12 years of diversity:
Why banking it in the SCA
Is the wise investment
SCA: A place for brilliant, unexpected minds

Watch to find out more about SCA and our mission to diversify the industry

WATCH NOW
When we talk about the need for diversity, some imagine (wrongly) that it is about gender or ethnicity. Both of these are important, but mask the real opportunities that come from supporting diversity in its truest form.

Marc Lewis, Founder & Dean, SCA 2.0
Watch the video to hear how winning a scholarship changed Holly’s life.

“SCA are changing people’s lives in a legitimate way. They’re pushing people up the ladder and they’re creating opportunities for people that never existed before.”
Scholarship Stories: Terry Eeles, 43 years old

Watch the video to hear what winning a scholarship meant to Terry

“SCA is one of the few places that preaches true diversity and not just the the kind that looks good on your website. You have all kinds of backgrounds - different races, cultures, neurodiversity, gender, sexuality and it all works together”

WATCH NOW
Scholarship Stories: Elizabeth Akingbade, Single

Watch the video to hear how winning a scholarship helped Elizabeth's juggle study around motherhood.

“There’s so many people out there like myself that hasn’t been exposed to the industry and has had the opportunity to have the barriers lowered. If it wasn’t for SCA, I wouldn’t be here for sure. I think it’s just amazing.”
We support diversity in every sense of the

**Chris Medford; PoC, Low Income**
*Won Scholarship: 2019*
*Graduated: 2020*
*Now: Art Director, M&C Saatchi*

“If it wasn’t for the SCA scholarship programme I honestly can’t imagine myself being in the position I’m in. The industry lacks people like myself, who haven’t been able to afford this form of education or access to the industry. SCA is helping to change this”

**Megan Egan; Working Class, Low Income**
*Won Scholarship: 2017*
*Graduated: 2018*
*Now: Senior Creative, Creature*

“SCA was a unique and incredible experience. It provided me with such a huge network of mentors from across so many agencies. I truly believe that the school gave me the tools and the network that I needed to break into the industry.”

**Naomi Taylor; Care Leaver**
*Won Scholarship: 2016*
*Graduated: 2018*
*Now: Senior Creative, Grey London*

“I received a scholarship to SCA, but during the end of the school year, I hit rock bottom and battled some demons. They allowed me to go back in the next intake, I entered D&AD New Blood, won a black pencil and secured the job I’d always wanted at Mr President.”

Read the full story in Campaign
From Scholarships to Award Winning Alumni

WATCH NOW
SCA Achievements

More about us; our scholarship programme, our network, values and commitment to diversity

“I’ve gone from thinking I was done in life to winning a newcomer award at The Caples Awards, a yellow pencil for New Blood and a Cream best global portfolio. The SCA made that happen and I’m just so grateful.”

Terry Eeles, Creative Placement, Krow
What our scholarship students get

1 YEAR of intense vocational training

FIRST CLASS TRAINING by the industry for the industry

DYNAMIC CURRICULUM informed by industry and current events

MASTERCLASS LECTURE SERIES (Rosie Arnold, Sir Jon Hegarty, Dave Dye, Rory Sutherland and more)

A faculty staff of AWARD-WINNING CREATIVE PEOPLE at their fingertips

900 INDUSTRY MENTORS huge range of disciplines

Live briefs throughout the year, leading to a WORLD CLASS PORTFOLIO

SIX MONTH PAID creative work placements

As a brand whose work is such a part of advertising culture, we have a responsibility to try to positively influence the industry. In addition, to have access to such diversity of talent and thought is a huge bonus.

Nicola Wardell, Managing Director The Agency, Specsavers

Sponsorship and funding helps us to support diverse talent.
SCA Achievements

+80%
Alumni land their dream role within 6 months of graduation.

+190
Creative awards and counting.
SCA Students are the most awarded in the world.

+145
Scholarship recipients fulfil their potential.
Our Network

We’re proud to say we have over 100 of the very best agencies and brands in the world supporting us on our journey and ambition to change more lives for the better.

The spirit of reciprocity beats in the hearts of SCA students, alumni, our industry partners and friends. We all have the same goals and ambition, we aim to make a mark on the industry, to leave it better than we found it.

We work closely with our network who are committed to helping us support diversity in all forms - race, religion, age, disability - to bring the best expression and thinking to the creative floor.

The breadth and depth of our network means that we guarantee 6 month placements with our industry partners upon course completion. Over 80% of our students find themselves in full time employment thereafter.
Our Values

Your difference is your superpower

In our 10 years the school has seen superstars join us in their 40s. Superstars with ADHD. A blind art director. Dyslexic copywriters. We believe that difference is a superpower and we’re here to see it shine.

Hard work beats talent

Our course is notoriously tough, because we have a reputation to keep. We have a duty to prepare our graduates for life on the creative floor of the world’s top agencies. Work hard, take every opportunity at SCA and we guarantee a successful career at the end of it.

A different (better) kind of education

Our dynamic curriculum is delivered through hands-on support from a world-class faculty. In 10 months, it’s typical for our students to sit on 350+ masterclasses. Knowledge learned is put into practice on around 70+ briefs, many of them live from the world’s biggest brands.

Creative thinking over academic achievement

We think it’s nonsense that creative potential can be measured by your academic achievement, therefore we’ll simply never ask. We only seek out hard-working day-dreamers, hungry to make famous work and humble to learn how.
SCA 2.0 Commitment to Diversity

- SCA is committed to increasing the diversity of industry creative talent across gender, age, care system, disability, geography and PoC.

- We seek out talent from absolutely everywhere and run successful scholarship recruitment programmes via D&AD Shift, The British Arrows and Brixton Finishing School to find the very best diverse, creative talent.

- We’re very proud to say that over 145 SCA students have been supported by industry sponsorship through scholarships, bursaries and funding rounds over the past 12 years. That’s 145 lives changed in just 10 months.

- A large number of our scholarship recipients are now top CDs and ECDs at some of the world’s biggest agencies UK and abroad.
the creative floor

Go on, bank it in the SCA
(It really is the wise investment😉)

Thanks for taking the time to read and listen to our story.