

Advertising Unlocked

Agency Briefing

Why is Advertising Unlocked important?

Carolyn Stebbings,

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and Member of the IPA Talent Leadership Group

Running advertising workshops for teenagers – a lifetime of learnings

Gwyn March,
CPD Advisor, IPA

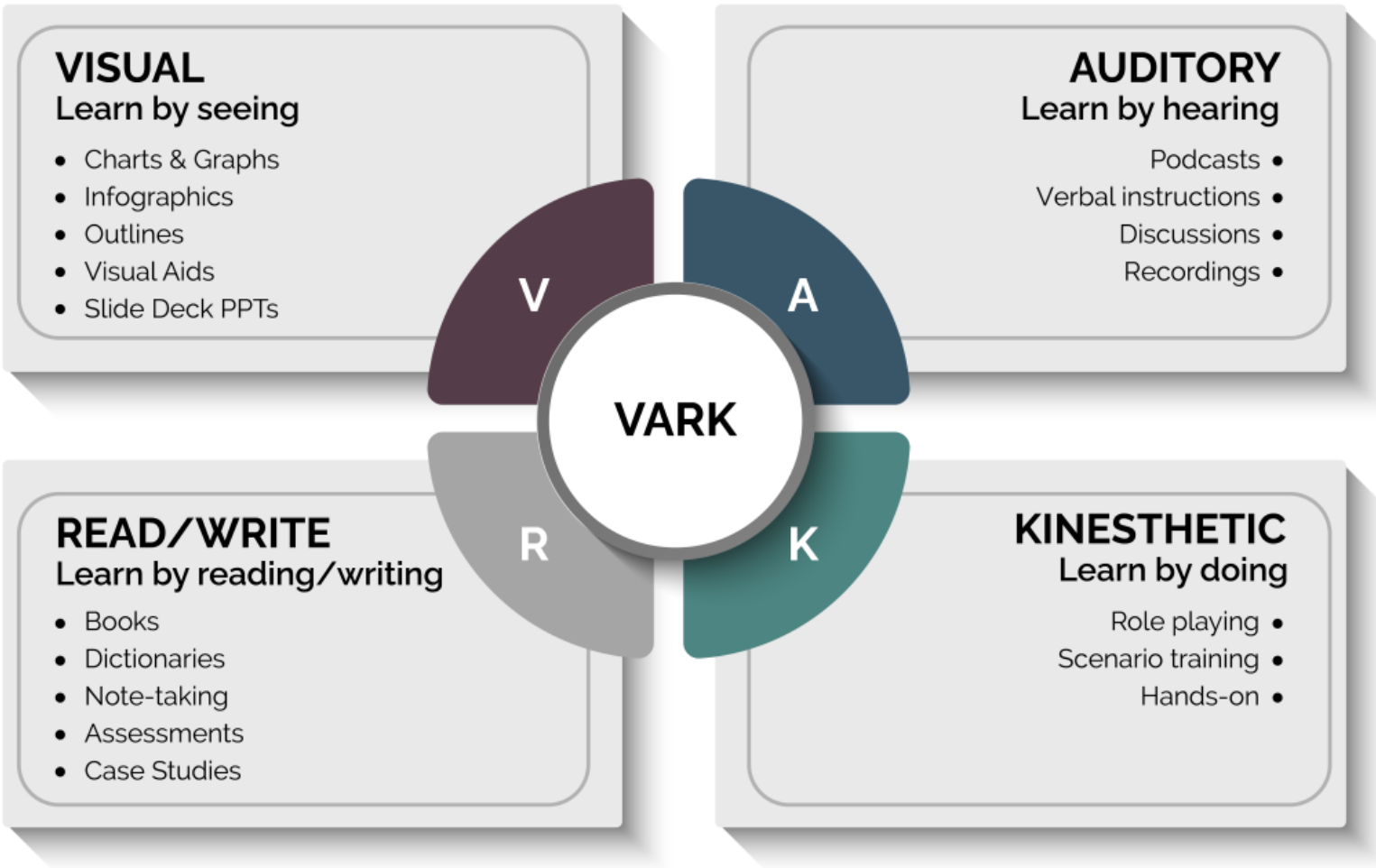
What's In This Session With Me Of Benefit To You

