



Moving the dial

Intentionally provocative by design, the campaign called for more social positive messaging in advertising, encouraging diversity and gender equality. We worked with Ad Standards and its partner agencies to ensure the right tone was struck.



This ad is for white people only.*

Dual approach

To appeal to our two audiences - consumers and advertisers - we pitched separate media releases to advertising trade and mainstream media.

This was supported with campaign assets, an Ad Standards spokesperson for media interviews and commentary from industry heavy-weights on the importance of more socially progressive advertising.

The Project 18 hrs - \$\frac{1}{2}\$ Ads using slogans such as "This ad is for white people only" and "if you're a woman, don't bother reading this ad" will be appearing across Australian radio, TV, newspapers and bill-boards from today. This ad is for white people only.* This displayments Australia Ads using slogans such as "This ad is for white people only" and "if you're ... 233 Comments 41 Shares

Preparation is key

In anticipation of potential backlash, we ensured our spokespeople were prepped with a thorough key message matrix, Q&A document and media briefing before each media interview.

Adnews An advertising campaign challenging advertising stereotypes WHITE PEOPLE SOCIAL STARS

Consumers on side

The campaign received tremendous support from the public, with solid media coverage across mainstream news, TV, talkback radio and trade media.

- 28 hits including News.com.au, Daily Mail, ABC 702 Breakfast
- We reached an audience of 25m
- 100% key message retention
- **72%** of coverage included a CTA

'This ad is for white people only... if you're a woman, don't bother': Why these VERY provocative commercials will soon be broadcast on TV, radio and billboards across Australia

This ad is for white people only.*

The watchdog aims to identify advertising which promotes social good through actions such as breaking gender stereotypes, increasing diversity and social inclusion.'

The commercials also aim to push for advertising which promotes transparency, safe driving practices and responsible marketing to children.