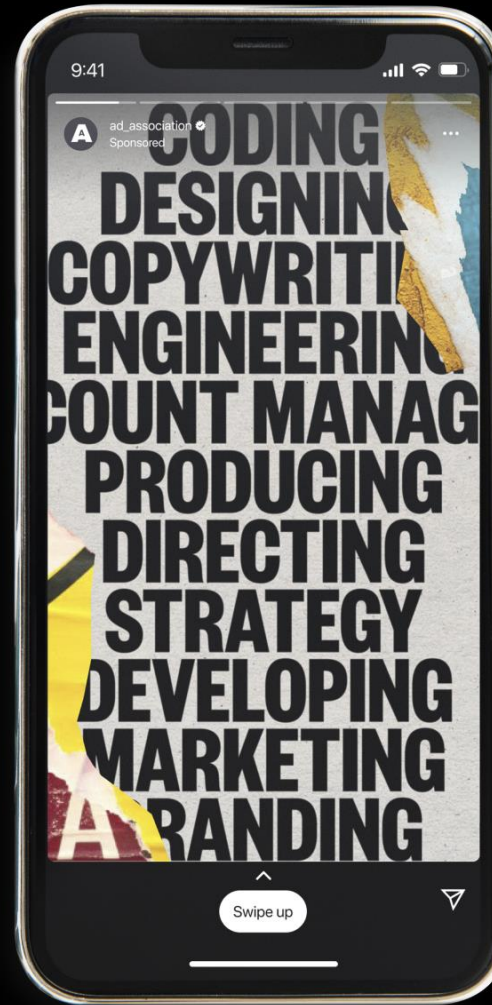


BEYOND THE BILLBOARD

DISCOVER THE BEST INDUSTRY
HIDDEN IN PLAIN SIGHT

SOCIAL MEDIA COMPONENT

Our target audience receive our ad across their socials (shown here in carousel format). Frame 1 shows an exciting range of potential roles. The ad then 'tears', encouraging the user to swipe up, where they'll be taken through to our *Beyond the Billboard* digital platform.

