



Welcome to the FUTURE IN PROGRESS campaign - an exciting initiative that celebrates the progressive, diverse, and creatively boundless world of advertising. Our tagline reflects the industry's commitment to constant development and growth, and it's a reminder that your career in advertising is ever-evolving. Whether you're a young person or a career shifter, there's always room to push yourself, achieve great things and make a positive impact on society and the industry.

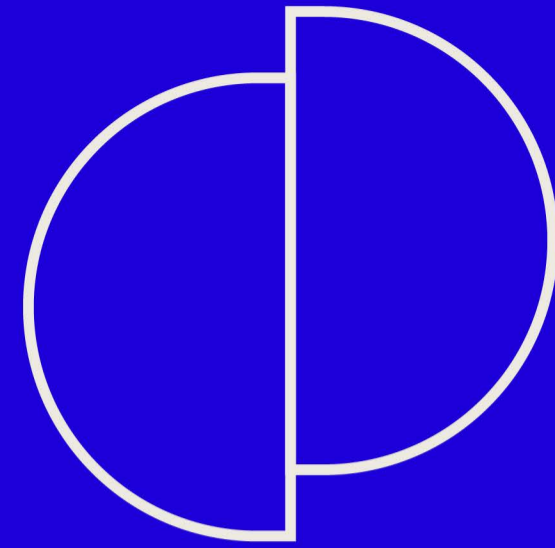
Our visual identity takes inspiration from blueprints and the work-in-progress concept. Your career in advertising is never finished, and there's always room for growth and improvement. Our blueprint-style icons represent the core values and perks of working in advertising, reinforcing the message that this is a career worth pursuing. The primary blue colour of the campaign is taking inspiration from the blueprints aesthetic and pairs with other colours to create a bold, energetic and enticing campaign.

By modifying the tagline's prefix in different contexts, we showcase the incredible fulfilment and impact that a career in advertising can bring. Our campaign illustrates how everyone can find their place in this exciting and dynamic industry.

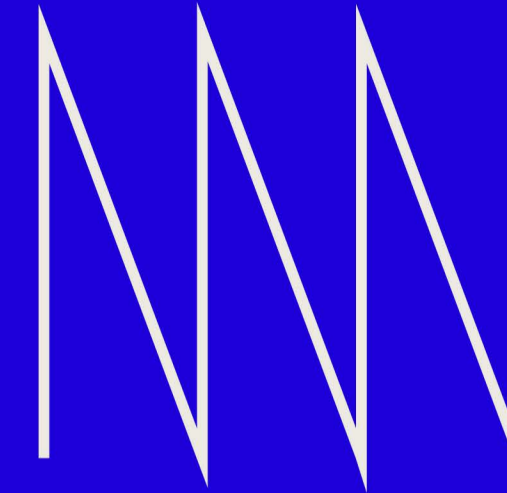
At the heart of our campaign are people - we celebrate the diversity of thinking and welcome people from all backgrounds, styles, and ideas. The modular grid suggests variety and showcases the unique perspectives that each person brings to the industry and fills the industry void with their unique voice.

