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.

Creative Floor funding has helped us to run creative projects with young people from a range of diverse backgrounds: Gender, Ethnicity, Faith, Geography, Sexuality, Social Background
INSPIRING YOUNG TALENT

2018 funding allowed us to work on an exciting healthcare related project with young people from across London. Thanks to the Creative Floor they have been inspired to think creatively and consider new career options in the healthcare communications industry.
WHAT WE DID
We worked with:
35 students
7 mentors
4 schools/colleges
1 creative agency
1 brand
1 advertising festival
1 brief
GOOD AGENCY: OWN YOUR TONE
In May 2018 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.
We welcomed students from:

Global Academy
Ernest Bevin College
Sir George Monoux College
Coulsdon College
THE BRIEF

Problem: Tanning can be deadly

Audience: Young tan seekers

Solution: Young people embracing their natural skin tone

Proposition: Start the #ownyourtone revolution
Students were asked to create something that changes 16-24 year olds attitudes and behaviours.

Primary objective: To inspire young people to embrace their natural skin tone and turn their back on tanning

Secondary objectives: Encourage young people to routinely protect their skin in the sun, and feel more positive about CRUK as a result of the campaign
Throughout the 2 days, students were put in to teams with people they don’t know and asked to come up with creative campaign ideas to answer the brief.

The workshop was designed to be interactive with the festival to really bring things to life. The students watched a talk on storytelling, visited the awards, and found out about creative careers by networking with people attending the festival and asking them about what they do.
The workshop culminated in each team pitching back their creative campaign ideas to a panel of judges from Good Agency and Cancer Research UK.

Following a how to pitch workshop, they all did an amazing job in communicating their ideas. Both the brand an agency were blown away by their creativity, and so were we!
The briefing

Getting creative

Networking

Students being mentored
Pitching their ideas
The judging panel
The highly commended team
The winning team
“It’s clear that as an industry, we need to reflect on our approach to diversity and inclusion. Just saying anyone can apply for a job is not enough. What about the people who won’t ever find out that job exists? Or the ones who do, but can’t afford the train fare to the interview? Too much talent is going to waste for want of opportunity.

That’s why what Ideas Foundation do matters so much to us, and why we found ourselves rallying a room full of teenagers to join our ranks. We were lucky enough to be able to hold the sessions at the D&AD festival, so it wasn’t a hard sell with so much incredible work around us, and the chance to see talks from inspiring industry leaders.

We were there to mentor the students, but in many ways, they ended up schooling us. In boundless creativity that’s not yet bogged down by budget and practicalities. In enthusiasm for what we do, as one student asked, “do you really get to come up with ideas all day?” And most importantly, in bravery, as everyone there had left their comfort zone, daring to pitch their ideas to a room full of strangers.”

Lizzie Russell, Good Agency
THANK YOU FOR HELPING US TO INSPIRE THE NEW GENERATION OF CREATIVES