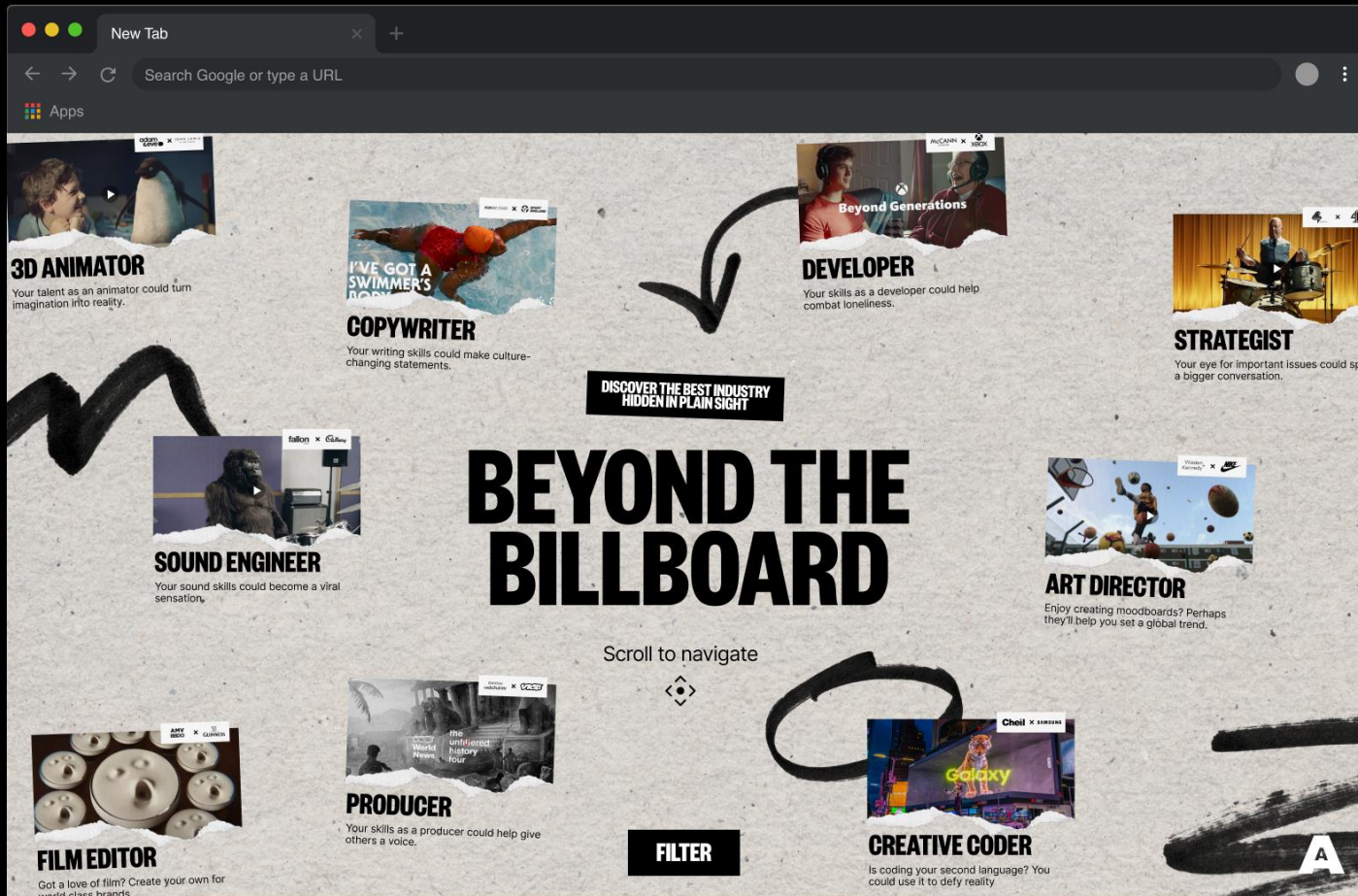


Frame 1

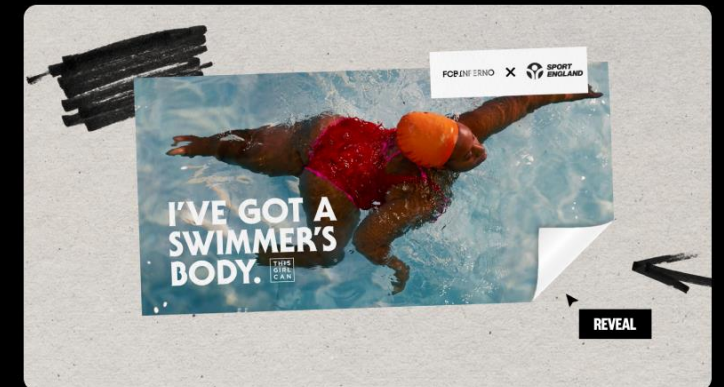


Frame 2

DIGITAL PLATFORM



Landing page



1. Iconic ads are shown in full, and 'reveal' appears on hover

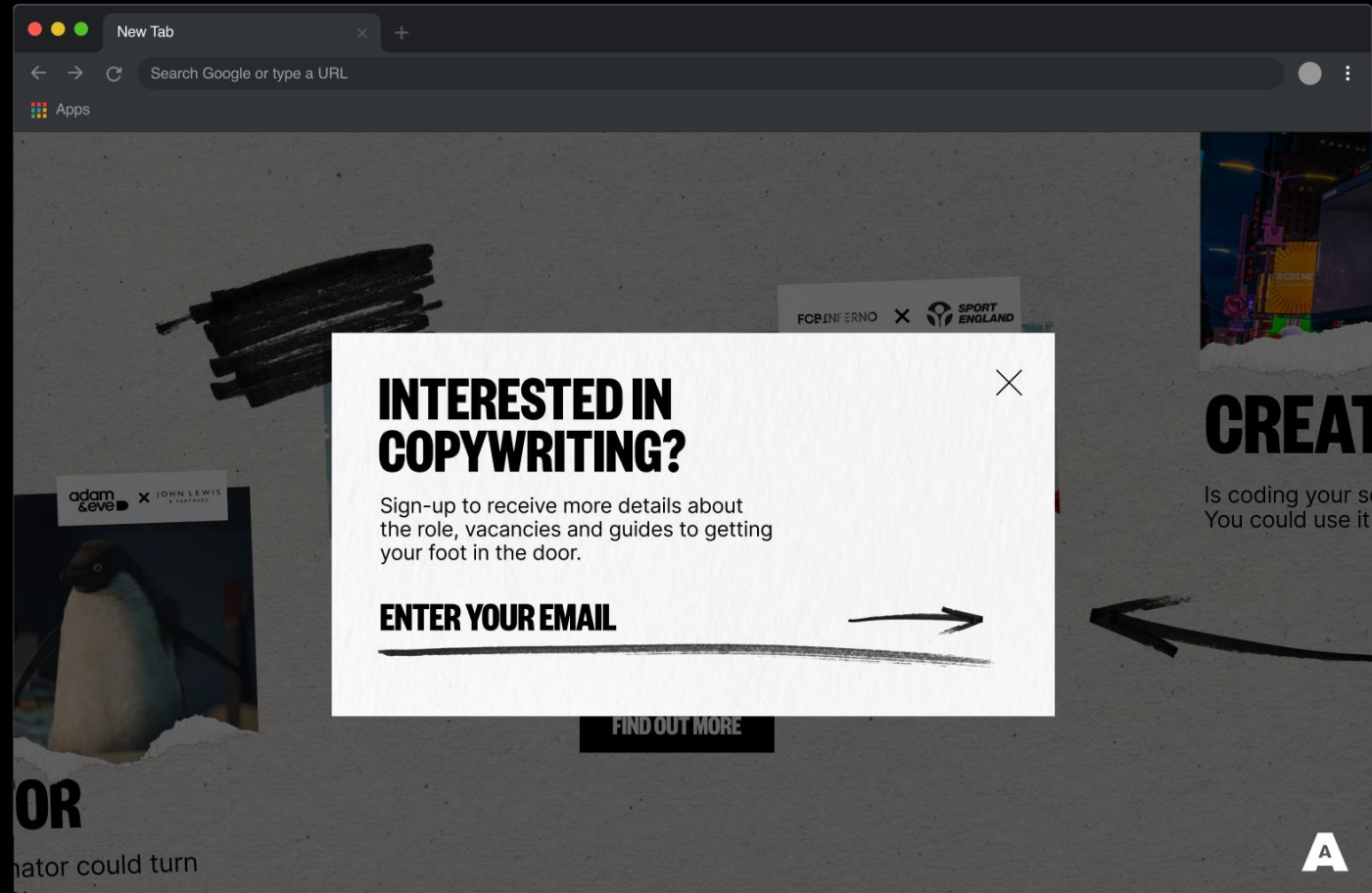


2. User drags the mouse to tear away the ad, revealing the role underneath and click-through CTA



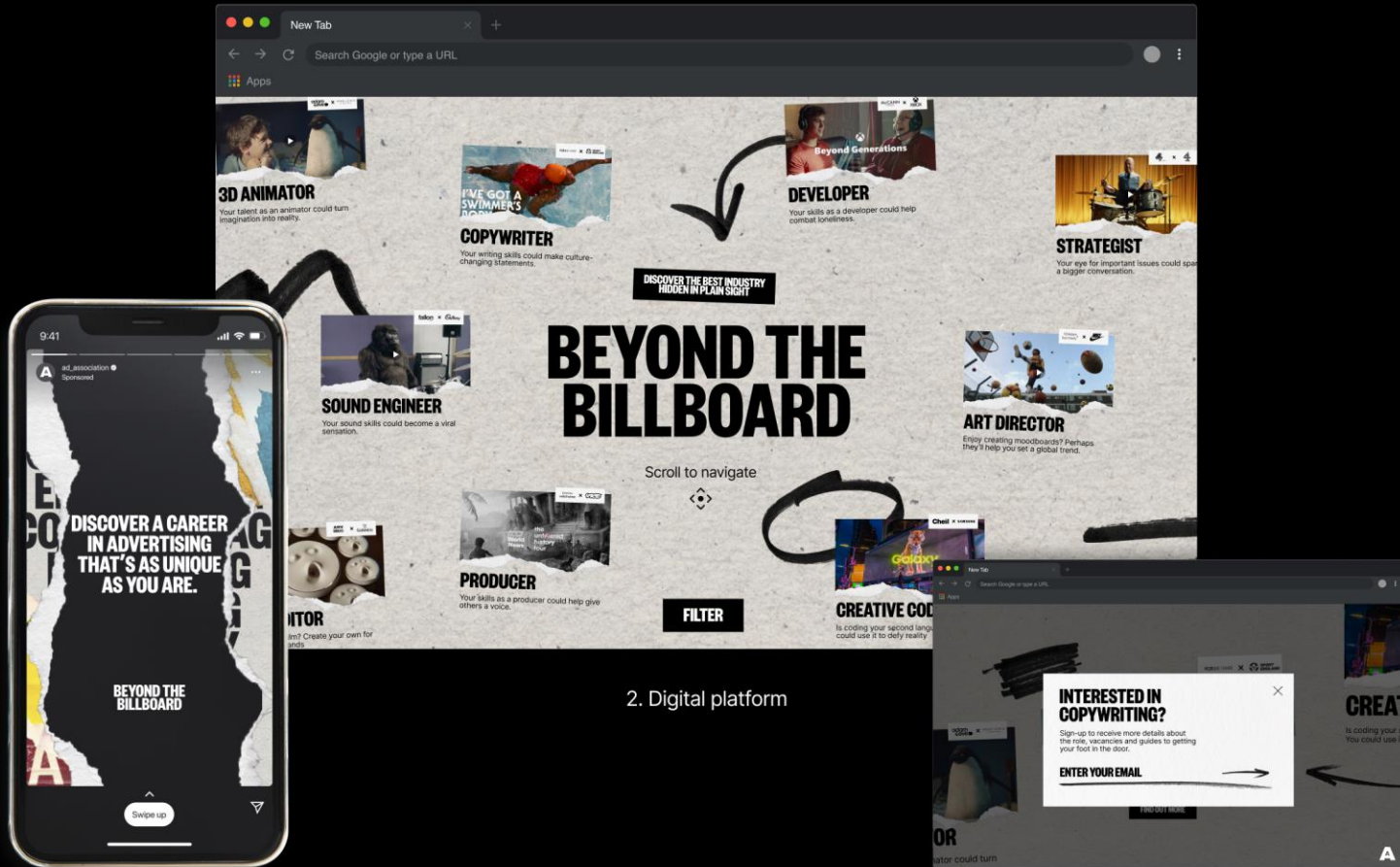
TAILORED EMAIL CONTENT

After clicking 'find out more', the user is prompted to enter their email address. Advertising Association will email them with tailored content, including details on what their chosen role typically entails, as well as contact information for UK ad agencies that suit their interests.



BEYOND THE BILLBOARD

DISCOVER THE BEST INDUSTRY
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1. Social ads

2. Digital platform

3. Tailored email content

CAMPAIGN SUMMARY

