

# We need to connect with people who have everything it takes to thrive in advertising – they just don't realise it yet.

The advertising industry is struggling to recruit, and yet there are so many talented minds out there. A fundamental reason is that too few people know about it as a career choice - proven by the fact so many of us already in the industry "just fell into it".

By showing rising generations that they already have the creative mindset needed to succeed in advertising – just by the way they see the world – we can spark curiosity and position the industry as a rewarding, fun place to be.

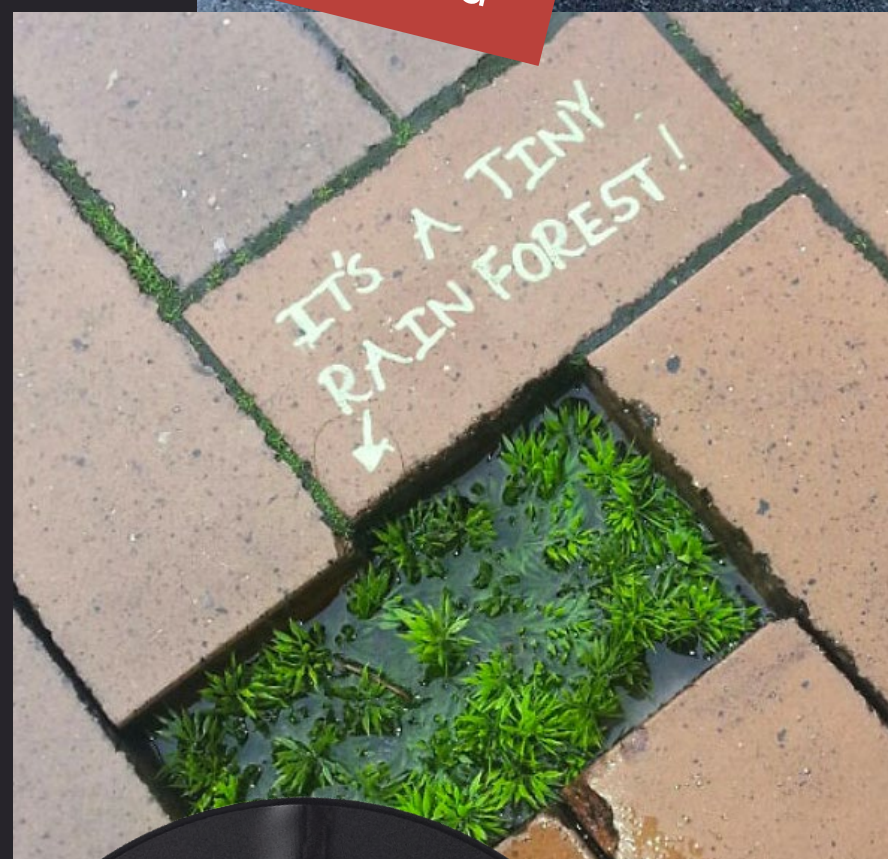
Be it on social posts or lamp posts, subtle expressions of creativity surround us. This concept celebrates this, and speaks directly to the enthusiastic, every-day creators putting their bright minds to use in all kinds of places. And, crucially, tells them they can make a career out of it.

While it succeeds as a single ad, this is a truly campaign-able idea. It works as a print series, showing up at our audiences' regular places – bus stops, gyms, stations, drive-throughs – precisely where creative magic might happen. Beyond that though, the campaign sticker can be placed in scenes of everyday creativity; digitally and in real life.

This concept works hard to get advertising in front of untapped talent and proves that it's a world that they would belong to.



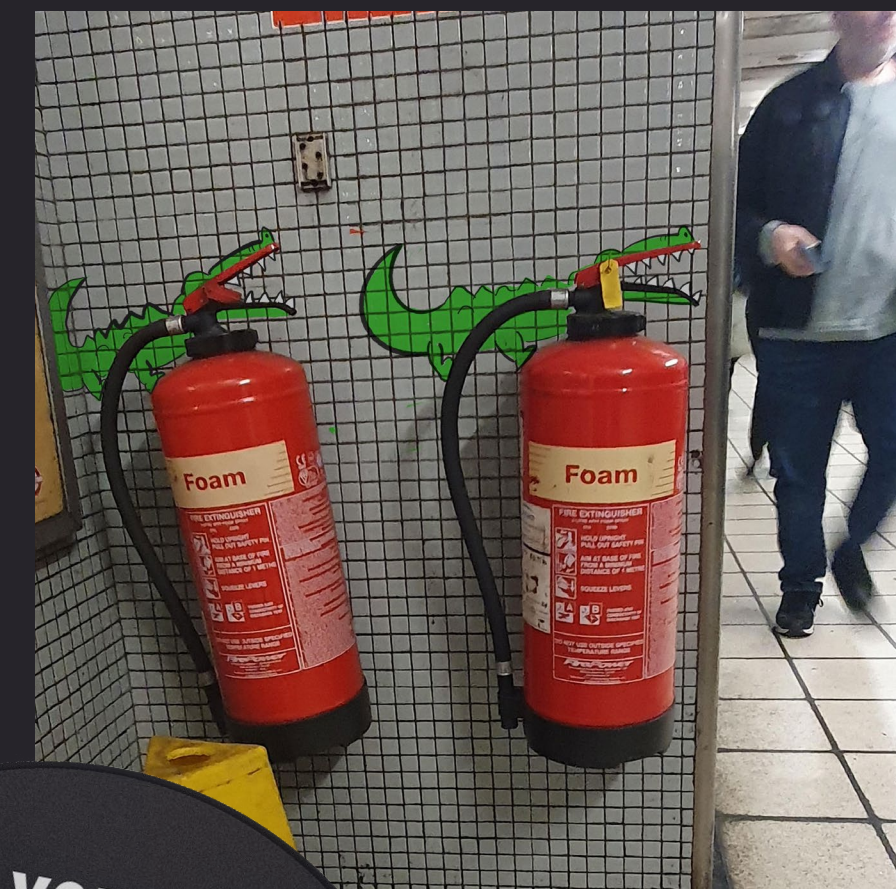
Out in the world



YOUR IMAGINATION ALREADY WORKS HARD.

Get paid for it.

ADVERTISING ASSOCIATION



Made this weekend