

BEYOND THE BILLBOARD

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.