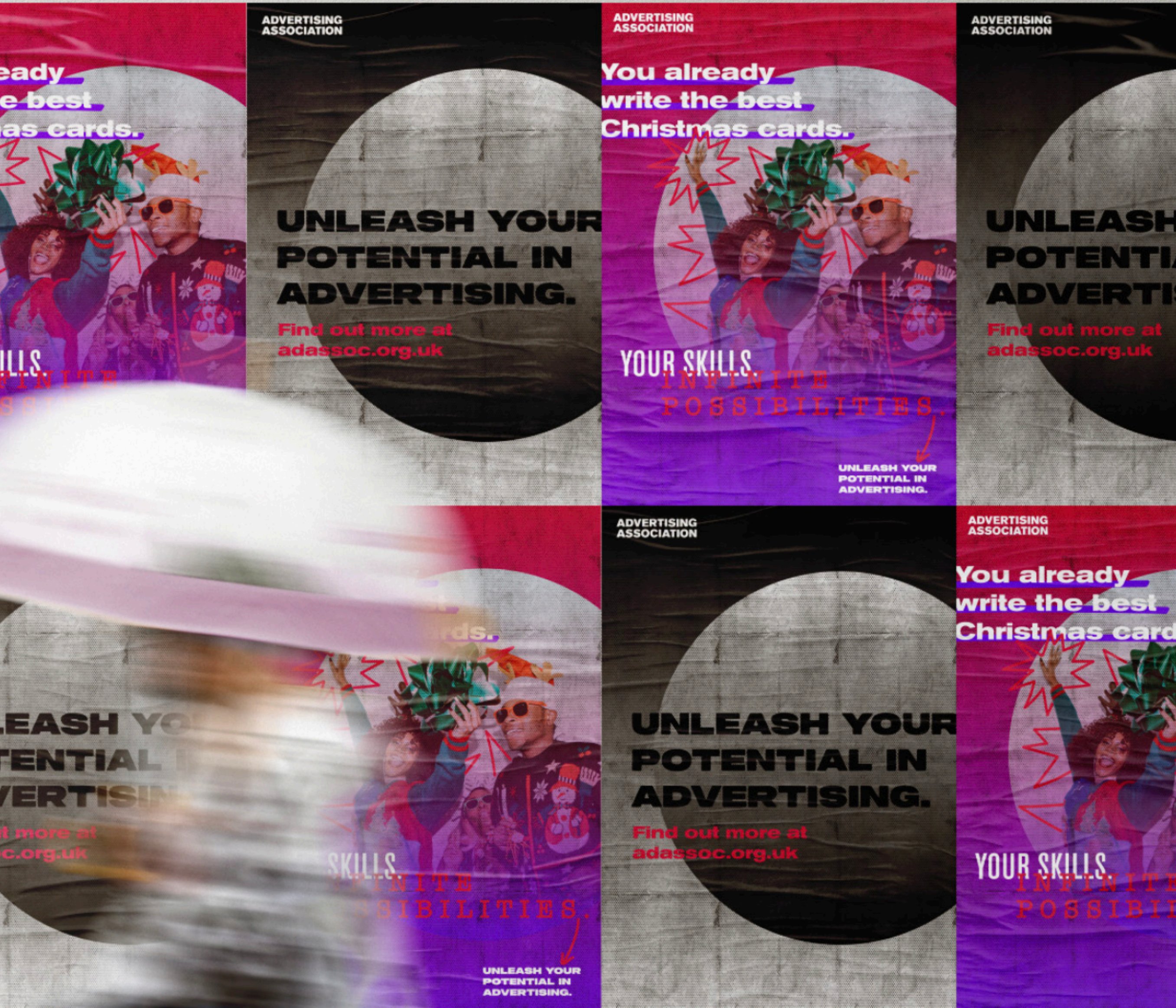
LINKEDIN POST



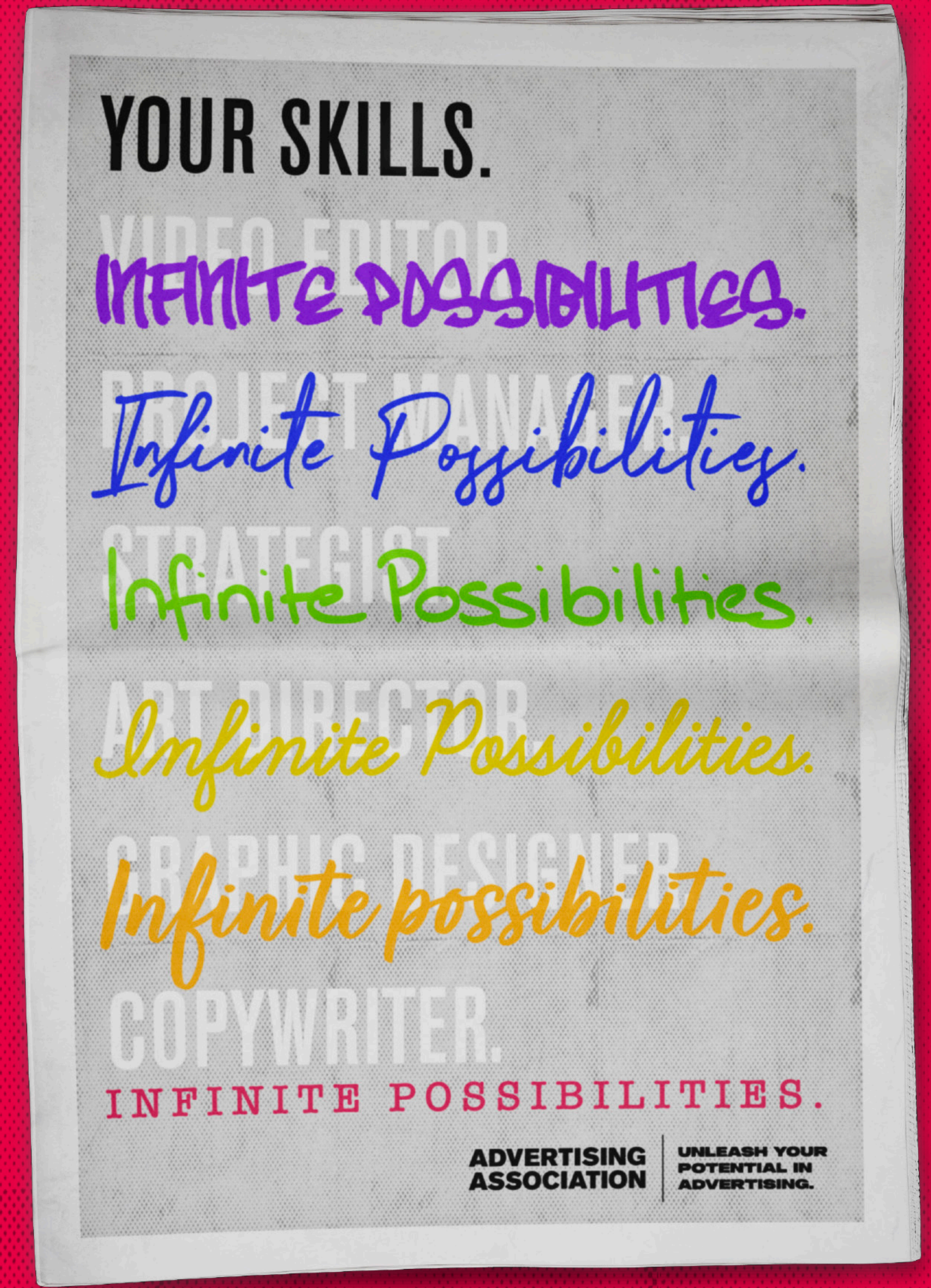
WEBSITE



POSTER



NEWSPAPER



# EVOLUTION

The personalised style and spectrum of colour make the visual identity incredibly versatile and applicable to a wide range of audiences and interests.

A few ways we envision evolving not only the identity, but also the campaign as a whole:

**SOCIAL MEDIA CAMPAIGN:** inviting people to share their own hand-written 'Infinite possibilities.' with their experience of entering advertising, using the hashtag #InfinitePossibilities across Instagram, TikTok, LinkedIn, Twitter.

**EXPANDED SPECTRUM:** evolving the existing gradients to represent as many jobs as possible within the campaign.

**MULTIPLE TEXTURES:** bringing in a variety of textures from old school advertising techniques to further showcase the industry's rich history.

**PARTNERSHIP WITH UK COMPANIES:** evolving the website to become a job search platform, bringing up real job vacancies at UK advertising/marketing companies.

**PODCAST:** inviting people at the start of their advertising careers to chat to industry experts about how they can unleash their potential.

**EVENTS:** meeting our target audience in person. For example, career workshops for career switchers, university fairs for university students, partnering with universities to be part of open days where school leavers attend. We can distribute merchandise such as pens, laptop stickers, and even lanyards with a QR code to the website.

**TARGETING WIDER AUDIENCES:** for example, we can create ads for education magazines, calling on to teachers to help their students see and unleash their potential in advertising.

# PODCAST



# STICKERS



# LANYARDS





ADVERTISING  
ASSOCIATION  
*Infinite possibilities.*

INFINITE POSSIBILITIES.

FUTURE  
GRAPHIC DESIGNER  
*Infinite possibilities.*