TALENT FUND PROPOSAL 2022

the creative floor

HEALTHCARE AWARDS
WHAT IF WE COULD CHANGE THE WAY YOUNG PEOPLE THINK?

The brightest ideas don’t come from one place or one type of person. We’re here to help move the creative, tech and communications industries in a more diverse direction. We’re asking them to think bigger and open their doors to students who don’t normally get a look-in. Students who may never have thought about joining the industry yet are full of ideas.

WHAT WE DO

We inspire students with diverse role models from the creative industries – experts who will encourage them to think about new careers.

We challenge students to respond to high-profile briefs from brands such as Nike, Pantene, Burberry, Tik Tok, John Lewis, Lloyds, BBC, Canon, ITV.

We run one-day and two-day programmes in schools, and two-day and five-day self-selective creative camps in the holidays to give young people a taste of life in the world of advertising, communications and tech. We offer opportunities for young people to visit creative agencies to see first-hand what life is like in a creative workspace. We also create virtual experiences where students can work on briefs online.

Our programmes give students a chance to develop transferable skills: idea generation, communication, teamwork, time management, customer awareness, listening and presentation skills. They also gain creative technical skills such as using cameras and digital storytelling tools.

We identify students who have a passion for creativity and communication and support them long-term as part of our Future Creatives scheme, with mentoring, work experience, and networking opportunities. Our alumni go on to do great things, such as Andrew Georgiou, age 24, who now leads Samsung’s gen Z strategy for Europe.
We will work with a brand and creative agency to deliver a healthcare communications brief to young people. Students aged 11-19 will work on a live brief and present their creative ideas to the brand in a formal pitch presentation. They’ll leave with an insight into healthcare comms and a portfolio of new/improved skills. As part of the experience we will also bring young people and their teachers into the workplace to see what different creative environments look like – the culture, the challenges, the opportunities.

Young people will work in teams to respond to the brief and come up with creative campaign ideas. During the programme, mentors from the brand and agency will run workshops to bring the brief alive and teach them essential skills such as target audience insights, how to come up with a big idea and how to pitch. They will offer mentoring and feedback as well as inspiring students about future careers.

At the end of programme each team will pitch their ideas to a panel of judges from the brand and agency. A winner and runner up will be selected, and valuable feedback given to each team.

We will explore briefs which cover issues that relate to young people and are interested in tackling areas such as mental health, period poverty, body positivity or consent. We are currently developing a partnership with Headspace which would provide a great opportunity to explore a mental health brief.

Following on from the project, young people will be invited to join our Future Creatives progression scheme. Future Creatives is sponsored by agencies such as Havas, Engine, BBH and AMV and will offer intensive opportunities to learn and experience more about the industry, fast.

Why we do this:

Many young people, teachers, and parents do not know about the creative industries or misunderstand them. Unless students have the creative industries on their radar, the industry will continue to recruit from people ‘in the know’ who don’t necessarily represent a diverse workforce.

We believe that the skills students learn will help them with their employability and success across various disciplines, not just creative industries.

We know that employers benefit from working alongside young people, too – gaining new insights, developing their knowledge and communication skills, and feeling a sense of satisfaction from giving back.
OUR HEALTHCARE COMMUNICATIONS WORK

We have a long history of running healthcare related briefs. From raising awareness of the importance of handwashing with GlaxoSmithKline in 2011 (little did we know!) to tackling male suicide and mental health with McCann Torre Lazure in 2017, we are committed to giving young people opportunities in this industry.

Previous funding from the Creative Floor has enabled us to deliver some exciting projects. You can find out more about them on the winners page of their website.

THE STEPHEN HAWKING FOUNDATION – VACCINE AWARENESS

In 2019, using Creative Floor funding, we set out on a unique collaboration with Cancer Research UK, Good Agency and D&AD to offer 35 young people from London an exciting opportunity to join a 2 day creative workshop held at the D&AD Festival.

D&AD provided us with workshop space across 2 days of the festival to let our students get creative. This gave students the opportunity to be fully immersed in the festival whilst working on a creative brief set by Cancer Research UK and Good Agency. They attended talks, critiqued ads and networked to find out about careers.

90% of students are more likely to consider a creative career as the result of the programme.

CANCER RESEARCH UK – RAISING AWARENESS OF THE DANGERS OF TANNING

In May 2019, using Creative Floor funding, we set out on a unique collaboration with Cancer Research UK, Good Agency and D&AD to offer 35 young people from London an exciting opportunity to join a 2 day creative workshop held at the D&AD Festival.

D&AD provided us with workshop space across 2 days of the festival to let our students get creative. This gave students the opportunity to be fully immersed in the festival whilst working on a creative brief set by Cancer Research UK and Good Agency. They attended talks, critiqued ads and networked to find out about careers.

NATIONWIDE – ANTI-BULLYING AND WELLBEING

In early 2019 we worked with Nationwide for the ‘Together Against Hate’ project, with a focus on mental health. The Building Society were keen for our Ideas Makers to bring the winning idea to life, so Creative Floor funding allowed this to happen.

Film students from Manchester College and University West London had 2 months to film and edit an advert with the support of creative agency, VCCP.

The outcome – 8 fantastic adverts from the same storyboard that were so diverse in their approach to addressing online hate, we were truly blown away!
A HISTORY OF HEALTH AND WELLNESS CREATIVITY

We’re passionate about inspiring young people through health and wellness communication projects, and have a history of delivering successful projects both in and out of school.

- Hackney Learning Trust, anti-bullying health and wellness brief.
- GlaxoSmithKline, Raising awareness of the importance of hand washing.
- Change4Life, encouraging young people to cut down on junk food.
- Publicis Healthcare, supporting recruitment for ‘The Lab’ scheme.
- Space To Earth Challenge, encouraging young people to get fit.
- McCann Torre Lazare, raising awareness of male suicide and mental health.
- Prostate Awareness month, raising awareness of prostate cancer.
- Festival Bridge & Thrive, encouraging wellbeing.
- Nutritroops, healthy eating brief based on sugar tax.
- Cancer Research UK, raising awareness of the dangers of tanning.
- Nationwide, ‘Together Against Hate’ mental health brief.
- Stephen Hawking Foundation, Vaccine confidence and awareness.
- RAENG and Tik Tok, Digital storytelling dispelling misconceptions about engineering.
- QMUL, raising awareness of pre term birth.
- Story Futures, Immersive storytelling to inspire engineers.

92% OF STUDENTS FEEL THEY HAVE A BETTER UNDERSTANDING OF THE CREATIVE AND MEDIA WORLD OF WORK.

– THANK YOU FOR SUPPORTING OUR WORK –