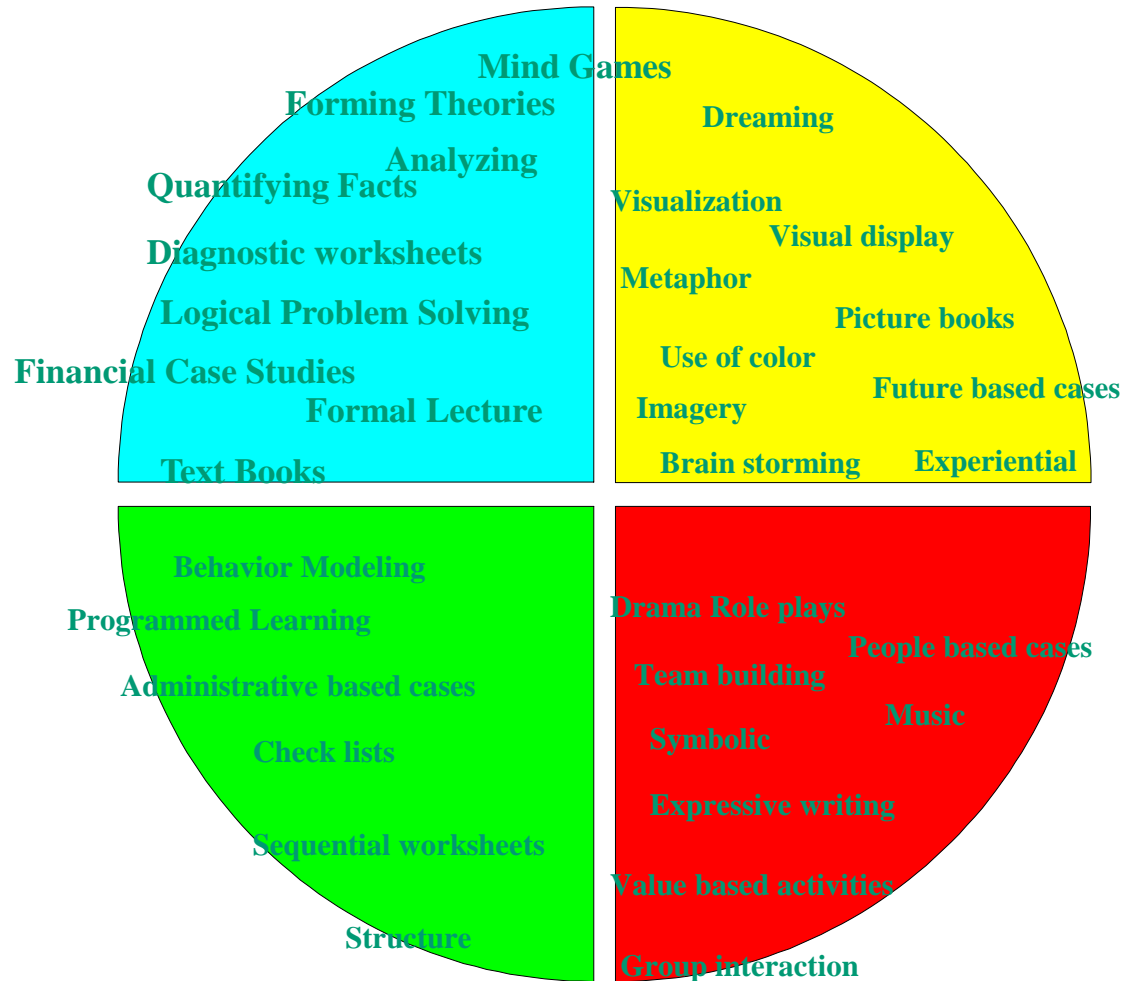
Learn to create engaging, beneficial all round, learning for teenagers coming in for AdUnlocked

1. The different learning styles and preferences
2. What engages everyone
3. Some things you need to know about teenagers and learning
4. A suggested agenda
5. Do and Don'ts
6. Lots of free resources

True or False?

