

MAKE A MARK

THE CHALLENGE & BRIEF (148 words)

The UK is the third largest online advertising market globally behind the USA and China. The secret? Talent. Talent is the lifeblood of the UK advertising industry.

Yet, the industry is facing a talent shortage; the number of people working in advertising fell by 14% between 2019-22, with skill shortages most acute at entry- and mid-level positions.

Why? Mainly because of its low awareness as a career option, particularly when compared to other professions such as teaching, banking, law. Low awareness also brings little understanding of what's great about advertising.

Our aim is to get early job seekers to consider the advertising industry as a career. We'll do this by showcasing the industry's unique traits, which match their top job satisfaction drivers.

This campaign plan has been devised to drive industry awareness, change perception of advertising as a career choice, and ultimately spark action to apply to opportunities.

WHAT MAKES THE ADVERTISING INDUSTRY UNIQUELY ATTRACTIVE? (101 words)

To recruit top talent, we need to showcase the industry's unique brilliance. Why should early job seekers choose advertising over tech? Over finance? Over teaching?

We've focused on 3 ownable reasons:

- 1) Advertising has the power to influence human behaviour¹.
- 2) Advertising can help shape pop culture².
- 3) Advertising plays a vital role in society during both good times and hardships³.

We aim to remind people just how brilliant the advertising industry is to work in - creative, strategic, exciting, inspirational, varied, sociable and enjoyable. And one that touches, and shapes lives daily, like no other.

TARGET AUDIENCE: EARLY JOB SEEKERS (UK GEN Z'S) (166 words)

Given that the biggest talent shortage in UK advertising is in entry- and mid-level positions, we will target those aged 16-24 (7 million people)⁴. This includes school children considering apprenticeships, as well as graduates looking for their first few jobs.

16-24-year-olds are Gen Zs. They grew up around Wi-Fi, internet, and social media, making them digital natives naturally on top of tech trends. These skills are the same ones that the advertising industry is particularly struggling to fill.

More than the right skillsets, Gen Zs have specific career wants that match the unique traits of the advertising industry:

- 1) Purpose - 42% choose companies whose values align with their own, over one that offers a higher paycheck⁵.
- 2) Impact - 36% say the most important job aspect is its contribution to society⁶.
- 3) Ability to be themselves - Gen Zs are the most diverse generation yet and want to be free to express themselves at work⁷.

CAMPAIGN INSIGHT (106 words)

Although our target's values align with the industry opportunities, there's one big tension - they dislike advertising. How can we advertise to people who don't like to be advertised to?

99% of Gen Zs will hit 'skip' on an ad if it's an option and nearly two-thirds (63%) use ad blockers to avoid online adverts. This dislike towards advertising stems primarily from feeling overwhelmed by the number of adverts they see daily (on average, individuals in the UK consumer 3500 ads per day)⁸.

74% of Gen Zs also feel irritated with adverts as they "waste precious time", and 25% find advertising intrusive and an invasion of privacy⁹.

OUR JOB TO BE DONE (35 words)

Our job to be done is to get early job seekers to consider applying to the UK advertising industry, by reframing advertising as a way for them to make a positive mark on the world.

OUR CAMPAIGN IDEA: MAKE A MARK (149 words)

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 code¹⁰ - in unconventional and unexpected ways. Those curious enough to scan, will see a page that shows a relevant ad campaign and its positive impact. For example, those browsing on the Sky Sports app can scan the code and be directed to the "He's Coming Home" campaign, which built awareness and prevented domestic violence during the World Cup.

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. Users can click to apply for career opportunities listed on the Advertising Association website.

CREATIVE EXECUTION EXAMPLES (149 words)

1. QR CODE AS AN ENTRY STAMP TO A UNIVERSITY NIGHTCLUB
Those curious about their entry stamp can scan the code to be directed to a page featuring the "Morning After Island" campaign, that changed national laws around contraceptive pills.
2. QR CODE HACKED A FOOTBALL LEAGUE TABLE ON SPORTS APP
Those browsing on the Sky Sports app can scan the code and be directed to the "He's Coming Home" campaign, which built awareness and prevented domestic violence during the World Cup.
3. QR CODE WITHIN A SUSTAINABILITY NEWS ARTICLE
Those reading print and articles around climate change can scan the code and be directed to the "Plastic Fishing Tournament" campaign, an ad that removed 20 tons of plastic from the ocean.

Once on these pages, people can click on 'Apply Now', and learn more about open apprenticeships, entry- to mid-level positions and apply directly on Advertising Association's website.

ACTIVATION PLAN (120 words)

In June to September, at the beginning of the new academic year, we will intrigue our target by hacking event entry stamps at nightclubs, festivals, career fairs and freshers events, with our Make A Mark QR codes.

In the next phase from October to November, we will hack traditional media types such as print, apps, and bus shelters, driving more reach in our awareness and touching an audience greater than students and grads.

And after the initial buzz generated, we'll utilise the power of PR and earned media to build advocacy. Given the disruptive nature of our campaign, we hope user generated content and conversation within community chats would thrive here. We aim to amplify for little to no budget.

MEASUREMENT & SUCCESS CRITERIA (146 words)

We will measure our campaign against 3 overarching KPIs: awareness, engagement, and impact.

We'll measure and deem success within each as:

AWARENESS

- 1) QR code scans: 1.5 million, to reach ~20% of our target.
- 2) QR code scan through rate: 7.5%, in line with education industry benchmarks¹¹.
- 3) Impressions (earned/PR & social): 8 million.

ENGAGEMENT:

- 1) Landing page dwell time: 3 minutes, allowing time to watch campaign, and within industry average¹².
- 2) "Apply Now" CTR: 4%, higher than generic website CTRs, because we believe emotive campaigns can better convert.

IMPACT:

- 1) Increase in no. of apprenticeship & graduate job applications YoY: +25%, an aggressive strategy to ensure the talent lost during pandemic is regained quickly.
- 2) Number of vacancies filled by target YoY: 20%, to efficiently fill the gaps in the entry-to mid-level positions seeing a big shortage.

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