Beyond the Billboard is a campaign aimed to inspire young people to choose a career in advertising, by allowing them to take a peek 'beyond the billboard' and open their eyes up to the exciting, but hidden, world of advertising.

They'll discover and navigate through a wide range of potential career roles, including ones they might not have thought of as advertising.

CREATIVE INSIGHT

Most young people don't realise that advertising is so much more than just TV ads and billboards. It's an extremely broad and dynamic industry, that caters to lots of different passions and skill sets.

The UK ad industry is far from the stereotype of stuffy offices, suits and ruthless critique, and we'll showcase the diversity of roles by breaking that stereotype.

SOLUTION

We'll create a fun, interactive digital platform that encourages young people to explore the vast world of advertising by tearing through billboards to uncover all the different and exciting areas you can work in. Each new ad torn reveals a new role, and a new way to get into the industry. If the user likes the sound of a role, they'll be directed to more info on how to start applying.

The platform would also act as a tool for users to discover advertising careers tailored to their skills and passions. A filter function allows users to pick interests like coding + football, and the hub will display ads in those categories.

HOW IT WORKS

We'll launch the campaign across social media using engaging, interactive ads, encouraging our audience to consider a job in advertising by looking 'beyond the billboard' by 'tearing' the ad.

As they 'tear' the ad they'll then be linked to our hub, where they'll be free to explore the many different layers the advertising industry has to offer.

Once they find a role they're interested in, we can then help put them in contact with relevant agencies and communities, to help them take that next step in their new careers.

