

MAKE A MARK

ADVERTISING
ASSOCIATION

ANNOYING AD
OR 3 MILLION WOMEN ?
GIVEN RIGHTS TO THE MORNING AFTER PILL



EDGARDO MELGAR
HEAD OF COMMS & STRATEGY

MADE A MARK

READY TO MAKE YOURS?

APPLY NOW
ADVERTISING
ASSOCIATION

THE CHALLENGE

**THE UK ADVERTISING INDUSTRY
IS FACING A TALENT SHORTAGE**

EMPLOYMENT **-14%**
COMPARED TO PRE-PANDEMIC

WHY?

**LOW AWARENESS OF THE
INDUSTRY AS A CAREER CHOICE
AND IT'S UNIQUE BENEFITS**

WHAT MAKES THE ADVERTISING INDUSTRY UNIQUELY ATTRACTIVE?

YOU CAN INFLUENCE HUMAN BEHAVIOUR

“It is the only profession where you are charged with changing human behaviour. Our job is to create ads that will actually inspire action. We’re moulders of human behaviour.”

YOU HAVE THE POWER TO SHAPE POP CULTURE

“In a day, individuals in the UK are likely to see 3500 adverts.”

IT THRIVES THROUGH THE GOOD AND THE BAD

“Advertising can thrive in both good and bad economic conditions. Like playing a role in promoting positive social change and diversity, while also addressing negative social issues such as discrimination or environmental concerns.”

YOU CAN TOUCH MANY LIVES, HAVE REAL POWER TO CHANGE PEOPLE'S BEHAVIOUR & BE PART OF SHAPING CULTURE

OUR TARGET

EARLY JOB SEEKERS



UK



16-24
YEARS OLD



7M
PEOPLE



CAREER WANTS

PURPOSE

42% OF GEN Z WOULD CHOOSE AN INDUSTRY WHOSE VALUES ALIGN WITH THEIRS OVER A HIGHER SALARY

36% SAY WORK THAT'S CONTRIBUTING TO SOCIETY IS MOST IMPORTANT

IMPACT

ABILITY TO BE THEMSELVES



MOST DIVERSE GENERATION, 1 IN 5 IDENTIFIES AS LGBTQI+


MarketingTech


Gen Z avoiding advertising at all costs

MARKETING.MEDIA.MONEY

Generation Z likely to avoid advertising, use ad blockers and skip content: Study

 Suramya Srivastava • 3rd+
Social Media Executive at The Sprout Media
9mo • Edited • 

[+ Follow](#) 

The fact that I hate ads on YouTube and Instagram but I get paid to create ads for them is hilarious 

Generation Z 'see traditional ads as just a wall of noise'




I hate ads so much "5 SeConDs" BS no... never buy your product now just because you inconvenienced me. I don't care if I need it to live, if I see it in an ad I won't buy it. Never. Ur annoying and cringe just stop.


5/7/2022

I support ad hate I hate ads so much "sKiP iN 5 S...


BUT THEY DISLIKE ADVERTISING


Top liked
"Just skipping the ad"



7/12/2022 

urgh i hate watching ads



11/12/2022 



urgh i hate watching ads WHY R HER ADS SO GO...


← **Tweet**

 **Jme** 
@JmeBBK


I HATE ADVERTS!!!

117 Retweets 49 Likes


 Steven Todd • 3rd+
18 years growing E-commerce brands/Companies, with tailo...
4mo • 

[+ Follow](#) 

A 2021 study revealed that 47% of participants aged 25-34 use a desktop ad blocker, and 34% use a mobile ad blocker.

32.3k  **I'm Absolutely So Sick Of Ads Invading EVERY Part of My Life**

I went to the gas station. There's an ad on the pump. Went to watch a movie on Amazon Prime Video. Got some ads DURING the movie. YouTube's ads are getting worse. I can't SAY anything in my house without getting ads about it. We just ate mac n' cheese for dinner two nights ago, and guess what ad I got on YouTube today? Velveeta cheese and shells. It's getting downright **creepy**.

 reddit

OUR JOB TO BE DONE

GET:

GET EARLY JOB SEEKERS

TO:

CONSIDER THE UK AD INDUSTRY AS A CAREER

BY:

**REFRAMING ADVERTISING AS A WAY FOR
THEM TO MAKE A MARK ON THE WORLD**

MAKE A MARK

**Most ads are served to people based on what data says they'll be interested in.
Right? Not ours.**

**Instead, we'll hack key media types and places we know our target is interested in,
to show them the impact of advertising. Non-intrusively.**

**We'll make a mark – a QR code – in unconventional and unexpected ways.
Those curious enough to scan, will see a page that shows a relevant ad
to that topic and its positive impact.**

**But most importantly we'll show the creators behind the ad, who made a mark by working on it.
Inspiring them to consider a career in advertising, and make a mark themselves.**



ANNOYING AD OR 3 MILLION WOMEN?
GIVEN RIGHTS TO THE MORNING AFTER PILL

READY TO MAKE YOURS?

EDGARDO MELGAR
HEAD OF COMMS & STRATEGY

MADE A MARK

APPLY NOW
ADVERTISING ASSOCIATION

ANNOYING AD OR DOMESTIC VIOLENCE?
PREVENTED DURING THE WORLD CUP

READY TO MAKE YOURS?

TASH DEAN
AGENCY SENIOR PRODUCER

MADE A MARK

APPLY NOW
ADVERTISING ASSOCIATION

ANNOYING AD OR 20 TONS OF PLASTIC?
REMOVED FROM THE OCEAN

READY TO MAKE YOURS?

NALLELY RECINAS
ACCOUNT DIRECTOR

MADE A MARK

APPLY NOW
ADVERTISING ASSOCIATION

ACTIVATION PLAN

TEASE



INTRIGUE



HACKING
EVENT ENTRY STAMPS

NIGHTCLUBS & FESTIVALS
CAREERS FAIRS
FRESHERS EVENTS

JUN - SEP

LAUNCH



AWARENESS



HACKING
'TRADITIONAL' MEDIA

ONLINE & PRINT NEWSPAPERS
SPORTS APPS
BUS SHELTER OOH

OCT - NOV

AMPLIFY



ADVOCACY



EARNED
AMPLIFICATION

PR & EARNED MEDIA
UGC
COMMUNITY CHATS

NOV+

WHAT

WHERE

MEASUREMENT

SUCCESS CRITERIA

AWARENESS

QR CODE SCANS

1.5 MILLION
(20% OF TARGET)

QR CODE SCAN THROUGH RATE

7.5%
(+0.1% VS. EDUCATION INDUSTRY BENCHMARK)

IMPRESSIONS (EARNED/PR & SOCIAL)

8 MILLION

ENGAGEMENT

LANDING PAGE DWELL TIME

3 MINS
(vs. 2-4 MINS INDUSTRY BENCHMARK)

'APPLY NOW' CTR

4%
(vs. 3% INDUSTRY BENCHMARK)

IMPACT

INCREASE IN NO. OF APPRENTICESHIP &
GRADUATE JOB APPLICATIONS YoY

+25%

NUMBER OF VACANCIES FILLED BY TARGET YoY

20%