

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

Title Slide.

Slide 1: Summary Slide.

Our campaign will make the UK advertising industry an attractive choice to education leavers /those working in different industries 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 switch jobs.

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

1. ATL Push

Contextual ad placements around Retailers Christmas ads to highlight the amount of work that goes behind them.

2. Retail Media Usage

Leveraging an environment which enables cut-through, and where people want to be inspired.

3. A Retail Advertising Employment Scheme

Measuring success by implementing a hiring scheme across retailers and key agencies.

Campaign Aims: To drive 10k registrations to the Retail Advertising Employment Scheme.

Slide 2: The Campaign Thinking.

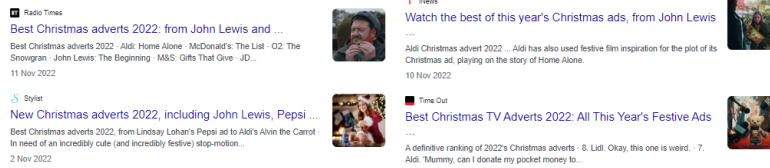
With our target audiences, we're choosing a broad target audience of career switchers to make this more of a messaging focus rather than a media focus – we're keen to focus on broadcast channels and be swayed by planned ad placements from the retailers, rather than be picky around specifics here.

With the secondary audience, to ensure we're being hyperfocussed to school leavers and most Uni graduates, we're defining Education Leavers as 'Gen Z'.

Slide 3: The Insights.

Christmas + Advertising: People *love* Christmas ads. We can look at academia or articles written when retailers launch the ads to prove this.

Why do we like Christmas adverts so much? University of Birmingham



Retailers + Christmas: Christmas is a key time for Retailers in terms of revenue, so they spend big on ads - c.£71m in Nov'22 alone (Nielsen). Focussing on retailers will allow the campaign to have a clear focus – including every industry may dilute the message.

Job Switching: Before we get into Christmas + Job Switching, let's discuss one of the biggest drivers – Pride. Katzenbach argues that 'pride matters more than money' in compelling individuals to excel in their careers and being proud of your work is a key motivation in job satisfaction.

Jobs Switching + Christmas: Nov'21 saw the Great Resignation, with September and November being argued the best times to find jobs. Finally, Google trends data shows that LinkedIn searches spike around November.

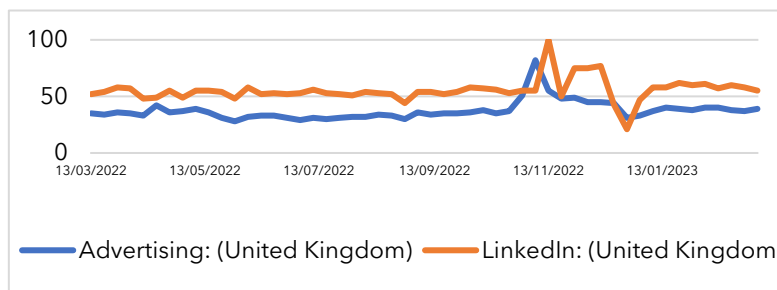
A record 4.5 million workers quit or changed jobs in November

Employees took advantage of better pay and benefits as labor shortages remain a major problem for the U.S. economy

The Washington Post

September and November are best times to find a new job, new study finds

The Business Leader



Slide 4: The Qual Research.

Slide 5: The Campaign.

“/ Did That” aims to drive awareness of, consideration of working within, and applications to join the advertising industry.

ATL Push:

Leveraging media placements around wider retailer Christmas ads, we'll show real people that went into making these ads and their story.

We'll focus on the sense of pride that people feel when they see an ad they helped make,

research, place, etc. by visually showing the people behind the ad pointing at the Christmas ad they made.

Retail Media Usage:

People look to Retail Media for inspiration for offers/new products – it's time to leverage this to drive inspiration for something else: advertising and target specific audiences as this platform is fuelled by shopper data

This activity will further build on the ATL push, highlighting the people behind the ads.

Retail Advertising Employment Scheme:

We'll liaise with all retailers featured to open a recruitment website highlighting their vacancies.

Slide 6: ATL Push.

Often people get very little career guidance – this means they don't have the opportunity to learn all choices available based on their interests, and most feel like they only have one or two options available. We need to change this.

"I did that" - Each ad will feature a real person who 'did' a different role in getting the ad there, from the script-writer, to the media planner, to the marketing manager, to the creative, to the strategist, etc.

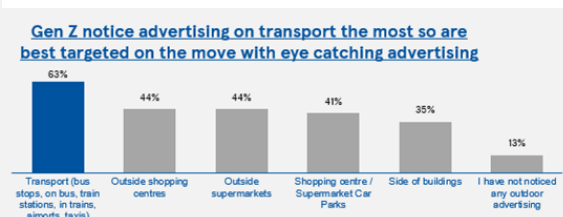
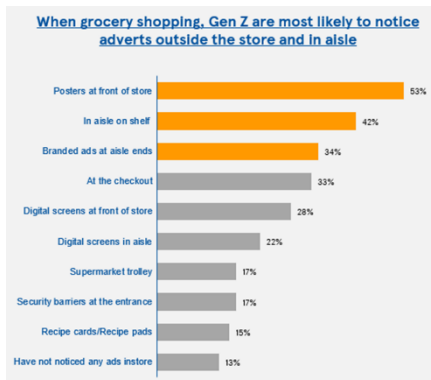
"You can too" - Tone of voice will be welcoming, positive, aspiring, and **action** focussed – as such, we'll use each of these placements to highlight the Retail Advertising Employment Scheme, with a clear call-to-action via a QR code.

Slide 7: Retail Media Push.

People look to Retail Media placements for inspiration for offers and new products, it's time to leverage this to drive inspiration for something else: advertising.

This platform is fuelled by first party data; using insights we'll further build on the ATL push, highlighting people behind the ads, but laser target our secondary audience of education leavers, placing recruitment ads in areas where we know they consume media most in a retail setting.

Gen Z's most likely notice adverts outside stores (53%) and in aisle on shelf (42%). This is where we'll disrupt their shopping journey and inspire prospective job hunters with our employment scheme. Think of it as stocking up on essentials as well as new skills. They tend to shop between 5-8pm and notice advertising on transport. We'll create a roadside Smartscreen campaign nearby Uni's and Schools creating the perfect catchment area to drive consideration of our employment scheme.



Source: LHS dh Shopper Thoughts – Media Consumption Panel. RHS Tesco Clubcard Data,

Slide 8: Measurement.

We define success as 10,000 registrations to the Retail Advertising Employment Scheme. An ambitious target set from an Ikea ‘Follow Instructions to Assemble a Career’ ad example that saw c.4k. applications.

Our comms will feature a QR code that’ll direct people to our Retail Advertising Employment Scheme website. Here we will further detail all the jobs available in advertising, as well as detail further the stories discussed in the ATL/Retail Media pushes.

This will be inclusive of open roles not just at Retail brands, but within companies that work with the retail brands to make the ads happen.

Brand	Tesco	Sainsbury’s	Boots	Asda	Lidl
Media Agency	EssenceMediaCom		Mindshare	Zenith	StarCom
Creative Agency	BBH	Wieden+Kennedy	VMLY&R	Havas London	Karamarama
Wider Research Organisations	ODR	Kantar	Basis	System1	Relish
Other Agencies	Dunnhumby	AugustusMartin	Merkle	PR Agencies	Goat

Slide 9: Future of I Did That.

“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)

End of presentation