1. Most students will turn up with a clear idea of what is happening
2. It takes a lot to encourage them away from their phones
3. They are all extroverts who love being singled out
4. They have low attention and retention spans
5. They won't ask you questions about AI
6. They all learn by doing something
7. They don't want prizes or praise
8. They want tons of PPT





Novel Ways of Learning?



But Everyone Learns By Doing

"We learn by example and by direct experience because there are real limits to the adequacy of verbal instruction."

Malcolm Gladwell, Blink

*"Tell me and I'll forget
Show me and I'll remember
Involve me and I'll understand"*

Confucius

*"You cannot teach a man anything.
You can only help him discover it within himself."*

Galileo



Works Well If...



How is Engaging Teenagers Different to Engaging Adults?

SAME

- Like 'classroom' learning
- Low attention and retention spans
- Like and remember stories
- Like having fun
- Fairly competitive
- Like gamification
- Like rewards/praise
- Prefer learning they can do something with immediately

DIFFERENT

- Bonkers level confidence based on little experience
- But many will be very shy compared to agency norm
- Poorer impulse control
- Hormonal
- Tireder
- Need warm ups and ice breakers that get them to *move*

A Suggested Agenda?

- Put them into Teams and do Warm Up Team Game (with prizes) e.g. taglines matched to adverts
- Housekeeping e.g. breaks, and we'll be quizzing your team on what we say at the end of today, have rule about phones
- Explain key roles (e.g. via an account man, planner, media planner, buyer, creatives) and ask them questions e.g. is TV more expensive than Radio and why? Is it best to say one good thing about the brand or several?
- Give all teams a relatable business problem e.g. Golden Nikes and ask them to present a pitch back, with help from mentors, and using only flip charts which covers:
 - target audience(s) and why, maybe do mood board
 - what single minded thing you you want to say to them, and why
 - what is the best places and times to reach them and why
 - *[depending on agency]* a creative idea expressed as a poster or a key influencer
- Feedback on pitches, more prizes
- Final quiz on all they have learned

Do

1. Get your most junior Gen Zs to arrange the day and play the host with senior people as guest speakers
2. Feed the guests something – fruit best
3. Ask them questions and invite theirs, to bolster confidence
4. Give honest praise/prizes liberally

Don't

1. Panic – *“People are people. We are all so much more similar than we are different.” Leah Georges TEDX Talk ‘How Generational Stereotypes Hold Us Back’*
2. Reinvent the wheel
3. Forget to ask them what they learned

Some Resources You Can Plunder Anytime

Agenda Ideas



Teacher's Toolkit

This toolkit comprises of 21 games and exercises to show students the skills used in the advertising industry, jargon and key concepts such as data analysis, proofreading, listening without agenda and many more.



Daydreamers: Unleash Creativity

Free online resources to introduce creativity, critical thinking and problem solving into a learning space. Divided by length of activity, age group and type.



Media Smart

Free online resources aimed at educating 7 - 16 year olds on subjects such as social media, body image and influencer marketing.

Tips and learnings for a successful Advertising Unlocked

Kandice Quain,

Media Manager, Bray Leino and IPA iLister 2022

What you need to know

The process, timeline and next steps

Stages	Date
Sign up to Advertising Unlocked via the form	January - April
IPA matches agencies and schools/ colleges based on capacity and proximity	April - May
<p>Matches confirmed and agencies get in touch with schools in the first instance</p> <ul style="list-style-type: none"> You should introduce the agency, what you do and who the main contacts are If you do not hear back from your school, please let us know so we can re-match you with another school 	End of May
<p>Prepare agenda with your matched school, organise event and confirm logistics:</p> <ul style="list-style-type: none"> Holiday dates Travel arrangements – arrival/ departure times, mode of transport Dietary requirements (if you are providing catering) Accessibility requirements Reasonable adjustments/ safeguarding Image release form 	May - October
Advertising Unlocked takes place across the UK	November

Q&A

Please put your questions in the Q&A box below

Thank you

If you have any further questions, please check out our [FAQs page](#), or get in touch at adunlocked@ipa.co.uk