

ADVERTISING
ASSOCIATION

/ Did That.


Morrisons

ASDA

TESCO

Sainsbury's

Boots

Ciara Hagan and Tom Chard
UK Young Lions Competition 2023

Introducing the next Advertising Association campaign: 'I Did That.'

Our campaign will make the UK advertising industry an attractive choice to those working in different industries/education leavers by focussing on the pride people have when they see an ad they helped develop.

This will run from November-December to align with Christmas - a period where we know interest in advertising is high and a time where people are likely to get itchy feet in their jobs.

Focussing on retailers for their strong reach and resonance at the Festive Ad time, our campaign will have three layers.

1. ATL Push
2. Retail Media Campaign
3. A Retail Advertising Employment Scheme

Overall Campaign Aim

To drive 10,000 registrations within the Retail Advertising Employment Scheme.

Objectives and KPIs.

Objectives and Message:

Campaign Objective

To make the UK advertising industry an attractive choice to anyone at any stage of their career, including those returning to work after a period of absence

Marketing Objective

Drive awareness and consideration of the roles within the UK advertising industry.

Key Message

The UK advertising industry is world class, positively contributes to society and should be attractive to people seeking a career in the creative industries.

Success Metrics:

Brand uplift studies within key audiences measuring awareness and consideration shifts.

Registrations to the Retail Advertising Employment Scheme.

Target Audience:

Primary Audience:
Those employed in other industries of all ages.

Secondary Audience:
Education leavers

Our lead insight: interest in advertising, job switching, and retailers peaks around Christmas.

Christmas

Where we see peaks in interest around the following...

Advertising

There's arguably no bigger buzz around advertising in the UK than when Christmas ads come out.

Job Switching

LinkedIn searches significantly spike around Nov-Dec (and lest we forget the Great Resignation of 2020)

Retailers

Christmas is a key time for Retailers in terms of revenue, so they spend big on advertising.

We discussed with colleagues in the ad industry about why they love working in advertising.

The thing I love the most about advertising is seeing an ad I made live on TV - it's the most rewarding part.

Female, 27, Manchester

I love when I can point at an ad on a bus shelter or in a newspaper and think 'that was me'.

Male, 36, London

All my friends spend their day working on something that no-one in the real world actually sees - millions of people see my work.

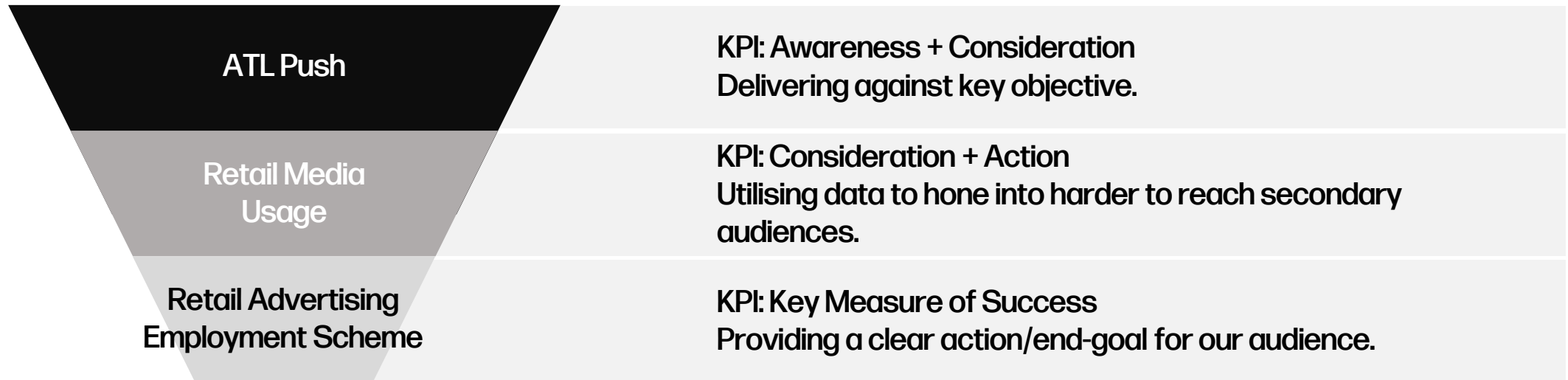
Male, 21, London

There was a clear theme in all responses - people feel proud of when they see an ad they worked on in real life.

“I Did That”: a full funnel campaign that shows would-be advertisers the pride that awaits them in the world-class UK advertising industry.

Central Idea: Showcasing the amount of people behind the Christmas ads you love and the pride behind their work, in order to drive registrations to the Retail Employment Scheme.

Ensuring comms ladder into Key Message detailed in previous page.



Our ATL campaign will drive awareness of advertising as a valuable/fulfilling career.



Our campaign will piggyback on strong placements around retailer Christmas ads, showing real people who were behind the ads pointing at their excellent work.

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A targeted retail media campaign reaching education leavers will help to drive consideration of advertising as a brilliant industry to work in.

This platform is fuelled by first party data.

Using insights we will further build on the ATL push, highlighting people behind the ads, but laser target our secondary audience of school leavers and graduates, placing recruitment ads in the areas where we know they consume media most in a retail setting.



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We define success as 10,000 registrations to the Retail Advertising Employment Scheme.

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The Retail Advertising Employment Scheme

All of our comms will feature a QR code that'll direct people to our Retail Advertising Employment Scheme website.

Research will also be captured via pre- and post- measurement, to help see whether we'd hit other success criteria of:

Significant increase in consideration of advertising as a place to work within.

Significant increase in agreement of the following statements:

'Advertising is a dynamic industry'
'Advertising is a compelling career choice for anyone'

“I Did That.” doesn’t stop at Christmas.

Phase 1

- November-December 2023
- Campaign Budget - £150,000 (media and prod).

Phase 2

- Throughout 2024
- Lower-funnel performance/DR activity to drive conversions around the key hiring months of Jan-Feb.
- Campaign Budget: £300k

Phase 3

- Moving forward.
- Key moments where interest in advertising peaks (World Cup/Sporting Events, Cultural Events, Seasonal Events, etc.).
- Campaign Budget - £500,000 (annually)

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