ADVERTISING
ASSOCIATION

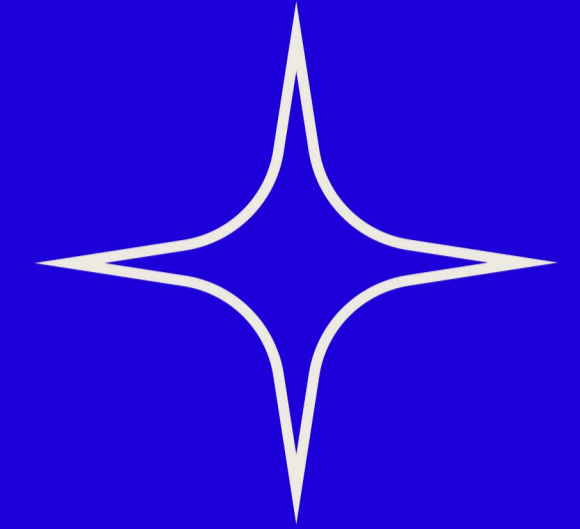
Future IN PROGRESS



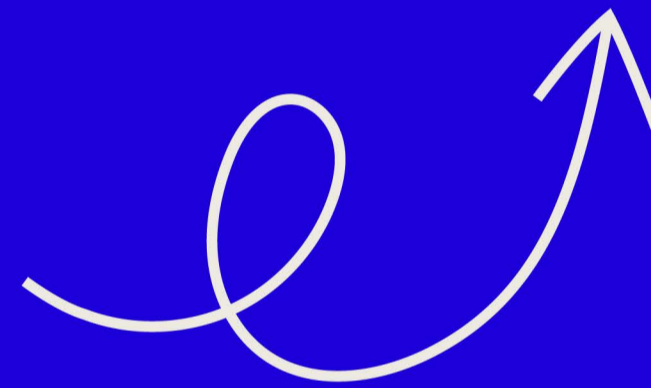
COLLABORATION



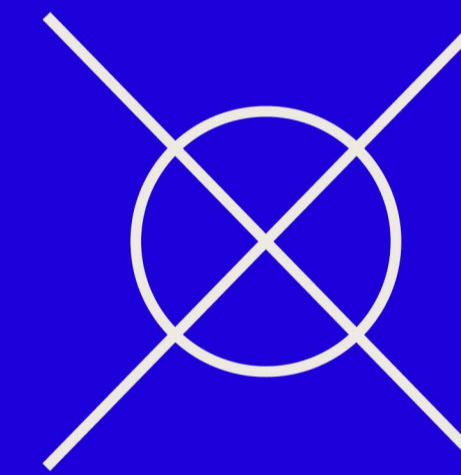
ENERGY



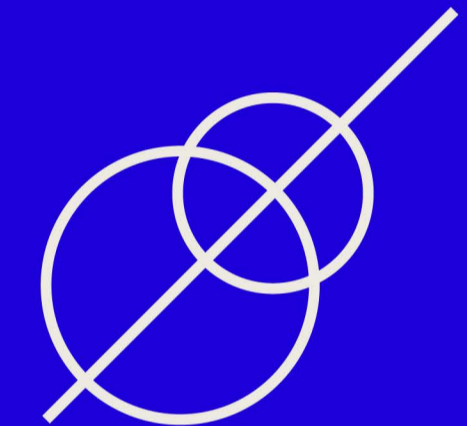
CREATIVITY



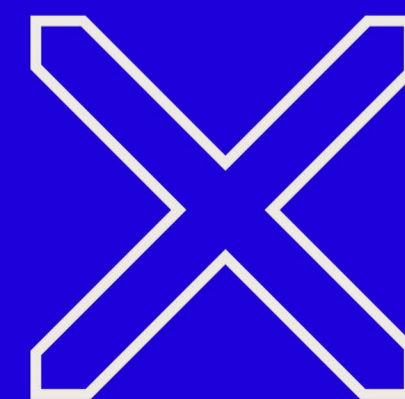
GROWTH



PURPOSE



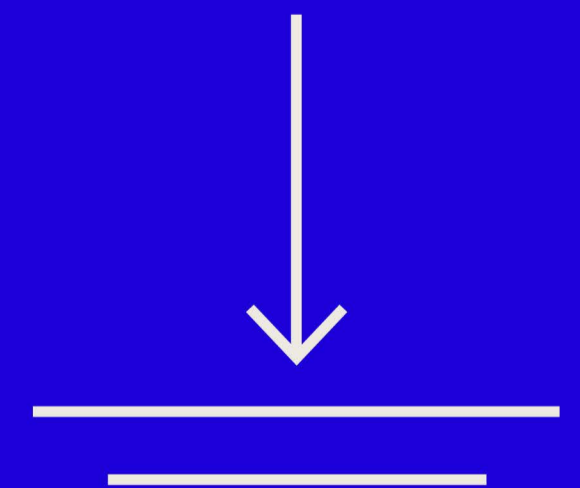
DIVERSITY



STRATEGY



PROGRESS



IMPACT

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**Media
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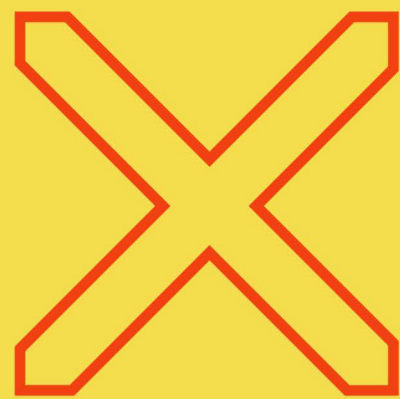
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The FUTURE IN PROGRESS identity is an incredibly versatile and easily scalable branding concept. Our modular grid of work-in-progress blueprints and grid-fitting icons allows for a personalised experience that highlights unique talents while maintaining visual coherence. With distinctive taglines and bold colors, the identity will remain recognizable in any context.

