

The 25Forty Programs

There are two ways for agencies to partner with local high schools (or leverage existing school relationships):

CREATIVE CAMPAIGN

A broader scale program in which agencies partner with a local creative high school to execute a campaign. This will be entered into the 25Forty creative jury showcase, in which the top three campaigns chosen will get a \$10K donation awarded to their partner school.

SPEAKER SERIES

A mentorship program in which agencies commit to a series of 4-5 speaking engagements at the school with the goal of establishing mentorship relationships with students.

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CREATIVE CAMPAIGN

25
FORTY
PROJECT

OVERVIEW

Create student work to answer an interpretation of the creative brief under the guidance of agency teams.

Submission deadline: May 10, 2017.

Work will be viewed by a jury.

The three projects will be featured as “winners.”

All work will be showcased via our press partners. The top three projects will be featured as “winners” and will be awarded a \$10K donation to their partner school.

Refer to **The Brief** on the following page for more information on creating work for the creative campaign.

KEY DATES

Oct 25 – Dec 23

Agencies commit to the project and match with a partner school

Jan 2 – May 10

Agencies implement the program and develop work

May 10

Deadline for submitting work to the online portal

May 15 – 25

Judging period

*To quantify success metrics, each agency must document their 40 participants by name and picture, and obtain releases signed by participants and their guardians. Additionally, participants of the program are expected to complete a follow-up.

THE BRIEF



25Forty Project, 2017 Challenge

Ultimate Challenge: Expose 40 diverse students in your community to advertising.

Creative Challenge: Create a campaign that uniquely brings to life and shines a light on an entity, a person or a thing that is pushing against the stereotype of your city.

CONSIDERATIONS

You must create **one video**, 15 seconds–5 minutes in length and **one print/poster** style asset. We also encourage using other forms of media to bring your idea to life.

You can pick any “entity/client” you like (a non-profit, a public department, a business, a person, a performance group, etc.).

You can work with a real-life agency and/or client if you feel they fit with your strategy.

You can create work that overtly brings to life your city’s stereotype, or you can shine a light on your “client entity” and have the stereotype be implicitly debunked. It is up to you to strategically and creatively decide what is most compelling for your team.

INSPIRATION

Sometimes our cities and communities get pegged as a certain stereotype, only standing for one thing.

For example: “Boston is a white sports town” or “Atlanta is a black and white town.” “LA is just Hollywood glitz and glam” or “Portland is just a bunch of organic yogis.”

But we know that isn’t all our cities stand for. Our cities are changing, and people are doing some pretty rad things to change what our cultures look like.

This year, the 25Forty Challenge is for you to create a campaign that shines a light on some entity that is moving your city’s culture forward, and breaking the stereotypes of your city and its people.

SPEAKER SÉRIES

25 FORTY
PROJECT

OVERVIEW

Identify a diverse high school within an agency's community to partner with.

Coordinate with their faculty to lead 4-5 sessions in which agency employees in a variety of roles speak with students about advertising and the opportunities it provides.

Refer to **The Syllabus** on the following page for more information on how the sessions work.

KEY DATES

Oct 25 - Dec 23

Agencies commit to the project and match with a partner school to set up speaker sessions

*To quantify success metrics, each agency must document their 40 participants by name and picture, and obtain releases signed by participants and their guardians. Additionally, participants of the program are expected to complete a follow-up.

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THE SYLLABUS

This syllabus is a six-part series outlining who should be attending and the type of questions that should be addressed.

SESSION 1

Advertising 101: 4-5 Agency Mentors to Discuss

How many of the children think of advertising as a career?

What is advertising? (the basics)

Overview of the different departments in an agency

(mentors should represent different aspects of the agency)

How did the agency mentors find out about this line of work?

What was their path?

Overview of some of the mentor's favorite work (reel, etc.)

SESSION 2

Account and New Business Account Team and Business Development Attend

How does advertising work? How do agencies make money?

How do we get introduced to new business?

Who from the client side do we work with (CMO, etc.)?

How do you create a team that best serves the client?

What skills/interests are important for this job?

What is a recommended path to get this job?

THE SYLLABUS

SESSION 3

Strategists Attend

What is it?

Why is it important? How do you do research?

What is an “insight” or an interesting piece of information?

How do you get inspiration?

What is a brief? Why is it important?

How do you work with the creatives?

What skills are important for this job?

What is a recommended path to get this job?

Reel of favorite work and the strategy it was spawned from

SESSION 4

Creative Development: Creatives From Any Discipline Attend (and Others if Available)

Where do you get inspiration?

How do you concept?

What is the creative process?

What tools do you need to understand and use to make creative work?

What are the different creative roles (art director/writer/experience designer)?

What skills/traits are important for this job?

What is the recommended path for this job?

Reel of favorite work and why

THE SYLLABUS

SESSION 5

Getting It Out There: PR and Media Attend

What is the media world? What is it made of — companies, publishers, etc.?

How do you get connected with them and work with them?

How do you create plans and ideas to get things out into the world? What is your process?

What skills/interests are needed for this job?

What is a recommended path for this job?

Reel of favorite PR/media-led work

SESSION 6

Total Team Q&A with the Students

Open forum Q&A based on questions, concerns or likes that bubbled up over the sessions

Poll of “How many of you are interested in advertising as a job”?

Students can sign/take photo/show proof of attendance

SAMPLE LETTER



This is an example of how to reach out to schools and other agencies.

Dear (Name of Administrator/Exec Director)

We are from (agency XXX) and are reaching out to discuss an initiative we are part of called the 25Forty Project. Our mission is to make more diverse young talent aware of the advertising industry, and help change the look and feel of our industry. It is a national initiative that has a goal of introducing 1,000 diverse students to what we do, and helping them see that it could be an interesting career option for them. More specifically (insert key team member who will be the contact person) would love to chat with you, if you have a few minutes, about a partnership that entails:

Creating a 25Forty Speaker Series

A simple mentorship and Q&A session: 6 sessions throughout the year in which we bring a variety of different people with differing jobs in the agency to speak to the students and answer questions.

Creating a 25Forty Creative Campaign

A creative campaign immersion program. Agencies will partner with your students to execute a creative campaign to be entered into the 25Forty creative jury showcase in which the top three campaigns will get a \$10K donation awarded to their partner school.

We are so excited to hear from you, and we hope you can be a part of the 25Forty Project.

Sincerely,

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