- To elevate the campaign further, we suggest utilizing the power of motion design. Our iconography and grids are designed to be animated, creating catchy, moving images that increase the impact on social media and beyond.
- In advertising, it's important to celebrate individual journeys and their impact on society. That's why we recommend offering personalised merchandise that allows people to play with their iconography and develop icons with their style and meaning, while maintaining coherence with the entire campaign. For example, a personalised notebook can serve as a career development partner for those entering the advertising industry.
- Engage with the community by creating a 'Future in Progress' TikTok filter. This filter celebrates individual journeys and helps build a network of passionate talents who support each other in their advertising careers. Encourage people to use the hashtag #futureinprogress to join the conversation.
- Finally, host a Free-For-All space or event where graduates and career changers can engage with the industry and collaborate on a project that informs a larger initiative. This event would allow for networking and creative collaboration, inspiring the next generation of advertising professionals.



Future IN PROGRESS

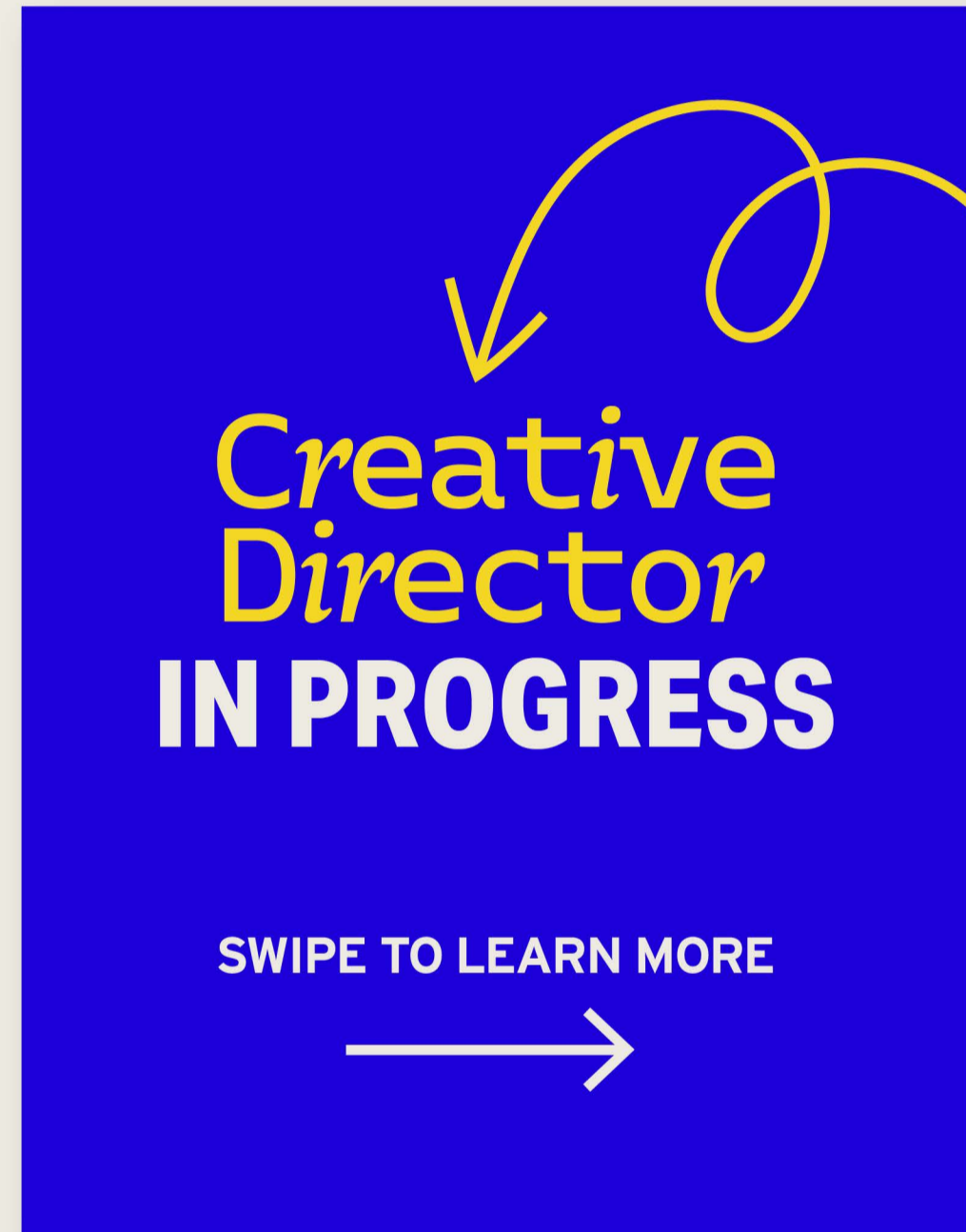
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POSSIBILITIES
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Vision

Career

Future

Change

Ideas

IN PROGRESS



